



Intel® Compute Stick

Sales Guide

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February 2015

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Connect. Compute. It's that Simple.

Introducing Intel® Compute Stick Powered by Intel® Atom Quad-Core Processor



Ultra-slim Computer
with Windows 8.1* or Ubuntu



ubuntu®
Windows 8.1



Transform your display

Vision

- Provide a new and innovative product line of stick computers that can be engaged across consumer, business and PC-like embedded applications.
- Current product is based on Intel® Atom® processor with the goal to ramp up to Intel® Core™.
- Enable any HDMI display to become a computer and allow the user to experience productivity and consumption activities on an ultra small, cost effective and power efficient device.



Market Landscape

WiFi Receiver Devices

- Primarily used for Streaming Content
- No local compute, relies heavily on wireless connection
- Limited Storage
- SPP average \$35-\$60
- Ex: Chromecast, Hundreds of Chinese Manufacturers

Compute Devices

- Multiple usages including streaming content, thin client, digital signage, etc.
- Local compute capabilities, can run OS and apps locally from device
- Storage on Device as well as additional Micro SD card storage
- SPP average \$90-\$150
- Ex: Intel® Compute Stick, Dell Wyse

Roadmap Guidance



Value Proposition:

- Small and light weight entry compute device
- Versatile across multiple segments
- Reliable performance & power efficient

Compute Stick Configurations

\$<100+

- Intel® Atom Processor
- <16 GB Storage
- 1 GB Memory
- Built-in Wireless
- Consumption/Streaming Usages

\$100+

- Intel® Atom Processor
- 16-32 GB Storage
- 2 GB Memory
- Built-in Wireless
- Consumption & Productivity Usages

\$150+

- Intel® Atom & Core Processor
- >32 GB Storage
- 4 GB Memory
- Built-in Wireless
- Productivity/Content Creation Usages

1. SPP prices do not include a monitor.

2. Mouse/Keyboard Required

**System Price Point and configuration is based on 2014 Intel cost assumptions



Intel® Compute Stick Details

Continue...



Intel® Compute Stick

Ultra Small, Cost Effective
and Power Efficient Device

Seamless Experience with the Intel® Atom
Quad-Core processor

Ultra-slim: 103 x 37 x 12 mm

1GB or 2GB Memory

8GB or 32 GB eMMC storage built-in

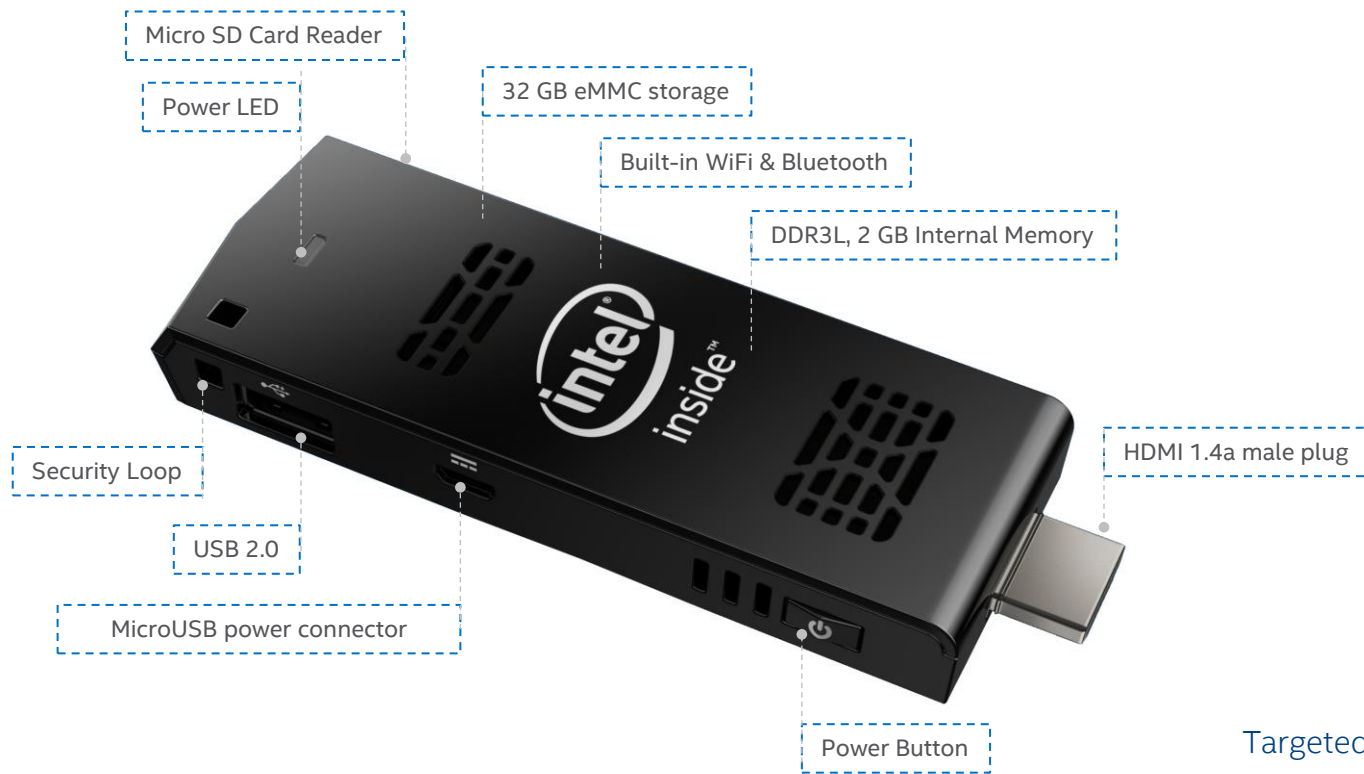
Ubuntu or Windows 8.1 preloaded

ubuntu



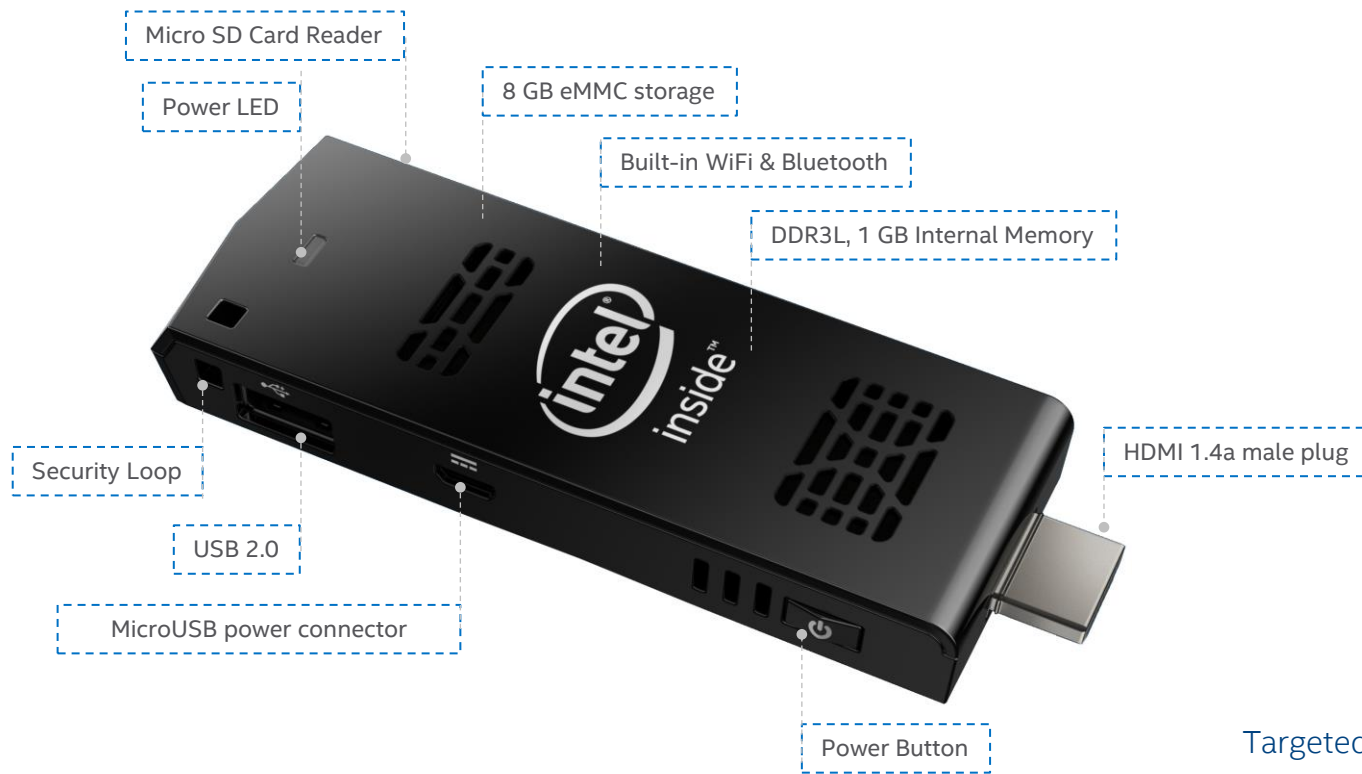
Windows 8.1

Windows Version: Performs entry level computing functions with essential IO, storage and memory



Targeted MSRP: \$149

Linux Version: Performs entry level computing functions with essential IO, storage and memory



Targeted MSRP: \$99

In the Box



Intel® Compute Stick



HDMI* extension cable



Power Plug Options	
Type A (USA/Can)	
Type C (EU)	
Type G (UK/HKG)	
Type I (AU)	

Power adapter with USB cable
Multi-country plugs (US, UK, EU, AUS)
Available with anyone Plug-Type

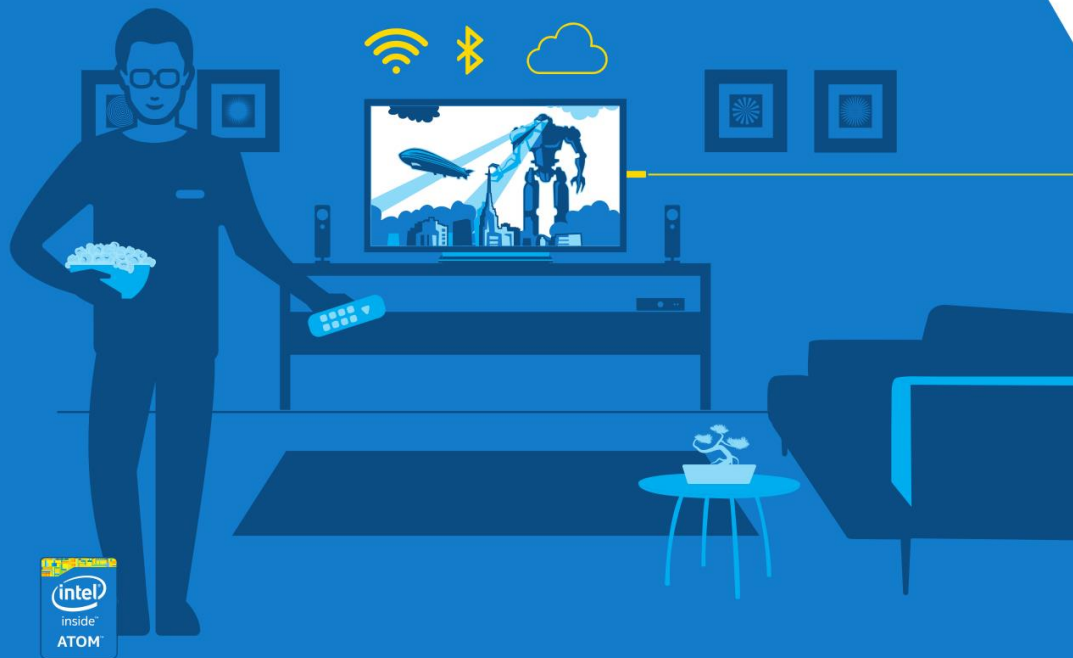
Usage Models



Connect. Compute. It's that Simple.

Tiny and powerful.

Use your television for more than just watching movies.



**INTEL®
COMPUTE
STICK** Ultra-slim
computer

Tiny and powerful

Plug. Play. Entertain.

A new way to serve up home entertainment, the Intel® Compute Stick enables you to transform a display into a fully functional computer via an HDMI* port. Ready to go out-of-the-box, the Intel Compute Stick has a quad-core Intel® Atom™ processor and offers the performance, quality, and value you expect from Intel. The system performs just like your other computers—simply plug it into any HDMI monitor or TV, connect your wireless keyboard and mouse and you're ready to stream media, music, or play games. It's everything you love about your home entertainment systems in a single device that fits in the palm of your hand.



Connect. Compute. It's that simple.

www.intel.com/computestick



The ultra-slim, Intel® Compute Stick has a wide-range of features that make it ready to go out of the box. No configuring, no fiddling, no frustration.



Instant connection. With built-in 802.11bgn wireless, you can connect and begin streaming media right out of the box.



No wires. Bluetooth* 4.0 lets you connect a wireless keyboard and mouse for clutter free entertainment.



Cloud access made simple. Built-in WiFi lets you store and access music and media files in the cloud, making it easy to stream your favorite music and movies.

Storage: 32 GB of storage for easy access to local images and files. Micro SD card slot for easy access to additional pictures, music, and game files.

Connectivity and expandability: WiFi 802.11bgn and Bluetooth* 4.0 for Internet access and wireless peripherals. USB 2.0 port for additional peripherals. HDMI* connectivity for sound and display.

Ease of Use: Windows 8.1* for a familiar user experience, 2 GB memory, and power adapter with USB cable.

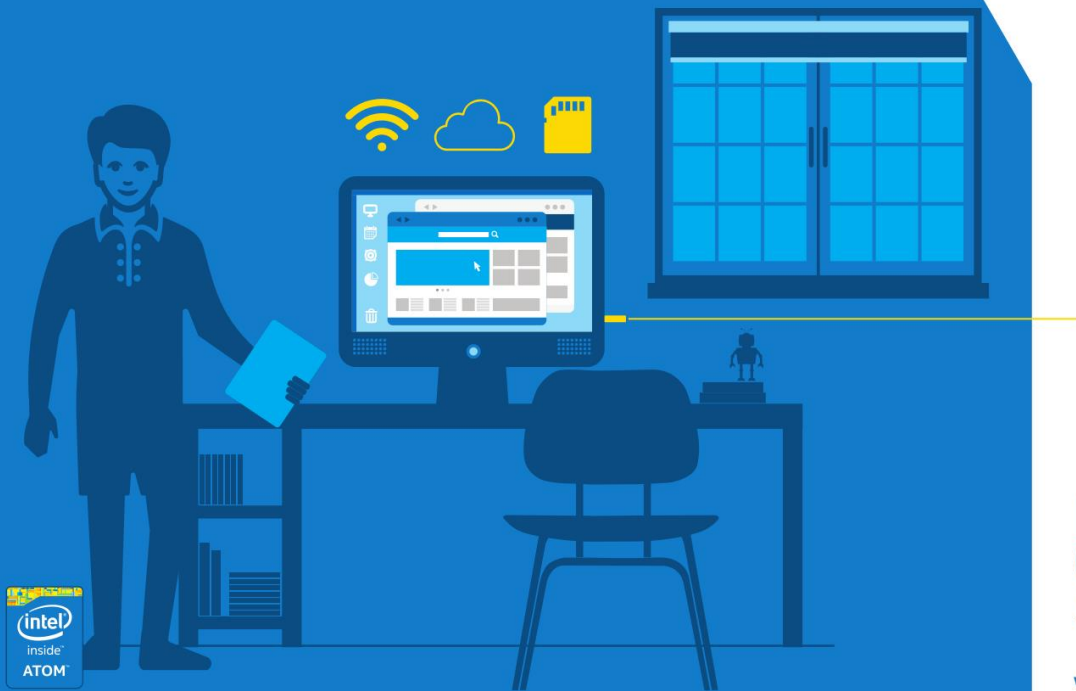
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V001

Plug. Play. Produce.

In the classroom or at home, the Intel® Compute Stick gives you the power to work anywhere there is an HDMI* display.



**INTEL®
COMPUTE
STICK** Ultra-slim
computer

Plug. Play. Produce.

On-the-go productivity.

By allowing you to transform any HDMI* display into a fully functional computer, the Intel® Compute Stick lets you stay productive anywhere you have an HDMI display. Ready to go out-of-the-box, this new type of computing device has a quad-core Intel® Atom™ processor and offers the performance, quality, and value you expect from Intel. The system performs just like your other computers—simply plug it into any HDMI monitor or TV, connect a wireless keyboard and mouse and you can work when, where, and how you want. It's everything you love about your desktop computer in a device that fits in the palm of your hand.



Connect. Compute. It's that simple.

www.intel.com/computestick



The ultra-slim, Intel® Compute Stick has a wide-range of features that make it ready to go out of the box.



Instant connection. With built-in 802.11bgn wireless, you can connect and collaborate right out of the box.



Cloud access made simple. Built-in WiFi lets you store and access files in the cloud, making it easy to stream data and files.



Local data when you need it. The micro SD Card slot makes it easy to access and store additional files locally.

Storage: 32 GB of storage for easy access to local files. A Micro SD card slot for access to additional files.

Connectivity and expandability: WiFi 802.11bgn and Bluetooth* 4.0 for Internet access and wireless peripherals. USB 2.0 port for additional peripherals such as printers. HDMI* connectivity for sound and display.

Productivity: Windows 8.1* for a familiar user experience, 2 GB memory, and power adapter with USB cable.

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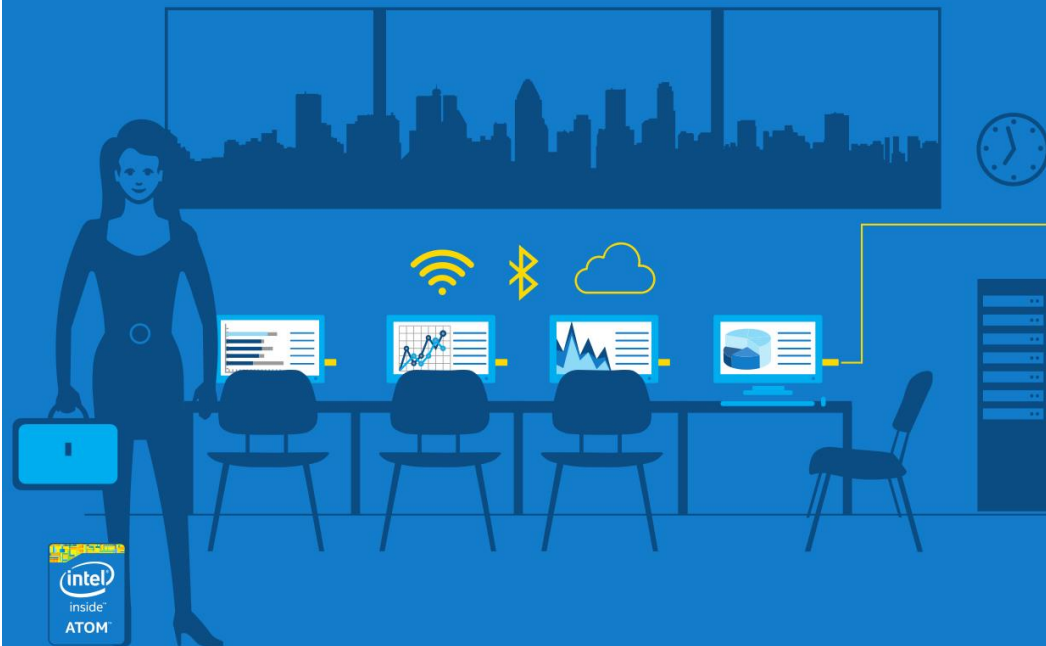
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V003

Thin Client

Solid, Reliable Thin Client Solution.

Limited desk space is no problem
with the Intel® Compute Stick.



**INTEL®
COMPUTE
STICK** Ultra-slim
computer

www.intel.com/computestick

Thin Client

Solid. Reliable.

**We shrunk the package,
not the performance.**

A new type of computing device that lets you compute in small spaces, the Intel® Compute Stick enables you to transform a display into a thin client platform via an HDMI* port. Ready to go out-of-the-box, the Intel Compute Stick has a quad-core Intel® Atom™ processor and offers the performance, quality, and value you expect from Intel. The system performs just like your other computers—simply plug it into any HDMI display, connect your wireless keyboard and mouse and you're ready to connect and collaborate in call centers, computer labs—or anywhere you're working.



Connect. Compute. It's that simple.

www.intel.com/computestick



The ultra-slim, Intel® Compute Stick has a wide-range of features that make it ready to go out of the box.



Instant connection. With built-in 802.11bgn wireless, you can connect and collaborate right out of the box.



No wires. Bluetooth* 4.0 lets you connect a wireless keyboard and mouse for clutter free computing.



Cloud access made simple. Built-in WiFi lets you store and access files in the cloud, making it easy to work wherever and whenever.

Storage: On-board storage for easy access to local images and files. A Micro SD card slot for access to additional files.

Connectivity and expandability: WiFi 802.11bgn and Bluetooth* 4.0 for Internet access and wireless peripherals. USB 2.0 port for additional peripherals such as printers. HDMI* connectivity for sound and display.

Productivity: Windows 8.1* or Ubuntu for your choice of operating system, plus built-in memory, and power adapter with USB cable.

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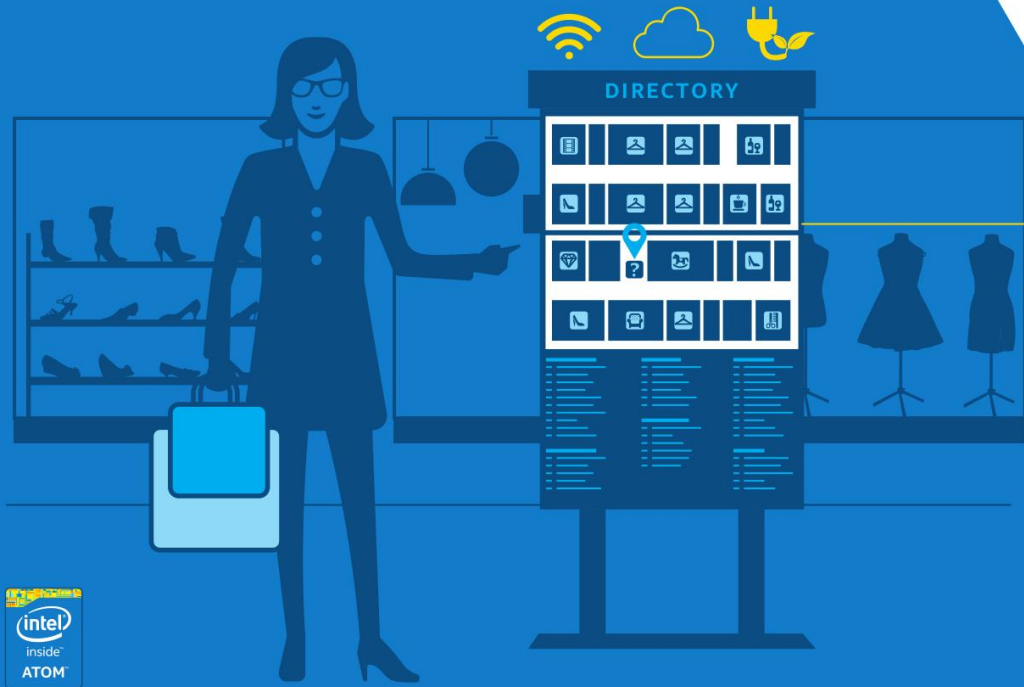
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V004

PC-Like Embedded

Minimum footprint.
Maximum computer.

Transforming the way you create digital signage.



**INTEL®
COMPUTE
STICK** Ultra-slim
computer

www.intel.com/computestick

PC-Like Embedded

Minimum footprint. Maximum computer.

Your PC-like embedded solution.

A new type of computing device, the Intel® Compute Stick enables you to transform a display into a fully functional digital signage solution via the display's HDMI* port. Ready to go out-of-the-box, the Intel Compute Stick has a quad-core Intel® Atom™ processor and offers the performance, quality, and value you expect from Intel. The system performs just like your other computers. You can even choose your operating system—either Windows 8.1* or Ubuntu. Simply plug it into any HDMI monitor, connect to the cloud for your data or access files locally, and you've got a simple digital sign or a POS display.



Connect. Compute. It's that simple.

www.intel.com/computestick



The ultra-slim, Intel® Compute Stick has a wide-range of features that make it ready to go out of the box.



Instant connection. With built-in 802.11bgn wireless, you can connect and begin accessing content right out of the box.



Cloud access made simple. Built-in WiFi lets you store and access files in the cloud, making it easy to stream data and files.



Low power for high-energy computing. With its tiny 5-volt/2-amp power supply delivered through the USB port, the Intel Compute Stick lets you put your energy into greater productivity.

Storage: On-board storage for easy access to local files. A Micro SD card slot for easy access to additional files.

Connectivity and expandability: WiFi 802.11bgn and Bluetooth* 4.0 for Internet access and wireless peripherals. USB 2.0 port for additional peripherals. HDMI* connectivity for sound and display.

Ease of Use: Windows 8.1* or Ubuntu for your choice of operating system, plus built-in memory, and power adapter with USB cable.





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V002

Supporting Slides

Market Players Comparison Matrix

Description	WiFi Receivers	Google Chromecast	Intel® Compute Stick	Dell Ophelia (WYSE)
Product Image				
Target Market	Consumer	Consumer	Consumer/Business/ Embedded	Business
Usage	Streaming	Streaming	Streaming/Thin Client/ Digital Signage Media Player and entry PC	Thin Client
Processor	ARM (Various)	Marvell DE3005-A1 1.2Ghz 2C-A9	BayTrail T CR QC	Rockchip 3066
Memory	1GB-2GB DDR3	512MB DDR3L	1GB or 2GB DDR3L	1GB DDR3
Storage	4GB-8GB	2GB	8GB or 32GB eMMC Flash Micro SD Card Slot	8 GB
Wireless Connectivity	802.11 b/g/n Bluetooth	802.11 b/g/n Bluetooth	802.11 b/g/n Bluetooth	802.11 a/b/g/n Bluetooth
Physical Connectivity	1-2xMicro USB2 1xUSB2 1xMicroSD	none	1xUSB2 1xMicroSD	1xMicro USB 1xUSB 1xMicroSD
Video	HDMI	HDMI	HDMI	HDMI
Power	via Micro USB and power adapter	via Micro USB and power adapter	< W via micro USB and power adapter	MHL capability, etc...
OS	Android	Custom	Android, Windows Bing, Linux	Android 4.1 & Dell's
Remote/Air Mouse	Varies, but usually Wireless Keyboards	PC, Phone, Tablet (Android & iOS via specific app support)	Air Mouse Wireless Keyboard	Currently connect with a Bluetooth keyboard and mouse or tablet/smartphone using the Cloud Connect Controller app
ASP	\$50-\$90	\$35	< \$149	\$129

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