

## Screens for Intel Corporation

Wireframing takes its name from the skeletal wire structures that underlie any type of sculpture. Without this foundation, there is no support for the fleshing-out that creates the finished piece. This is a cost-effective preliminary planning strategy for building designs. Wireframing is storyboarding's parent technique.

A wireframe is a skeletal rendering of every click-through possibility within the application in a text-only "action," "decision," or "experience" model. Its purpose is to maintain the flow of the application by identifying all the entry and exit points the users will experience on each page of the application. The goal is to ensure the needs of the users will be met effectively in the resulting application.

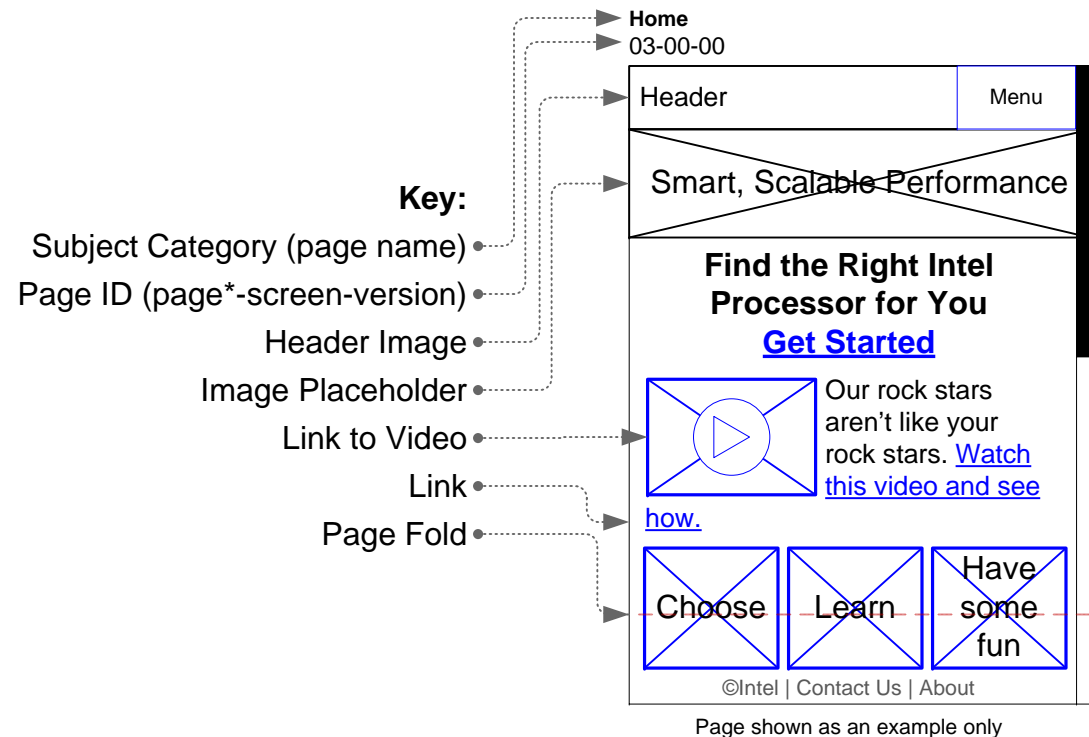
Note that these wireframes are designed for the most common smartphones at 230 by 340 pixels.

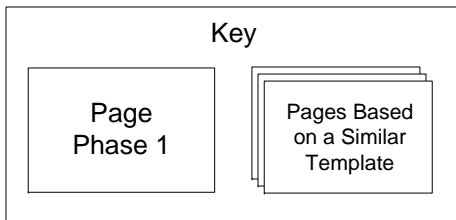
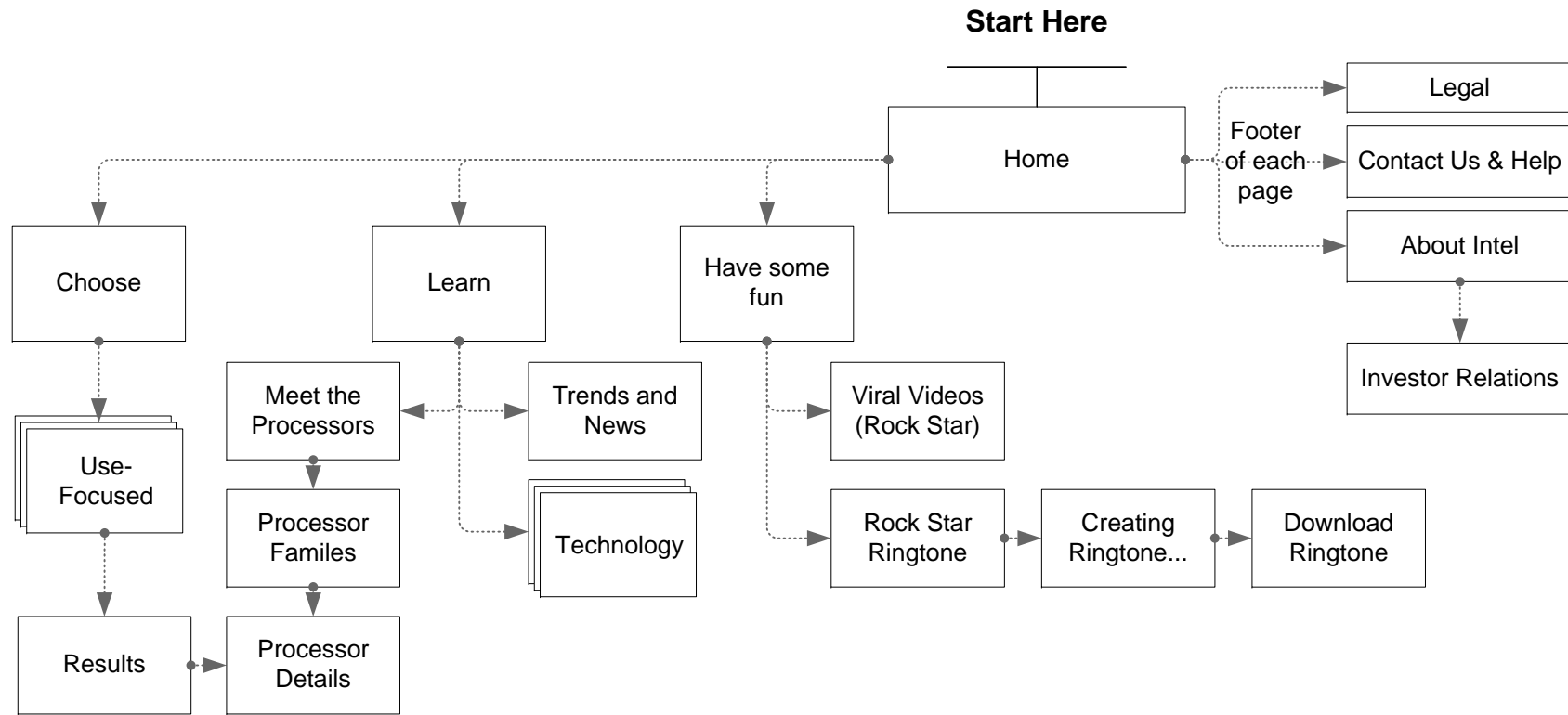
\* Sometimes the same screen will be shown on several pages. The page ID will be consistent with the first time the screen is represented in the wireframes. If there are differences in a later version the version number will increment.

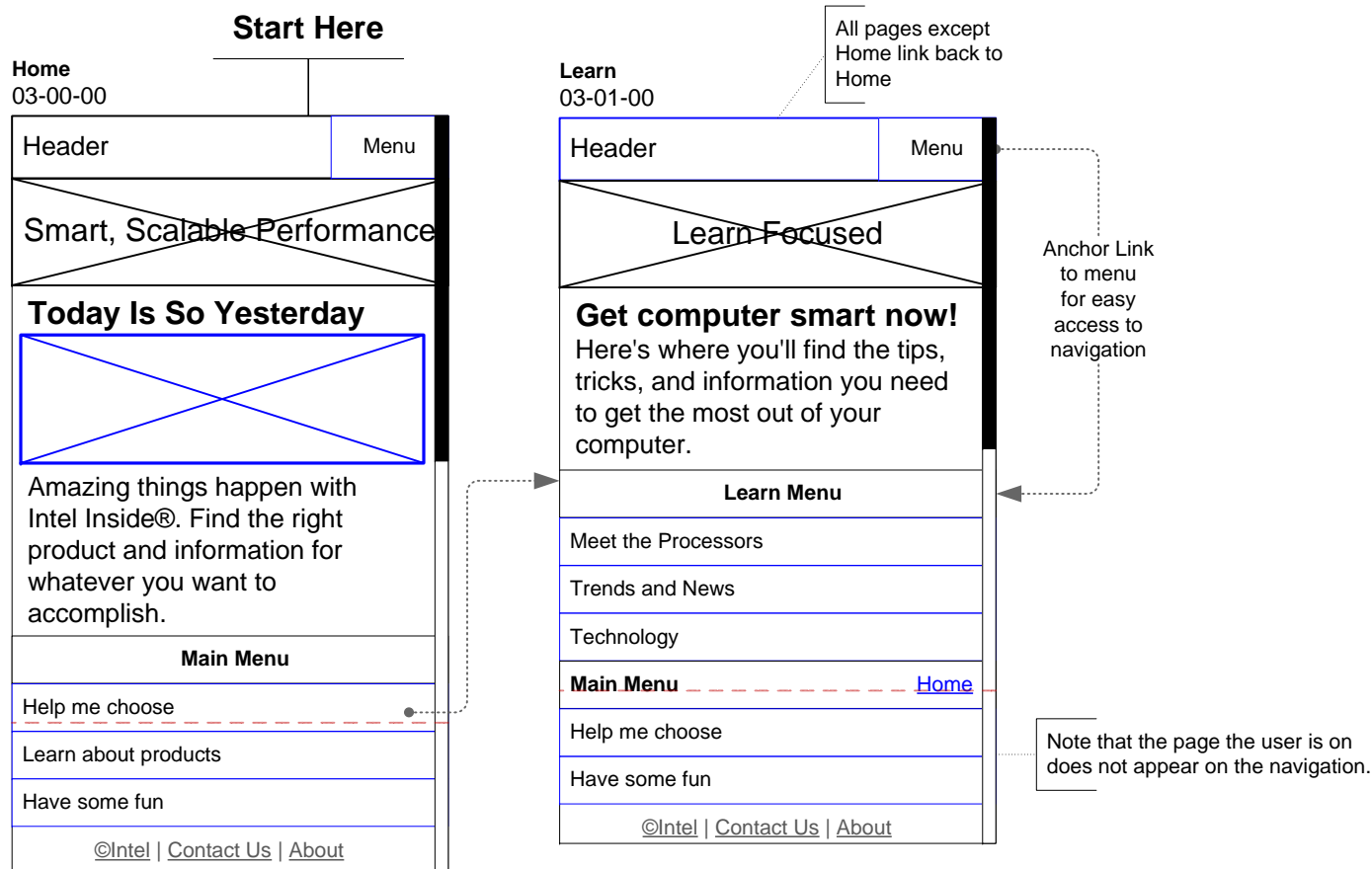
## Search Engine Optimization

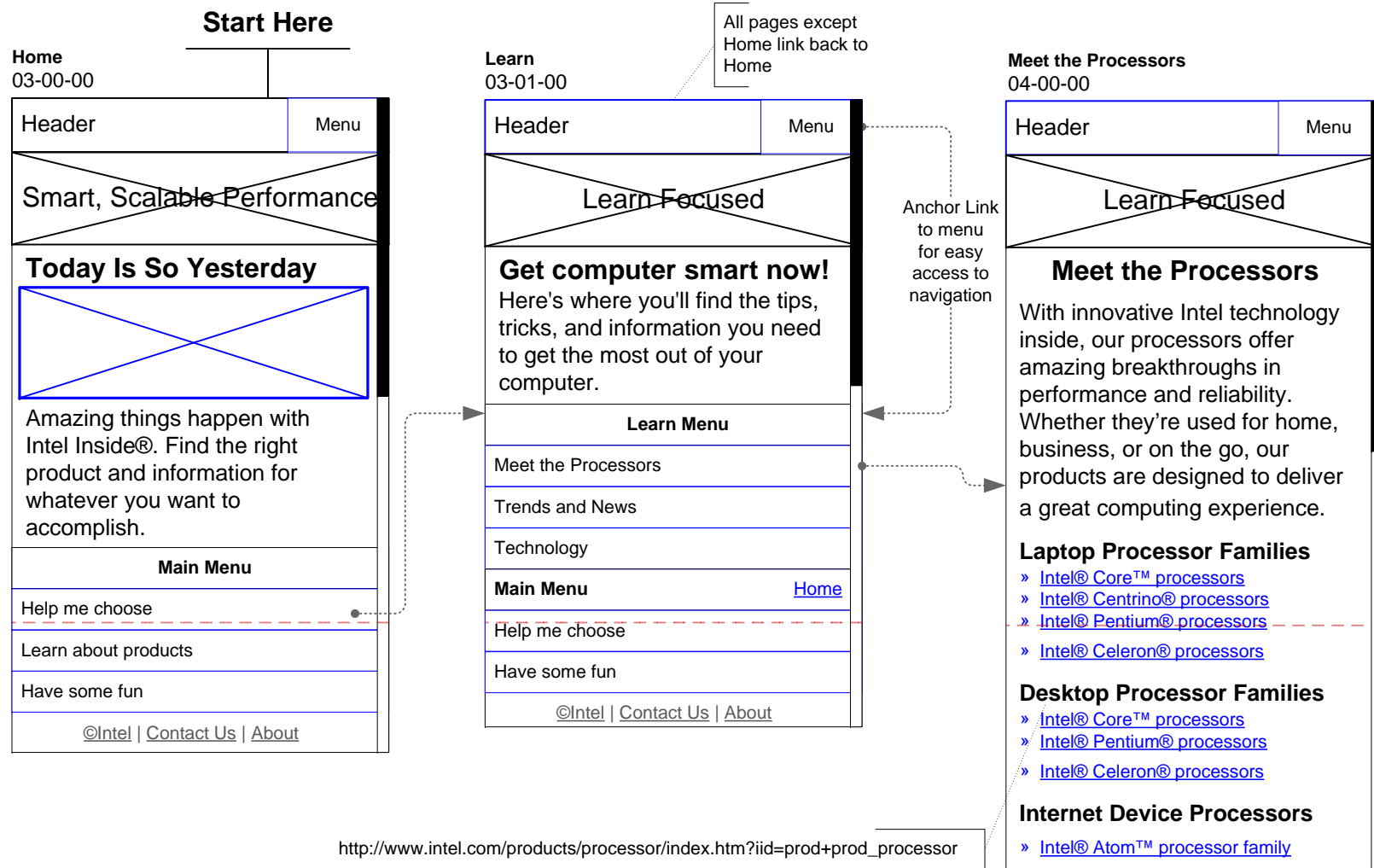
SEO for the mobile world is the same as for regular web sites. By following the best practices for accessibility and general SEO principles a strong platform for the bots is created.

- Unique titles describe the page information
- Most important information added to the top half of the page
- Tags used in syntactically correct ways
- CSS for style for phones that support it









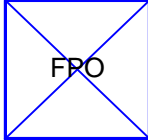
Meet the Processors  
04-00-00

Header	Menu
<del>Learn Focused</del>	
<p><b>Meet the Processors</b></p> <p>With innovative Intel technology inside, our processors offer amazing breakthroughs in performance and reliability. Whether they're used for home, business, or on the go, our products are designed to deliver a great computing experience.</p> <p><b>Laptop Processor Families</b></p> <ul style="list-style-type: none"> <li>» <a href="#">Intel® Core™ processors</a></li> <li>» <a href="#">Intel® Centrino® processors</a></li> <li>» <a href="#">Intel® Pentium® processors</a></li> <li>» <a href="#">Intel® Celeron® processors</a></li> </ul> <hr style="border-top: 1px dashed red;"/> <p><b>Desktop Processor Families</b></p> <ul style="list-style-type: none"> <li>» <a href="#">Intel® Core™ processors</a></li> <li>» <a href="#">Intel® Pentium® processors</a></li> <li>» <a href="#">Intel® Celeron® processors</a></li> </ul> <p><b>Internet Device Processors</b></p> <ul style="list-style-type: none"> <li>» <a href="#">Intel® Atom™ processor family</a></li> </ul>	

Meet the Processors  
05-00-00

Header	Menu
<del>Learn Focused</del>	
<p><b>Intel® Core™ Processors</b></p> <p>Intel® Core™ processors deliver advanced mobile performance and are built for energy-efficient power savings.</p> <p><a href="#">Intel® Core™2 Extreme mobile processor</a></p> <p> Great-gaming performance that goes anywhere and everywhere.</p> <hr style="border-top: 1px dashed red;"/> <p><a href="#">Intel® Core™2 Duo mobile processor</a></p> <p> Gain dual-core mega-multitasking performance.</p> <p><a href="#">Intel® Core™2 Solo mobile processor</a></p> <p> Get freedom and flexibility to work and play on the go.</p>	

Intel® Core™ i7 processor Extreme Edition for laptops  
05-01-00

Header	Menu
<del>Learn Focused</del>	
<p><b>Intel® Core™ i7 processor Extreme Edition for laptops</b></p> <p> The fastest processor on the planet [1]</p> <ul style="list-style-type: none"> <li>• Dominate extreme gaming with ultimate intelligent performance</li> <li>• Multitask demanding applications faster [2]</li> <li>• Maximize speed with Intel® Turbo Boost Technology [3]</li> <li>• Faster video encoding, photo editing and publishing make for the ultimate digital media creation experience [4]</li> </ul>	
<b>Learn Menu</b>	
<a href="#">Meet the Processors</a>	
<a href="#">Trends and News</a>	
<a href="#">Technology</a>	
<b>Main Menu</b> <a href="#">Home</a>	
<a href="#">Help me choose</a>	
<a href="#">Have some fun</a>	
<a href="#">©Intel</a>   <a href="#">Contact Us</a>   <a href="#">About</a>	
<p><b>Footnotes:</b></p> <p>[1] Based on SPECint_rate_base2006* scores. Results have been based on</p>	

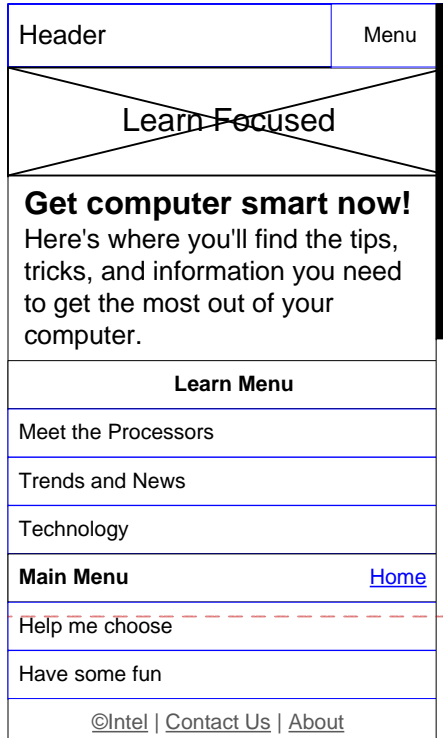
Can show up to 10 bullets

Anchor Link to associated Legal for easy access to Legal information

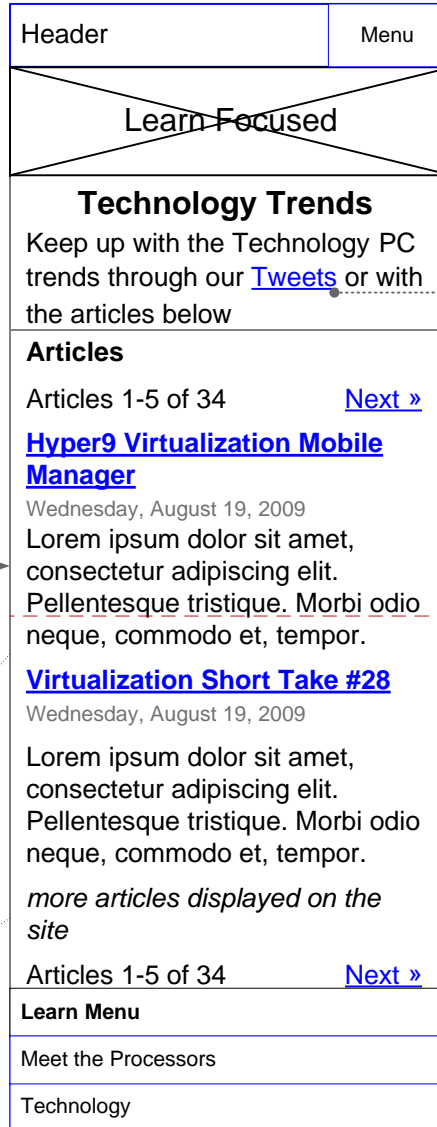
Note full footnotes would be shown on the site as shown in the copy deck



Learn  
03-01-00



Trends and News  
06-00-00



Tweets  
06-01-00

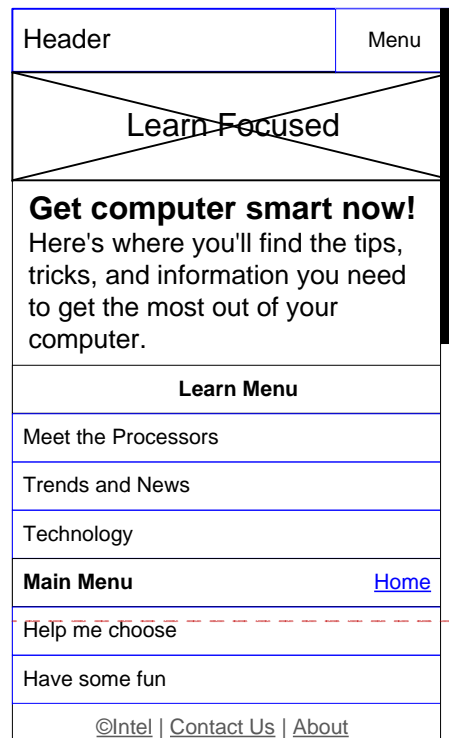


Links to article on scoop.intel.com

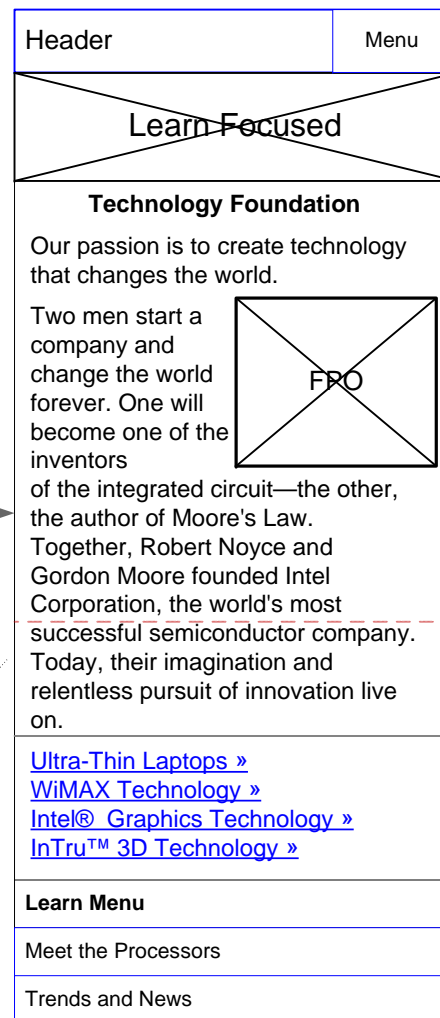
Display five articles, not space here to show all.

Display past 20 tweets

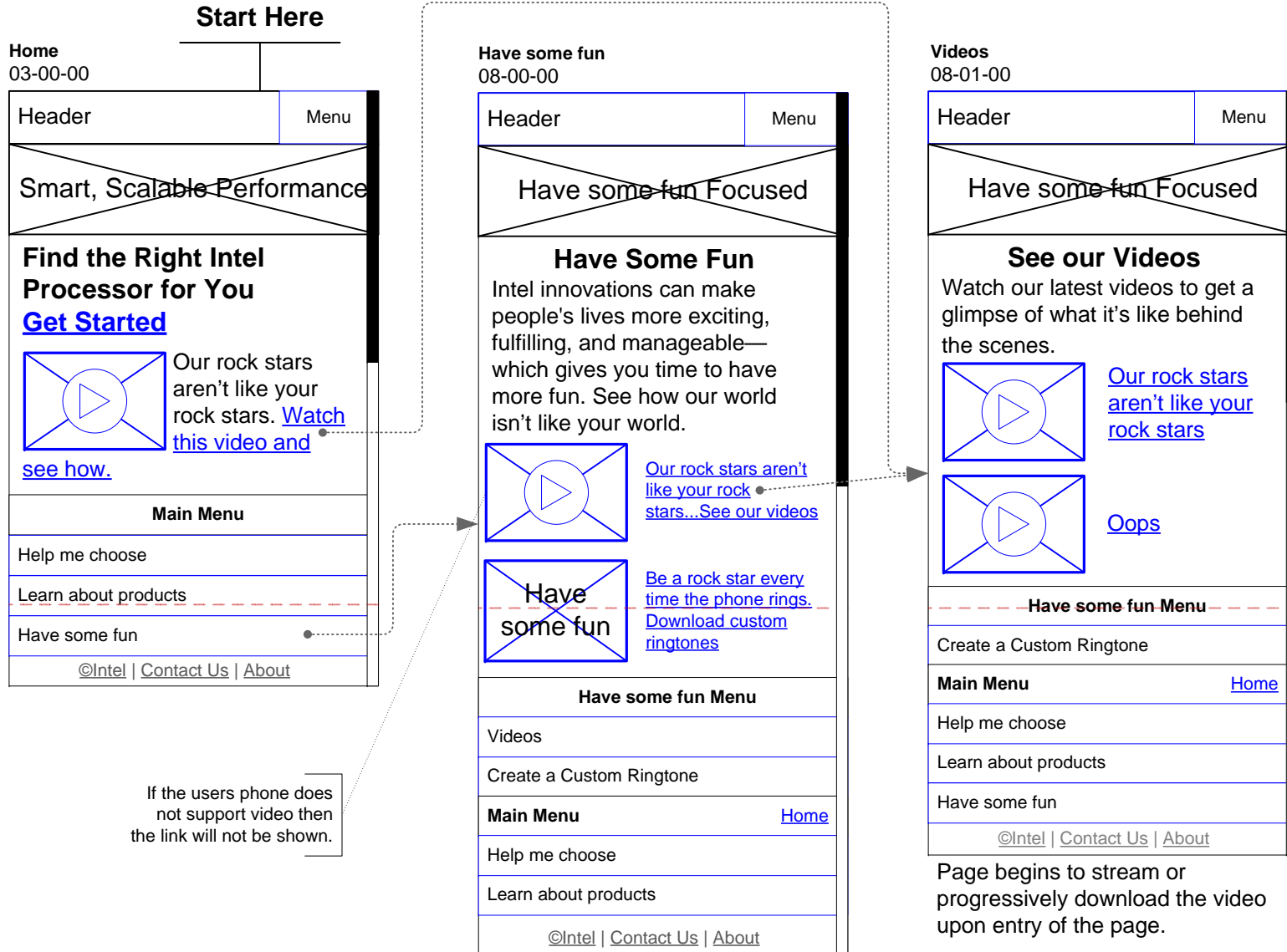
**Learn**  
03-01-00



**Technology**  
07-00-00



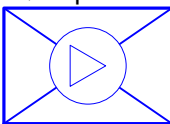
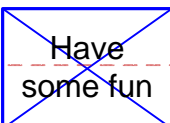
http://www.intel.com/en\_AP/consumer/learn/technology.htm





Building ringtone intermediary page ~ 10-30 seconds with animated building image (see next page)

Have some fun 08-00-00

Header	Menu
<del>Have some fun Focused</del>	
<p><b>Now Is the Time for a Faster New PC</b>          Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque tristique. Morbi odio neque, commodo et, tempor hendrerit, iaculis ut, leo. Quisque euismod.</p>	
 <p>Our rock stars aren't like your rock stars...See videos here</p>	
 <p>Be a rock star everytime the phone rings. Download ringtones here</p>	
<b>Have some fun Menu</b>	
Videos	
Create a Custom Ringtone	
<b>Main Menu</b> <a href="#">Home</a>	
Help me choose	
Learn about products	
©Intel   <a href="#">Contact Us</a>   <a href="#">About</a>	

Create Ringtone 09-00-00

Header	Menu
<del>Have some fun Focused</del>	
<p><b>Create your Rock Star Ringtone</b>          Need a new ringtone? How about one that announces your name in true rock star fashion? Enter your name and mobile number below to receive yours.</p>	
<b>Your Name:</b>	
<input type="text"/>	
<b>Your Phone Number:</b>	
<input type="text"/>	
<b>Create Ringtone</b>	
<a href="#">Ringtone License Agreement</a>	
<b>Have some fun Menu</b>	
Videos	
<b>Main Menu</b> <a href="#">Home</a>	
Help me choose	
Learn about products	
©Intel   <a href="#">Contact Us</a>   <a href="#">About</a>	

Ringtone Output 09-01-00

Header	Menu
<del>Have some fun Focused</del>	
<p><b>Create your Custom Rock Star Ringtone</b>          Ok here it is:  <a href="#">Download your ringtone</a>          We also sent you a text with a link to this page to share with your friends or help them make their own.</p>	
<b>Have some fun Menu</b>	
Videos	
<b>Main Menu</b> <a href="#">Home</a>	
Help me choose	
Learn about products	
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Leads to correct section in the Terms of User page (12-01-00)

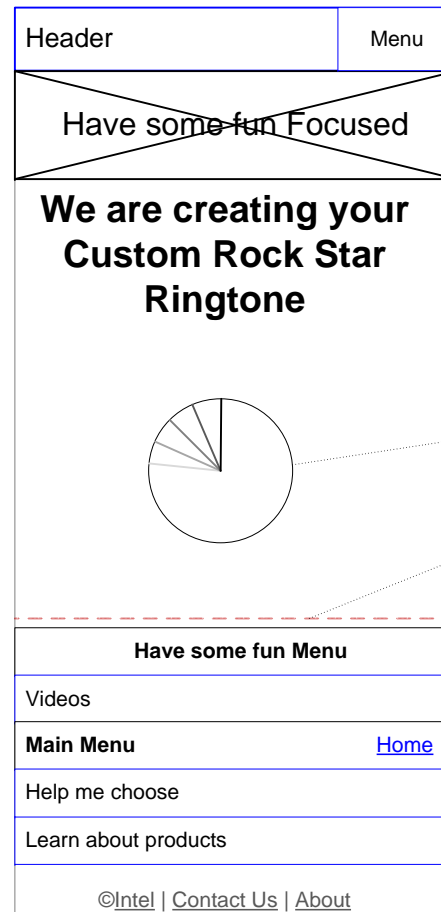
Ringtone Output Shared 09-01-01

Header	Menu
<del>Have some fun Focused</del>	
<p><b>Custom Rock Star Ringtone</b>          Here is the custom ringtone that was created:  <a href="#">Download your ringtone</a>          To make another ringtone just <a href="#">click here</a>.</p>	
<b>Have some fun Menu</b>	
Videos	
<b>Main Menu</b> <a href="#">Home</a>	
Help me choose	
Learn about products	
©Intel   <a href="#">Contact Us</a>   <a href="#">About</a>	

This is the page that can be shared via the unique link sent in the SMS that is generated after the user submits 09-00-00

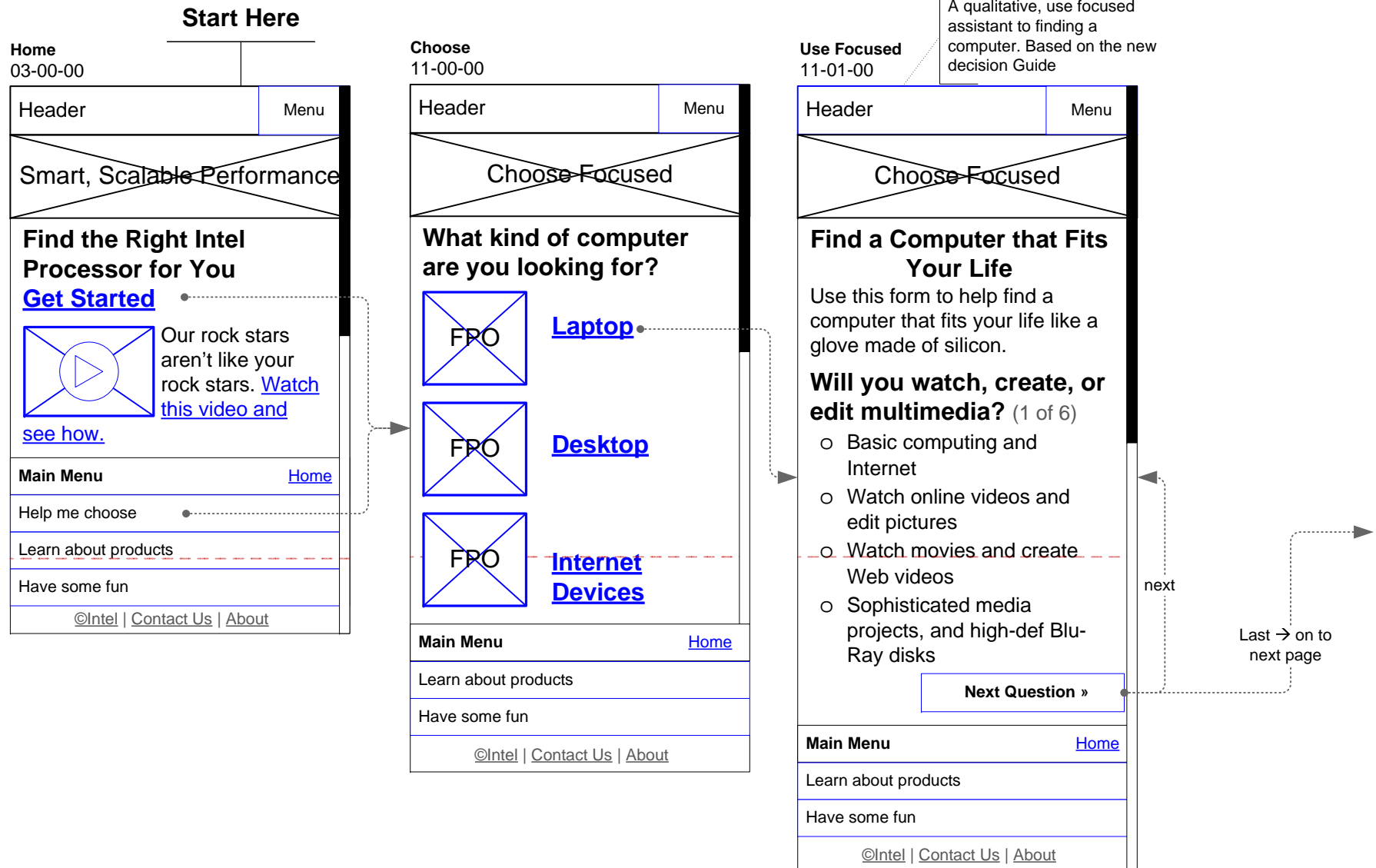


Ringtone Building  
10-00-00

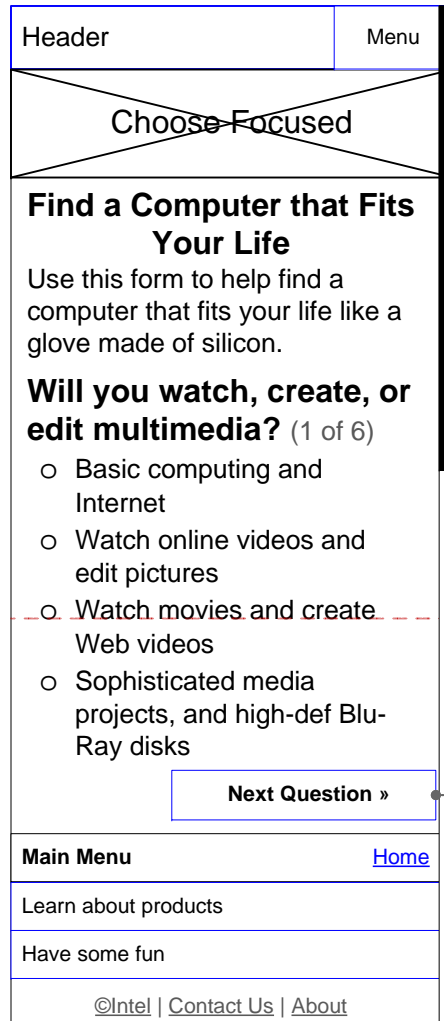


Anamated...

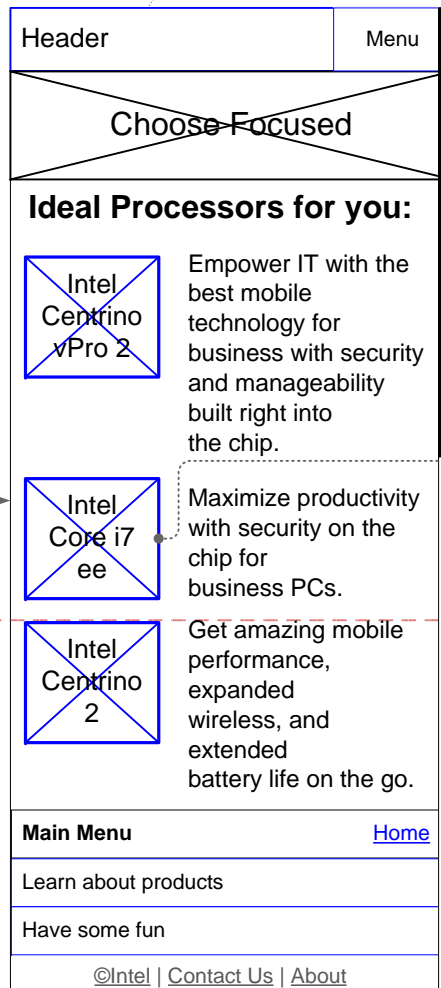
Pad to keep below the fold.



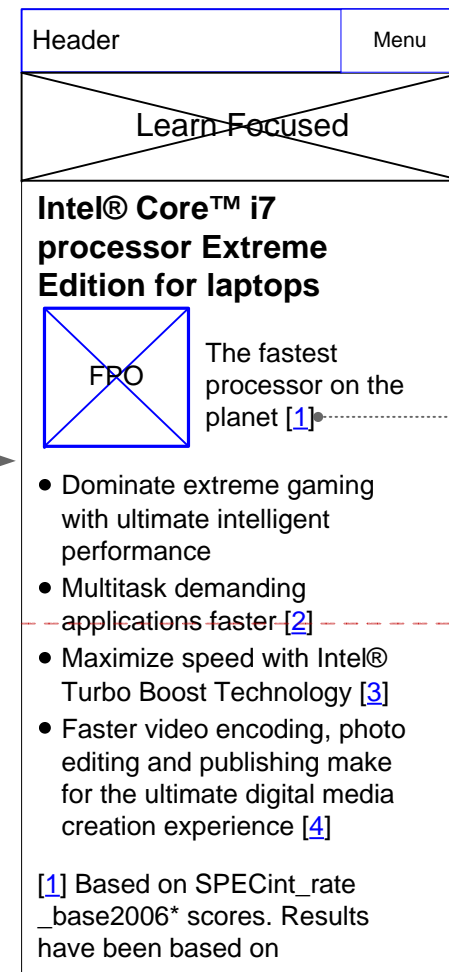
Use Focused  
10-00-00



Use Focused  
12-00-00

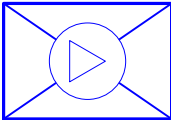


Intel® Core™ i7 processor Extreme Edition for laptops  
05-01-00



Note full footnotes would be shown on the site as shown in the copy deck

Home  
03-00-00

Header	Menu
Smart, Scalable Performance	
<p><b>Find the Right Intel Processor for You</b>  <a href="#">Get Started</a></p>  <p>Our rock stars aren't like your rock stars. <a href="#">Watch this video and see how.</a></p>	
<b>Main Menu</b>	
Help me choose	
Learn about products	
Have some fun	
©Intel   <a href="#">Contact Us</a>   <a href="#">About</a>	

About Intel  
13-00-00

Header	Menu
<p><b>About Intel</b></p> <p>Intel pushes the boundaries of innovation, so our work can make people's lives more exciting, fulfilling, and manageable. And our work never stops. We never stop looking for the next leap ahead—in technology, education, culture, manufacturing, and social responsibility. And we never stop striving to deliver solutions with greater benefits for everyone.</p> <p><b>Technology Leadership</b></p> <p>Intel creates amazing leaps in technology every day. There are many ways we stay at the forefront of technological innovation.</p> <p><b>Corporate Responsibility</b></p> <p>Intel is driven to create bold advancements in technology that enable positive change and a better, more interesting world.</p> <p><b>Company Information</b></p> <p>Intel's mission is to meet and exceed the expectations of our customers, employees, and shareholders.</p> <p><a href="#">Visit the Investor Relations page</a></p>	
<b>Main Menu</b>	
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Contact Us  
13-01-00

Header	Menu
<p><b>Contact Us</b></p> <p>Corporate Mailing Address                  2200 Mission College Blvd.                  Santa Clara, CA 95052, USA  <a href="#">(408) 765-8080</a></p>	
<b>Main Menu</b>	
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Learn about products	
Have some fun	
©Intel   <a href="#">Contact Us</a>   <a href="#">About</a>	

Terms of Use  
13-01-00

Header	Menu
<p><b>Terms of Use</b></p> <p>Please read these Terms of Use ("Terms") carefully before using this site. By accessing and using the Intel Corporation ("Intel") Web Sites and Materials, you acknowledge and agree to abide by the following Terms of Use. If you do not agree to these Terms, do not use the Intel Web Sites or download any Materials.</p> <p><b>Scope of Terms</b></p> <p>These Terms of Use are applicable to all Intel Websites, whether a sponsored site,</p>	

Note, main navigation at bottom



**Mobile Investor Page**

- Stock Info
- Recent News
- Events & Presentations
- Financial Filings

**Stock Information**

INTC (NASDAQ)  
 Last Price: \$18.71  
 Last Trade: 4:14 PM ET on Aug 20, 2009  
 Change: 0.09 ↓ (0.479%)  
 Open: 18.73  
 Close: 18.80  
 Day High: 18.81  
 Day Low: 18.56  
 52-Week High: 23.80  
 52-Week Low: 12.05  
 Volume: 44,702,600

Existing Investor Page