intel.

11th Gen Intel® Core™ Desktop Processors

intel. CORe UNLOCKED 11TH GEN i9

The 11th gen Intel® Core™ desktop processor family puts your customers in control of their compute experience with intelligent engineering, immersive graphics, and enhanced tuning.

But how do we sell these processors to our customers? It depends on their pain points and what conversations they're having with you. We've broken out some common conversation threads below, with relevant talking points and supporting evidence you can use.

Are they talking about...

Cores | Threads | FPS	Gaming | Streaming Multitasking	New Technology Peripherals	Compatibility | Supply
It's a **Performance** conversation.	It's a **Use Case** conversation.	It's a **Novelty** conversation.	It's a **Brand Trust** conversation.
See **page 2** for performance talking points.	See **page 3** for talking points on where these processors excel for each customer type.	See **page 4** for more about the exciting new technologies that are enabled in these processors.	See **page 5** for how to help people understand why Intel products and partners are trusted to just work.

If you want more details on any of the products or technologies mentioned in this deck, please visit **Intel® Partner Alliance**! There you can find more sales resources including cards, briefs, and training.

New Core & Graphics Architecture

Intel's new core architecture means 11th gen Intel® Core™ processors represent a new era in computer performance and efficiency.

Featuring up to 19% IPC improvements and combined with enhanced Intel® UHD Graphics featuring Intel® Iris® Xe Graphics architecture, Intel® Turbo Boost Technology 2.0, and Intel® Deep Learning Boost for accelerated AI performance, 11th gen Intel® Core™ processors are a technological tour-de-force.[P,1]

Stunning Visuals

Experience rich, stunning, seamless visuals with the high-performance graphics on 11th gen Intel® Core™ desktop processors. Enhanced Intel® UHD Graphics featuring Intel® Iris® Xe Graphics architecture offer up to 50% better integrated graphics performance, bringing your customers' virtual world to life.[6]

Get the best overclocking experience with an unlocked 11th gen Intel® Core™ processor.[⊥,4,5]

- **Intel® Performance Maximizer** Hyper-intelligent automated overclocking.
- **Intel® Extreme Tuning Utility** An ideal all-in-one overclocking software solution.
- **Intel® Extreme Memory Profile** Lets users overclock memory using predefined and tested profiles.

Maximizing Performance

Intel processors come with a selection of performance-maximizing features enabled by default, without requiring the user to go into BIOS.

- **Intel® Thermal Velocity Boost** Automatically increases core frequency as processor temperature and turbo budget allow.
- **Intel® Turbo Boost Max Technology 3.0** Directs critical workloads to top-performing cores.
- **Intel® Turbo Boost Technology 2.0** Accelerates processor performance on peak loads.

Use Case
Conversations

11th Gen Intel® Core™ i9 Processor-Based Desktops

Massive Power, Perfectly Balanced

- **Enthusiast Gamers**
- **Professional Streamers**
- **Content Creators**
- **Megataskers**

High clock speed and core counts work seamlessly together to deliver amazing gameplay and uninhibited content creation.

Up to
48% more FPS
on Total War Three Kingdoms: Dynasty[7]

11th Gen Intel® Core™ i9-11900K processor vs. 8th Gen Intel® Core™ i7- 8700K processor

11th Gen Intel® Core™ i7 Processor-Based Desktops

Power to Push the Limits

- **Enthusiast Gamers**
- **Multitaskers**

Play, record, and stream games with high FPS and effortlessly switch to heavy multitasking workloads.

Up to
17% more FPS
on GRID 2019[8]

11th Gen Intel® Core™ i7-11700K processor vs. 8th Gen Intel® Core™ i7- 8700K processor

11th Gen Intel® Core™ i5 Processor-Based Desktops

Built to Play

- **Mainstream Gamers**
- **Productivity**
- **General Use**

Optimized single-core performance with the clock speeds needed to play your favorite games.

Up to
27% more FPS
on Gears 5[9]

11th Gen Intel® Core™ i9-11900 processor vs. 7th Gen Intel® Core™ i7- 7700 processor

Novelty
Conversations

What's new? It's really compelling for sales leads, which is why we're listing just a few of the most exciting new and expanded technologies in 11th gen Intel® Core™ desktop processors, along with a short description and a link to where you can learn more about them and many others.

NEW Core Architecture	A new core architecture providing up to 19% IPC improvement.[1,P]
NEW Enhanced Intel® UHD Graphics featuring Intel® Iris® Xe Graphics architecture[ⵜ]	Play AAA games and watch 4K HDR movies using the latest integrated processor graphics offering up to 50% better performance.[6]
NEW Intel® Deep Learning Boost (VNNI)[2]	Accelerates AI inference—vastly improving performance for deep learning workloads.[2]
Intel® Adaptive Boost Technology	Opportunistically allows higher multi-core turbo frequencies.
EXPANDED Memory overclocking	Memory overclocking now supported on Z590, H570, and B560 motherboards, delivering more value to more customers.
NEW Discrete Thunderbolt™ 4 technology support[±]	Universal cable connectivity for a simple, reliable connection that provides incredible performance.
NEW Intel® Cryo Cooling Technology Support	New software helps push silicon further by keeping it cooler than ambient air or liquid.
NEW Discrete Intel® Wi-Fi 6E support	Enable the fastest wireless speeds for PCs, gaining more responsive performance with enhanced security and reliability.
NEW Intel® Optane™ memory H20 with SSD support[†,3]	Get compatibility with Intel's revolutionary smart, accelerated memory.

Brand Trust
Conversations

Intel's immense ecosystem of hardware and software partners means that **the world builds their products to work well with Intel**. Our leadership with standards, certifications, and validation programs means that hardware, software, and OS developers work with Intel to help your customers avoid compatibility issues.

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