



Case Study

Intel® Core™ i5
vPro™ Processors
Windows* 7 Professional
The Medium



Small Graphic Design Firm Boosts Efficiency with Intel® Core™ i5 Processors and Windows* 7 Professional

Graphic design has traditionally been associated with Macintosh* computers. Industry-standard PCs, many believed, were not up for the processing demands and refined usability required for advanced design work. According to Josh Tuininga, art director for The Medium, such notions are matters of ancient history.

“Despite my best efforts, I haven’t even come close to taxing the capabilities of these new PCs. As soon as we upgraded to Intel Core i5 systems with Windows 7, it felt good. It was as if we had cleaned up and streamlined our entire business.”

*– Josh Tuininga, Art Director,
The Medium*

“Macs were the standard when I was in school for art and design, but I learned how to use PCs thereafter and have never looked back,” he says. “They are every bit as capable as Macs, for a much lower price. And the newest PCs have made considerable advances in performance and usability compared to systems from just a few years ago.”

A small design firm in the Greater Seattle area, The Medium recently upgraded its workstation and laptop PCs to take advantage of these improvements. With Intel® Core™ i5 processors and Windows* 7 Professional software, The Medium has experienced a palpable difference in technical performance and operational efficiency.

“The newer systems are so much more powerful,” Josh explains. “Whether it is web, video or print production, we deal with extremely large files every day. In the past, we had to wait for our computers to ‘think’ as they processed files or opened and closed programs. With our new Intel-based systems, we don’t wait any more.”

This has been particularly advantageous for Lisa Tuininga, Josh’s wife and The Medium’s primary project manager. Playfully referred to as “the extreme multitasker,” she routinely has more than a few programs running simultaneously.



"I tend to jump back and forth between several Adobe* applications, QuickBooks* and e-mail," says Lisa. "My old workstation would frequently freeze up and crash, but the Intel Core i5 processor-based workstation has yet to stutter, let alone crash. I'm probably 50 percent more efficient as a result."

System and file backup have also become more streamlined. What was once a tedious, manual process has become an automated procedure about which The Medium doesn't need to worry.

"With the manual process and sheer volume and size of our files, we simply couldn't back everything up as often as we would have liked," Josh reveals. "Backing up files with Windows 7, however, is a breeze. I simply had to plug in an external drive, and everything is backed up automatically. I'm not even sure if it happens instantaneously when a file is saved or overnight when we're not there. I just know it happens, which gives tremendous peace of mind."

Taking advantage of the usability and functionality of Windows 7

In addition to speed, reliability and automated backup, The Medium has been extremely pleased with the usability and functionality of Windows 7. According to the Tuiningas, the software is far better than previous operating systems from navigation, compatibility and scalability standpoints.

"As a designer, I really appreciate the clean, minimalistic style of the user interface," says Josh. "The task bar at the bottom of the screen, in particular, makes it much easier to navigate applications and files. And the software is more compatible with various drivers and applications."

"My old workstation would frequently freeze up and crash, but the Intel Core i5 processor-based workstation has yet to stutter, let alone crash. I'm probably 50 percent more efficient as a result."

- Lisa Tuininga, Project Manager, The Medium

This compatibility will enable The Medium to scale its software capabilities in the coming years without overhauling its new workstation and laptop hardware.

"I did some research on the latest processors, and the Intel Core i5 systems will keep us going for a long time," Josh explains. "When we need it, we can easily upgrade our software and install new memory without replacing the hardware. And despite my best efforts, I haven't even come close to taxing the capabilities of these new PCs."

"As soon as we upgraded to Intel Core i5 processor-based systems with Windows 7, it felt good," he says. "It was as if we had cleaned up and stream-lined our entire business."

For More Information

For more information about Intel Core processors, visit www.intelalliance.com/microsoft and communities.intel.com/community/openportit/vproexpert

Solution provided by:



INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL® PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER, AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT. UNLESS OTHERWISE AGREED IN WRITING BY INTEL, THE INTEL PRODUCTS ARE NOT DESIGNED NOR INTENDED FOR ANY APPLICATION IN WHICH THE FAILURE OF THE INTEL PRODUCT COULD CREATE A SITUATION WHERE PERSONAL INJURY OR DEATH MAY OCCUR.

Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined." Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information.

The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request. Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order. Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or by visiting Intel's Web Site www.intel.com.

Copyright © 2010 Intel Corporation. All rights reserved. Intel, the Intel logo, Core, vPro, and Core inside are trademarks of Intel Corporation in the U.S. and other countries.

Copyright © 2010 Microsoft. All rights reserved. Microsoft, the Microsoft logo, and the Windows 7 logo are trademarks of the Microsoft in the U.S. and other countries.

Copyright © 2010 The Medium. All rights reserved. The Medium and The Medium logo are trademarks of The Medium in the U.S. and other countries.

*Other names and brands may be claimed as the property of others.