



"Ghost Canyon"

Intel® NUC 9 Extreme: Gaming and Creating Unleashed

Campaign Guide



Usage Guidelines

This Campaign Guide is to help Geos and partners easily implement an Intel® NUC 9 Extreme marketing campaign for gamers and content creators to drive awareness and sale of the product.

The intent is to ensure partners are able to convey product value proposition through device visuals, product information and key messaging that can be used in any customer communication such as retail (in-store or online), events, direct mailers and others.

This document will also provide an overview of assets including links to easily download them directly from the Intel® Partner Marketing Studio.

For question or additional inquiries, please contact:

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Campaign Overview

Audience

Premium PC Consumer market – Gamers and Content Creators. Retail Gaming PC sales continue to grow worldwide with over 500M paying PC gamers. And, there are over 100M PC User Creators that want performance in a small form factor.

Overview

The Intel® NUC 9 Extreme kit is a powerful modular gaming system at 5-liters that offers incredible performance and upgradability, resulting in the smallest PC with desktop graphics performance for extreme gamers and content creators.

Positioning Statement

The Intel® NUC 9 Extreme kit is the first of its kind!

For Gaming: A surprisingly small modular gaming PC that can power anything, anywhere.

For Content Creation: A small-form factor, full-performance PC, perfect for powering your creativity. Maximum creativity, minimum size.

Objective

Educate and convince Premium PC consumer market of the innovation of the Intel® NUC 9 Extreme kit – uncompromised performance for gaming and content creation in a small form factor.

Languages

English, Indonesian, Japanese, Korean, Thai, Traditional Chinese, Vietnamese



THE VERGE AWARDS

AT CES 2020

MOST INTERESTING PC:
INTEL'S NUC 9 EXTREME PLATFORM

THE VERGE

"... it's seriously impressive how much power Intel has crammed into a tiny upgradable box. I want one."

– Sean Hollister, The Verge



"While Ghost Canyon looks like most mini PCs, the design is quite radical."

– Gordon Mah Ung, PCWorld

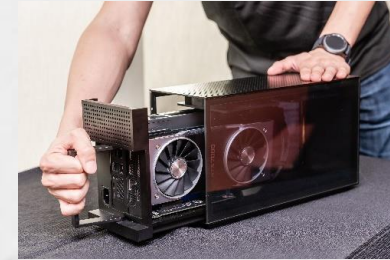


"Intel's 'Ghost Canyon' Is The New Highlight Of CES 2020"

– Shivam Gulati, Fossbytes

Mashable

The best tech of CES 2020



Razer Tomahawk
Gaming Desktop



engadget

"...the NUC 9 Extreme is the new king of a tiny hill."

– Devindra Hardawar, Engadget

PCWorld
FROM IDG

"The first modular NUC heralds a new future for mini PCs"

– Alaina Yee, PC World

HOT HARDWARE

"The Intel NUC 9 Extreme is a really cool product that brings powerful hardware and a bit of DIY flavor into an attractive, compact form factor."

– Marco Chiappetta, Hot Hardware

THE VERGE

"The NUC 9 Extreme is Intel's answer to small form factor gaming PCs"

– Dan Seifert, The Verge



"I think the Ghost Canyon NUC is one of the coolest computers to come out in a very long time."

– Linus Tech Tips



Premium PC Consumer Market – The Opportunity



GAMERS

RETAIL GAMING PC SALES
CONTINUE TO GROW
WORLDWIDE

580M

Paying
PC Gamers

>400M

Esports
Audience

CREATORS

CREATORS WANT
PERFORMANCE IN A STYLISH
DESIGN

130M+

PC-based
Content Creators

50M+

Prosumers
Professionals



Source: Newzoo (Global gaming Market includes 2.3B gamers. 2018 Revenue (incl. PC, Mobile, and Console) was \$138B. Up 13.3% YoY)
Payers – Those who play PC and purchase games/make in game micro-transactions. Play downloaded/boxed PC games
Esports audience – 201M are esports enthusiasts, 253M are occasional viewers



Intel® NUC 9 Extreme Kit

- Outperform the competition with the **NEW** Intel® NUC 9 Extreme Kit that supports Core™ i9 and desktop discrete graphics at 5.0L in size
- Build it with the desktop discrete graphics, memory, and storage for your Megatasking needs



New for Intel® NUC 9 Extreme Kit

- **NEW Upgradeable NUC Compute Element**
- **NEW Unlocked 9th Gen Intel® Core™ i9 Processor**
- **NEW PCIe* x16 slot** with 6+2-pin & 8-pin PCIe* power connectors, up to 225W, up to 8" card, dual-slot capable
- **NEW Intel® Wi-Fi 6 Technology**
- **NEW PCIe* x4 slot¹**
- **NEW UHS-II SD card slot**
- **NEW 238 x 216 x 96 mm (5.0 L)**
- **NEW 500W internal power supply** with geo-specific AC cords
- **Also available in 9th Gen Intel® Core™ i7 and i5 Processor SKUs, up to 8 cores**
- **Dual-Channel DDR4-2666¹/DDR4-2666+ SO-DIMMs, up to 32GB memory**
- **Dual-Channel DDR4-2400 SO-DIMMs, up to 64GB memory**
- **3x M.2 slots** (Compute Element: 1 22x42/80 NVMe or SATA3, 1 22x42/80/110 NVMe or SATA3, RAID-0 and RAID-1 capable; Chassis: 1 22x42/80/110 NVMe²)
- **Intel® Optane™ Memory M10, H10, and Intel® Optane™ SSD Support**
- **Supports 3x 4K displays** (Intel® UHD Graphics)
- **2x Thunderbolt™ 3 ports**
- **HDMI* 2.0a port**
- **2x Gigabit LAN ports**
- **6x USB 3.1 ports**



1. Intel® Core™ i5 Processor
2. PCIe*x16 slot will operate as x8 if M.2 or PCIe* x4 slot is used



Intel® NUC 9 Extreme Kit – Consumer Messaging

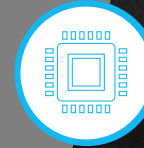


**3 Year standard
Intel Warranty** as for

all NUCs + Components



DISRUPTING THE GAMING HW ECOSYSTEM



- › **Portable** Desktop Performance in a Small Form Factor with **500W internal power supply**
- › **First Modular NUC** with **Upgradeable Components** including Compute Element, Memory, and Storage
- › **PCIe* x16 slot supports Desktop Discrete Graphics**, up to NVIDIA* GeForce RTX 2070 Mini
- › Like a ghost on your desk – thermally cool, extremely quiet, and small

EXTREME PERFORMANCE



- › **Uncompromised Performance for Gaming and Content Creation**
- › **FIRST** Unlocked Core™ i9 NUC with **8 cores**
- › **9th Gen Intel® Core™ i9, i7, i5 Processors**
- › Intel® Optane™ Memory **accelerates launching games and apps**

CONNECTIVITY



- › Intel® Wi-Fi 6 delivers the **latest and fastest Wi-Fi technology** for wire-free gaming
- › **Multiple I/O options** - 2 Thunderbolt™ 3, 6 USB 3.1, 1 HDMI*2.0a, and 2 Gigabit LAN Ports
- › UHS-II SD card slot for **faster image and video transfers**

Messaging Copy - Gaming

HEADLINE

Intel NUC 9 Extreme Kit: For the Extreme Gamer

VALUE PROPOSITION

The Intel® NUC 9 Extreme kit is the first of its kind. A surprisingly small modular gaming PC that can power anything, anywhere.

KEY MESSAGE

The Intel® NUC 9 Extreme kit is a powerful modular gaming system at 5-liters that offers incredible performance and upgradability, resulting in the smallest PC with desktop graphics performance for extreme gamers. With processor options that range up to an unlocked 9th Gen Intel® Core™ i9 processor, 8" desktop discrete graphics, and a full range of I/O ports, small has never been so powerful.

TAGLINES

- Small has never been so powerful.
- Small. Fast. Powerful.
- Big Wins, Small Space.
- Packed with Power.
- Smaller is better.
- Big Power, Small Package.
- Extremely Powerful, Extremely Small.
- Build Your Extreme.
- Powerful Gaming, Presence Unnoticed.
- Win with NUC



Messaging Copy – Content Creation

HEADLINE

Intel NUC 9 Extreme Kit: Power your Creativity

VALUE PROPOSITION

The Intel® NUC 9 Extreme kit: A small-form factor, full-performance mini PC, perfect for powering your creativity. Maximum creativity, minimum size.

KEY MESSAGE

The Intel® NUC 9 Extreme kit, an innovative form factor at just 5 liters in volume redefines the mini PC. Packed with everything content creators need to design whatever comes to mind. With the latest Intel® 9th generation processors, high-speed memory, storage and ability to support discrete graphics card, take your Intel® NUC and create content wherever you are.

TAGLINES

- Impressive Creations, Impressive Form Factor
- Intel NUC: Power your Creations
- Small has never been so powerful
- Unlock Creativity with NUC (Best used with Core i9)
- Create with NUC
- Intel® NUC: Creativity without Limits
- Power your Creativity



Intel® NUC 9 Extreme Kit



9th Generation Intel® Core™ i9-9980HK (NUC9i9QN)
 2.40 GHz – 5.00 GHz Turbo, 8 core, 16 thread, 16MB Cache, 45W
Intel® UHD Graphics 630, 350 MHz – 1.25 GHz



9th Generation Intel® Core™ i7-9750H (NUC9i7QN)
 2.60 GHz – 4.50 GHz Turbo, 6 core, 12 thread, 12 MB Cache, 45W
Intel® UHD Graphics 630, 350 MHz – 1.15 GHz



9th Generation Intel® Core™ i5-9300H (NUC9i5QN)
 2.40 GHz – 4.10 GHz Turbo, 4 core, 8 thread, 8 MB Cache, 45W
Intel® UHD Graphics 630, 350 MHz – 1.05 GHz



- (A)** Pre-installed **Ghost Canyon Compute Element**:
 - **Dual-channel DDR4 SODIMMs**, 1.2V, max 64GB @ 2400MHz or 32GB @ 2666MHz
 - **2x M.2 key M slots**: 42/80 + 42/80/110 PCH-attached PCIe x4 Gen3 NVMe / AHCI or SATA3 SSD, **RAID-0 and RAID-1 capable**
 - **Intel® Optane™ SSD and Intel® Optane™ Memory M10 and H10 ready**
 - **HDMI 2.0a port**
 - **2x Thunderbolt™ 3 ports**
 - **Supports 3x 4K displays** (Intel® UHD Graphics)
 - **2x Intel® 10/100/1000 Mbps (i219-LM and i210-AT) Ethernet ports**
 - **Intel® Wi-Fi 6 AX200 2.4Gbps + Bluetooth v5**, dual internal antennas
 - **4x USB 3.1 Gen2 Type-A connectors**
 - Up to 7.1 multichannel digital audio via HDMI or DisplayPort signals
 - 3.5mm rear speaker / TOSLINK combo jack
 - Internal Front Panel Audio, CEC, 2x USB 3.1 headers, 2x USB 2.0 headers
- **Ghost Canyon chassis**:
 - (B)** • **PCIe X16 slot** with 6+2-pin & 6-pin PCIe power connectors, up to 225W, up to 8” card length, dual-slot capable
 - (C)** • **PCIe X4 slot¹**
 - **CPU-attached M.2 slot 42/80/110 PCIe X4 Gen 3, Intel® Optane™ SSD ready¹**
 - **SDXC slot with UHS-II support**
 - **2x USB 3.1 Gen2 Type-A connectors**
 - 3.5mm front stereo headset jack
 - Plastic with metal inner frame, Kensington lock with panel security
 - **238 x 216 x 96 mm (5.0 L)**
 - **500W internal power supply** with geo-specific AC cords
- Microsoft Windows* 10 logo, compatible w/ Windows Server 2019; compatible w/ various Linux distros
- Individual retail packaging
- **Three-year Warranty**

Available Skus Mini PC Kit Chassis Compute Element **(A)**

1. PCIe*x16 slot will operate as x8 if M.2 or PCIe* x4 slot is used

Intel® NUC 9 Extreme Ordering Codes

Kit Ordering Codes			
Product Code	MM#	AC Cord	Processor
Ghost Canyon Kit – NUC9i9QNX			
BXNUC9i9QNX	999DNT	None	9 th Gen Core™ i9-9980HK
BXNUC9i9QNX1	999DNV	US	
BXNUC9i9QNX6	999DP1	CN	
Ghost Canyon Kit – NUC9i7QNX			
BXNUC9i7QNX	999DP4	None	9 th Gen Core™ i7-9750H
BXNUC9i7QNX1	999DP5	US	
BXNUC9i7QNX6	999DP9	CN	
Ghost Canyon Kit – NUC9i5QNX			
BXNUC9i5QNX	999DPA	None	9 th Gen Core™ i5-9300H
BXNUC9i5QNX1	999DPC	US	
BXNUC9i5QNX6	999DPH	CN	



Marketing Resources – Asset Summary

Placement recommendations for the Shopper Journey and where to download each marketing asset

DREAMING

INFO GATHERING


COMPARING


EXPERIENCING &
ADVICE SEEKING


BUYING



In-store


Online

 **Poster**
(3 SKU options)
[AS1411](#)

 **Pull Up Banner**
(3 SKU options)
[AS1413](#)

 **One Pager**
[AS1403](#)


 **Hanging Banner**
(3 SKU options)
[AS1410](#)

 **Product Brief**
[AS1402](#)


 **Monitor Topper**
(3 SKU options)
[AS1412](#)

 **Product Images - Extreme Lifestyle**
(multiple angles)
[AS1401](#)

 **Static Banners**
(3 SKU options)
[AS1409](#)

 **Product Images - Extreme Kit**
(multiple angles)
[AS1398](#)

 **Social Video - Content Creator**
[AS1406](#)

 **Social Video - Gaming 1**
[AS1407](#)

 **Video – Imperial**
[AS1404](#)

 **Video – Metric**
[AS1405](#)

 **Video – Metric**
[AS1938](#)



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Warning: Altering PC clock or memory frequency and/or voltage may (i) reduce system stability and use life of the system, memory and processor; (ii) cause the processor and other system components to fail; (iii) cause reductions in system performance; (iv) cause additional heat or other damage; and (v) affect system data integrity. Intel assumes no responsibility that the memory, included if used with altered clock frequencies and/or voltages, will be fit for any particular purpose. Check with memory manufacturer for warranty and additional details. For more information, visit <http://www.intel.com/content/www/us/en/gaming/overclocking-intel-processors.html>.

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Shopper Journey Overview



Shopper Journey

	DREAMING	INFO GATHERING	COMPARING	EXPERIENCING & ADVICE SEEKING	BUYING	
IN-STORE	OPPORTUNITY	Convert Passive Buyers to active by showing the latest and greatest to spark demand for device refresh	Help customers to navigate the plethora of options available and narrow their initial list	Help shoppers to know the goodness of more sophisticated options among their list of SKUs	Engage shoppers in experiences to validate their purchase decision on selected device	Reassure customers this is the right product for them and engage with them to act now
	WHERE TO BE	Outside PC aisle (inside or outside store) e.g., in the camera aisle, shopping mall activation	Inside PC area	On the device or adjacent, within the PC category	On the device and/or facilitated by the Retail Sales Professionals	On the device or in the fact tag holder
ONLINE	OPPORTUNITY	Convert Passive Buyers to active by showing the latest & greatest to spark demand for device refresh	Help customers to navigate the plethora of options available and narrow their initial list	Help shoppers to know the goodness of more sophisticated options among their list of SKUs	Engage shoppers in experiences to validate their purchase decision	Reassure customers this is the right product for them and engage with them to act now
	WHERE TO BE	Outside category (insite and external sites) e.g., Homepage, Social, SEM, email & push mkt	Main PC Category & search results generic terms (e.g., laptop)	Sub categories (laptop, 2in1, desktop, AIO, Mini PC, etc.)	Special experiencing pages	Product pages



Shopper Journey Asset Location Key

IN-STORE

Asset Type	Shopper Journey Stage		
Badge Card	Advice Seeking		
Brochure	Advice Seeking	Comparing	Buying
Counter Card	Comparing		
Display Box	Comparing	Buying	
Easel Back Display	Info Gathering		
Endcap Back Panel	Info Gathering	Comparing	Buying
Fact Tag	Comparing	Buying	
Flyer	Info Gathering	Comparing	Buying
In-Line Display	Comparing	Buying	
Large Hanging Banner	Info Gathering		
Monitor Cling	Comparing	Buying	
On-System Callout	Comparing	Buying	
Pocket Guide	Advice Seeking		
Poster	Info Gathering		
Print Circular	Info Gathering	Comparing	Buying
Stacking Guide	Info Gathering	Comparing	Buying
Table Tent	Info Gathering	Comparing	
Tearsheet	Comparing	Buying	
Window Cling	Info Gathering		

ONLINE

Asset Type	Shopper Journey Stage		
Animated Banner	Advice Seeking	Comparing	Experiencing
Animated Masthead	Advice Seeking	Comparing	Experiencing
Digital Callout	Comparing	Buying	
Digital Fact Tag	Comparing	Buying	
Email Template	Dreaming		
Infographic	Info Gathering	Experiencing	
Interactive Module	Comparing	Experiencing	
H5 Full Experience Page	Comparing	Experiencing	
H5 Light Experience Page	Comparing	Experiencing	
Static Banners	Info Gathering	Comparing	
Static Masthead	Info Gathering	Comparing	
Video/Animation	Info Gathering	Comparing	
Social Media Carousel	Dreaming	Advice Seeking	



