

oneAPI Reseller Kit

Embargoed Until November 20th, 2023



intel[®]



Introduction

Thank you.

Thank you for using these Intel-branded assets to support the November release date. This document is a set of guidelines on how to represent Intel[®] Software Development Products in marketing materials. It also acts as an instructional document outlining specific assets and location on the drive for your convenience.

These guidelines are intended to maintain a consistent look and feel across all materials that support the Intel brand and serve as an addendum to Intel corporate brand guidelines.

You may download all items from the drive via the links on each asset page. Each asset includes a viewable file (PDF) and source files (i.e. JPEG, PSD, INDD) where applicable for adjustments and customizations.

*Please remember this is embargoed until Nov. 20, 2023.
Thank you.*

Table of Contents

01 <u>What's New/Benefits</u>	06 <u>Ads</u>
02 <u>Box Shots</u>	07 <u>Social Media Kit</u>
03 <u>Branding Do's & Don'ts</u>	08 <u>Emails</u>
04 <u>Core Messaging Blocks</u>	09 <u>Download Portal</u>
05 <u>Product Briefs</u>	10 <u>Questions/Contact Info</u>

About Intel® Software Development Tools - Commercial Toolkits

Accelerate code development. Multiarchitecture programming made easier.

Intel Software Development Tools help developers build and optimize high-performance applications efficiently through a complete set of advanced compilers, libraries, optimized frameworks, and analysis, debug and porting tools. Built on a legacy with decades of expertise, the tools support:

- **Familiar languages** - C, C++, SYCL, Fortran & Python, plus standards (MPI, OpenMP...) providing full continuity with existing code.

- **Intel® CPUs, GPUs & FPGAs** - Enabling unique hardware features: performance, high-bandwidth memory, AI & rendering.

- **oneAPI** - Intel® oneAPI Base Toolkit is Intel's product implementation of oneAPI supporting Intel® architectures. Other toolkits & tools are *powered by oneAPI* through component features and capabilities.



A foundational set of tools that includes best-in-class compilers, libraries, analysis and debug tools, and a porting tool that aids in migrating code written in CUDA* to SYCL*.



Build, analyze, optimize and scale multiarchitecture HPC applications easier using [Intel® oneAPI Base Toolkit](#) + [Intel® HPC Toolkit](#). They include state-of-the-art techniques in vectorization, multithreading, multi-node parallelization, and memory optimization.



A set of open source libraries that enable creation of high-performance, high-fidelity, extensible, and cost-effective visualization applications and solutions. Advanced ray tracing libraries provide rendering kernels and middleware for maximum flexibility, performance and technical transparency.

Together, oneAPI & Intel software tools bring productive, performant multiarchitecture programming to developers.

What's New in the 2024 Tools Release | Benefits

Deliver uncompromised performance for diverse workloads across multiple architectures

Freedom of Choice in Hardware with Future-Ready Programming

- Delivers an open, standards-based programming alternative to single-vendor/proprietary language lock-in by enabling easy architecture retargeting
- Expands capabilities for AI, HPC, enterprise & graphics on Intel CPU & GPUs with broader standards coverage
- Faster performance & deployments using standard Python for numeric workloads

Performance - Realize All the Hardware Value

- Expose and exploit all the cutting-edge features and maximize system performance even in multiarchitecture or in any combinations.
- Maximizes performance on 5th gen Intel® Xeon® Scalable & Intel® Core™ Ultra processors
- Delivers scalable, real-time rendering using ray-traced acceleration on GPUs
- Significant performance gains for workloads optimized by the AI tools

Productivity - Confidently Develop Performant Code Quickly, Add Portability

- Apply your skills to the next innovation, not rewriting software for the next hardware platform
- One programming model for all - easy integration with existing code including migration of CUDA* code to SYCL
- Shorter learning curve with familiar languages and standards, interoperable with existing HPC standards: Fortran, C/C++, OpenMP, MPI & Python
- Compiler enhancements deliver a near complete SYCL* 2020 implementation improving productivity & code offload
- An easier, flexible streamlined process to get the AI tools
- Advanced evaluation preview features:
- C++ parallel STL for easy GPU offload
- Dynamic device selection to optimize compute node resource usage.

[*Other names and brands may be claimed as the property of others. SYCL is a trademark of the Khronos Group Inc.](#)

[Intel.com/content/www/us/en/developer/tools/oneapi/documentation-library.html](https://intel.com/content/www/us/en/developer/tools/oneapi/documentation-library.html)

Updated Box Shots

Box Shots to Use

Intel® oneAPI Base Toolkit
New Version to Use



Intel® HPC Toolkit
Do Not Use



Intel® HPC Toolkit
New Version to Use



Intel® Rendering Toolkit
Do Not Use



Intel® Rendering Toolkit
New Version to Use



Google Drive Portal:

- Download Folder Name:
[Box Shots & Logos](#)
- Get source files for translation

Do's & Don'ts

Use of oneAPI Brand

Moving Forward...

- oneAPI brand will be removed from the existing Intel toolkits (including standalone tools and tool collections that target market segments) and umbrella branding.
- oneAPI is the specification as defined by the UXL Foundation. Any mention should be in reference to the general oneAPI spec and NOT to an Intel "umbrella brand".
- "Intel oneAPI xxx" is for products from Intel that are implementing and/or already have a oneAPI spec. Compliance will be defined and measured by the UXL Foundation.
- Products not meeting either of these criteria (i.e., implementing or having a spec) should change the name to what is most appropriate for the product or item.
 - Example: Analysis Configurator for Intel oneAPI Toolkits -> Intel Analysis Configurator Tool or Analysis Configurator for Intel Toolkits, etc.
- "Powered by oneAPI" can be used for software created by or using oneAPI components.
- General mentions of our tools can use Intel software developer tools or other generic ways to describe them. *Intel software development tools* is a category. It has been registered, but usage depends on what is being described.
- The goal is to clearly articulate what is and is not Intel oneAPI compliant product, i.e. "Intel oneAPI xxx" based on the oneAPI spec and the branding guidelines and actual product/item functionality. In other words, we are moving away from 'Intel oneAPI' as a brand.
- Usage of generic, non-branded, terms can be substituted as needed, i.e. Intel software development tools or Intel software developer tools or Intel software tools.

Sample Implementations:

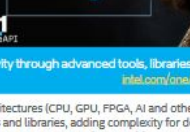
Previous Name	Suggested New Name(s)	Reason for Change
Intel® oneAPI Base Toolkit	No change	The Base Kit includes products that have specifications.
Intel® oneAPI Rendering Toolkit	Intel® Rendering Toolkit	Removed oneAPI because none of the components are named oneAPI and the render libraries are no longer in the specification
Intel® oneAPI HPC Toolkit	Intel® HPC Toolkit	Removed oneAPI due to limited oneAPI components
Intel® oneAPI Toolkits	Intel Software Developer Tools or Intel software developer tools Intel Software Development Tools or software development tools Intel developer tools Intel Toolkits	We only have one oneAPI toolkit (Intel® oneAPI Base Toolkit.) Need to use a generic description when describing a category of software, such as developer tools.
Intel® oneAPI Math Kernel Library (oneMKL)	No change	This library has a oneAPI specification
Intel® oneAPI DPC++/C++ Compiler	No change	This is part of the oneAPI ecosystem enabling the oneAPI spec and SYCL

Quickly get the newest information and benefits

Intel® Software Development Tools

2024 CORE BLOCKS MESSAGING


For Intel Resellers Use



OVERVIEW—Helping developers build & optimize applications with performance & productivity through advanced tools, libraries & optimized frameworks—together with oneAPI open, multiarchitecture programming.

intel.com/oneAPI/AI/Tools

Challenges for Developers/ISVs	<p>Many data-centric workloads run best when deployed across a mix of architectures (CPU, GPU, FPGA, AI and other accelerators). However, different architectures typically required unique languages, tools and libraries, adding complexity for developers and limiting code reuse. This makes it difficult to take advantage of multiarchitecture systems and new architectures, optimize application performance, and maintain code efficiently and cost-effectively.</p>
Intel Software-first Strategy Open Ecosystem-driven	<p>Intel's software strategy embraces an open ecosystem with open platforms and open source software, libraries and APIs to drive innovation. This provides freedom of choice in hardware by removing proprietary programming constraints, while delivering multiarchitecture performance and productivity. We design with developers in mind so that the investments they make in Intel technologies continue to add value in next generations.</p>
Intel® Software Development Tools – Description	<p>Intel® Software Development Tools help developers build and optimize high-performance applications efficiently through a complete set of advanced compilers, libraries, optimized frameworks, and analysis, debug and profiling tools. Built on a legacy with decades of expertise, the tools support:</p> <ul style="list-style-type: none"> • Familiar languages—C++, C++, SYCL, Fortran and Python, plus standards including MPI and OpenMP, providing full continuity with existing code. • Intel CPUs, GPUs and FPGAs—Enabling unique hardware features such as those for performance, high-bandwidth memory, AI and rendering. • oneAPI—Intel® oneAPI Base Toolkit is Intel's product implementation of oneAPI supporting Intel® architectures (CPU, GPU, FPGA). Other tools and tools are powered by oneAPI through component features and capabilities. <p>Intel® oneAPI Base Toolkit is a foundational set of tools that includes best-in-class compilers, libraries, analysis and debug tools, and a profiling tool that aids in migrating code written in CUDA® to SYCL®. Segment-specific toolkits aid developers in optimizing applications and solutions for HPC, AI, edge and rendering.</p>
– Benefits	<p>Benefits</p> <p>Freedom of Choice in Hardware with Future-Ready Programming</p> <ul style="list-style-type: none"> • Delivers an open, standards-based programming alternative to single-vendor/proprietary language lock-in by enabling easy architecture retargeting <p>Performance - Realize All the Hardware Value</p> <ul style="list-style-type: none"> • Expose and exploit cutting-edge features and maximize system performance, even in multiarchitecture combinations. <p>Productivity - Confidently Develop Performant Code Quickly, Add Portability</p> <ul style="list-style-type: none"> • Apply your skills to the next innovation, not rewriting software for the next hardware platform • One programming model for all – easy integration with existing code including migration of CUDA code to SYCL • Shorter learning curve with familiar languages and standards – interoperable with existing HPC standards including Fortran, C/C++, OpenMP and MPI, as well as Python with a rich set of optimized Python libraries
Primary Audience & Users	<ul style="list-style-type: none"> • Developers wanting to maximize compute performance and gain productivity by building applications that take advantage of Intel CPUs and accelerators in all types of platforms (edge-to-cloud) and multiarchitecture systems for HPC, AI, IoT, media and rendering. • Developers with existing CUDA code who want to take advantage of other architectures by migrating their code to SYCL.
Intel Toolkits Priority Support Benefits – For paid versions of Intel development toolkits	<p>Every paid version of Intel toolkits automatically includes Priority Support at our Online Service Center for a timespan that starts at purchase, typically one year. You get:</p> <ul style="list-style-type: none"> • Direct and private interaction with Intel's support engineers, including the ability to submit confidential support requests • Accelerated response time for toolkit-related technical questions and other product needs • Free download access to all new product updates and continued access to older versions of the product • Ability to influence product features and quality • Priority Support for escalated defects • Access to a library of self-help documentation that builds off decades of experience in creating high-performance code • Additional services at reduced cost, including on-site or online training and consultation by Intel technical consulting engineers



CORE MESSAGE BLOCKS: Intel® Software Development Tools

Deliver uncompromised performance for applications and diverse workloads across multiple architectures

software.intel.com/oneapi or intel.com/oneapi

Headline options	Tool Description	Benefits
<p>Drive a New Era of Accelerated Computing</p> <p>Dev Tools for Accelerated Computing</p> <p>Simplify Multichitecture Development</p> <p>Accelerate Code Across Multiple Architectures</p> <p>Uncompromised Code Performance for All</p> <p>Smart Path to Developing for Accelerated Computing</p> <p>Performance without Compromise</p> <p>Democratize Code Acceleration</p> <p>Develop Multichitecture Code Quickly</p>	<p>Intel® Software Development Tools help developers build and optimize high-performance applications efficiently across a variety of Intel architectures (CPU, GPU, FPGA). Intel development tools offer a foundational base toolkit and specially add-on to simplify programming, delivering productivity and performance to accelerate innovation.</p> <p>The tools include advanced compilers, libraries, optimized frameworks, and analysis, debug and porting tools for implementing the oneAPI specification. They implement the oneAPI specification.</p>	<p>Freedom of Choice with Future-Ready Programming</p> <ul style="list-style-type: none"> • An open alternative to proprietary language lock-in • Open, standards-based programming so software investments add value in future hardware generations <p>Performance – Realize All the Hardware Value</p> <ul style="list-style-type: none"> • Exploit cutting-edge features of hardware and maximize performance across Intel CPUs, GPUs and FPGAs <p>Productivity – Develop Performant Code Quickly, Add Portability</p> <ul style="list-style-type: none"> • One programming model for all • Apply your skills to the next innovation, not rewriting software for the next hardware platform • Shorter learning curve with familiar languages and standards • Easy integration with legacy code
<p>10 words – 2 options</p> <p>Take the open, productive path to accelerate multichitecture computing using Intel® Software Development Tools. Learn More</p> <p>Simplify multichitecture programming and accelerate application performance using Intel® Software Development Tools.</p>	<p>25 words</p> <p>Take the smart path to accelerate multichitecture computing with Intel® Software Development Tools implementing the oneAPI specification. Deliver uncompromised application performance, save development time, and enhance productivity. Learn More</p>	<p>100 words</p> <p>Take advantage of oneAPI open, standards-based, multichitecture programming that sets you free to develop applications on your choice of architectures. Get full hardware performance using a complete set of proven tools—without the limits of proprietary language lock-in.</p> <p>Save significant development time and enhance productivity with Intel® Software Development Tools across Intel CPUs, GPUs and FPGAs.</p> <p>The tools include best-in-class compilers, performance libraries, and analysis, debug and porting tools. Access add-on domain-centric tools to accelerate the fastest growing workloads. Test code in the Intel® Developer Cloud—preloaded with a wide range of powerful Intel® architectures.</p>
<p>Other Product Details</p> <div> <div> <h2>Hardware Support</h2> <p>CPUs</p> <ul style="list-style-type: none"> • Intel® Xeon® Scalable processors with Intel® Advanced Matrix Extensions (Intel® AVX-512, Quick Assist Technology (QAT), Intel® AVX-512, bfloat16 and more for optimal workload performance • Intel® Core® processors • Other processors compatible with Intel® 64 architecture <p>GPUs</p> <ul style="list-style-type: none"> • Intel® UHD Graphics for 11th generation Intel® processors or newer • Intel® Iris® Xe graphics • Intel® Server GPU • Intel® Arc™ GPU and Intel® Data Center GPU Flex Series with fast AV1 encode/decode and ray-traced hardware acceleration • Intel® Data Center G5 Max Series with datatype flexibility, Intel® Xe Matrix Extensions (Intel® XMX), vector engine, Xe-Link and other features • NVIDIA or AMD GPUs using oneAPI plug-ins from Codeplay <p>FPGAs</p> <ul style="list-style-type: none"> • Intel® Arria® FPGAs • Intel® Stratix® 10 FPGAs • Intel® Agilitx® FPGAs • Intel® Cyclone® 10 GX FPGAs </div> <div> <h2>SAMPLE USE CASES & PROOF POINTS</h2> </div> </div>		
<p>Some tools may not support all architectures above, see each tool's system requirements for details.</p> <p>• View use cases & case studies</p>		

Intel® Rendering Toolkit - CORE MESSAGE BLOCKS

Deliver high-performance, film-quality Visualizations Applications

Render Your Vision in Highest Fidelity: Your Open Path to Breakthrough Ray Tracing
www.intel.com/en-us/Intel-Rendering-Toolkit or iret@intel.com

Storyline: Intel offers an end-to-end platform for ray tracing/rendering and visualization workloads that provides unmatched and flexible options for performance, cost and scalability. Unleash ray tracing for rendering applications that push the boundaries for graphics, path tracing, compute, simulation, and 3D design with a complete portfolio of leading hardware and software. Get the flexibility of open, unified, multi-architecture programming combined with unparalleled features and performance to create photorealistic renderings that scale end-to-end, on laptops, workstations, HPC systems and in the cloud using [Intel® Rendering Toolkits](#). Learn more at [Intel® Advanced Ray Tracing Intel® ARRT](#).

Headline options	Description	Benefits
Unleash High-Fidelity 3D Ray Tracing & Rendering Render Your Vision in Highest Fidelity: Your Open Path to Breakthrough Ray Tracing Create High-Performance, High-Fidelity Visualization Applications	Intel® Rendering Toolkit is a set of open source libraries that enable creation of high-performance, high-fidelity, extensible, and cost-effective visualization applications and solutions. Advanced ray tracing libraries provide rendering kernels and middleware for maximum flexibility, performance and technical resiliency. The toolkit supports Intel CPU and GPU. It includes:	<ul style="list-style-type: none"> Deliver high-performance, hyper-realistic rendered images across all compute infrastructure (on-premise and public) Now, powerful ray tracing and rendering features extend from Intel CPU to GPU. Enable solutions of model complexity beyond changes, path tracing combined volume and geometry rendering, and more. Visualize huge datasets (TB) interactively embracing full system memory. Cost-efficient, interactive performance for any size of data, scale solutions across laptops, workstations, enterprise, HPC systems, and in the cloud. Works seamlessly with other Intel tools to maximize performance and accelerate workloads across AI, video processing, deep learning inference, and more. Take advantage of Priority Support: Submit questions, problems, and technical issues through direct, private interactions with Intel engineers through paid support. Get access and support for prior software versions.
Deliver High-Performance, End-to-End, Extensible Ray Tracing & Rendering High-Performance, Cost-Efficient, Extensible Rendering for the Next Era of Graphics	<ul style="list-style-type: none"> Academy Award® winning Intel® Embree Intel® Open Image Denoise Intel® Visual Keel™ Library Intel® Open Path Guiding (CPU support only) Intel® OSPRay Intel® OSPRay Studio 	
Build High-Fidelity 3D Rendering Applications		

10 words

Deliver high-performance, hyper-realistic, cost-effective visual applications using advanced open source libraries in the [Intel® Rendering Toolkit](#).

Download Now

25 words

Deliver high-fidelity, interactive, hyper-realistic rendering and visualization applications for studio content creation, data and scientific visualization, and design using high-performance open source libraries in the [Intel® Rendering Toolkit](#).

Get it Now

100 words

Deliver high-fidelity, interactive, hyper-realistic rendering and visualization applications for studio content creation, data and scientific visualization, and design. The [Intel® Rendering Toolkit](#) helps developers and content creators cost-effectively optimize compute for a wide range of 3D, data-intensive use cases on platforms of all sizes—laptops and workstations to data center/cloud and HPC clusters. It includes advanced open source libraries: Intel® Embree, Intel® Open Image Denoise, Intel® volume Keel™ Library, Intel® Open Path Guiding Library, and Intel® OSPRay. Take advantage of Priority Support with direct access to Intel engineers for technical questions.

Get it Now

SAMPLE USE CASES & PROOF POINTS

Dilapidated Elegance, Intel Denoisers
 Credit: Intel
 Up to 25% Rendering Efficiency for The Assassin: Family 2
 The Kooley family is on the in an animated space with grand scene, travelling across America. Find out how Intel® Open Image Denoise helps Oneitsu Studios deliver cinematic visual storytelling and create a more efficient, improving movie production. The denoiser is part of Intel® Rendering Toolkits.
[Case Study | Video \(2:15\)](#)

Stephen Hawking Center for Cosmology Visualizes the Physics of the Cosmos
 Intel® Rendering Toolkit helps render enormous simulations to understand the most extreme phenomena in the universe.

Blender provides artists and 3D designers access to sophisticated rendering features with support for Intel CPUs and GPUs using Intel rendering libraries. See also how Intel® Embree delivers scalable rendering with faster speed-up comparing Intel® Arc™ GPUs with an Nvidia GPU.

Google Drive Portal:

- Download Folder Name: Core Messaging
- Get source files for translation

Product Briefs

Quick easy reference guide. Informative at a glance style to equip you with the main product information.

Product Brief

High-Performance Computing
Intel® oneAPI Base & HPC Toolkit

intel software

Developing Multiarchitecture,
High-Performance Computing Applications

Take your HPC, enterprise, AI, and cloud applications to the max—with fast, scalable, and portable parallel code.

intel
HPC
TOOLKIT

1

Intel® oneAPI Base Toolkit together with the Intel® HPC Toolkit creates a comprehensive suite of development tools that make it fast and easy to build modern code. You can obtain all possible performance out of the newest Intel® processors in high performance computing (HPC) platforms. Combining the core set of tools from the Intel oneAPI Base Toolkit and adding HPC-focused tools simplifies creating code with the latest techniques in vectorization, multithreading, memory optimization, accelerator offloading, and cluster compute. Intel® Xeon® Scalable processors and supported GPUs with standard programming languages, parallel programming models, and integrated development environments (IDEs).

Who needs it?

- C++ with SYCL, C, Fortran, Python, OpenMP, and MPI software developers and architects building HPC, enterprise, AI, and cloud solutions.
- Developers looking to maximize their software's performance and flexibility to support multiple architectures across current and future Intel® platforms.

What it does

- **Creates fast parallel code.** Boosts application performance that scales on current and future Intel platforms with industry-leading compilers, performance libraries, performance profilers, code, and cluster analysis tools.
- **Builds code faster.** Simplifies the process of creating fast, scalable, and reliable parallel code.
- **Benefits from Priority Support.** Connect directly to Intel's engineers for confidential, quick answers to technical questions, get access to — and support for — older versions of the products, and receive updates for a year.

Highlights

Choose single node or multinode.

The Intel oneAPI HPC Toolkit provides all the tools you need to target across architectures, whether you're running the applications on shared or distributed memory systems. The target platforms for development and deployment can range from a workstation to a multinode cluster, requiring different support efforts. Choose the product that best fits your use model.

- **Intel oneAPI Base and HPC Toolkit single node:** Target platform of shared memory systems including PCs, laptops, or workstations.
- **Intel oneAPI Base and HPC Toolkit multinode:** Target platform of shared memory systems such as PCs, laptops, workstations, or high-performance compute clusters.

1

oneAPI

Product Brief

High-Performance Computing
Intel® oneAPI Base and Rendering Toolkit

intel software

Powerful Libraries
for High-Fidelity
Visualization Applications

1

oneAPI

Intel® oneAPI Base and Rendering Toolkit is an award-winning, comprehensive suite of development tools that enable developers and content creators to build high-performance, high-fidelity, interactive, and cost-effective visualization applications and solutions. The Intel® Rendering Toolkit (Render Kit) is a powerful set of open-source rendering, ray tracing, denoising, and path guiding libraries for AI synthetic data generation, digital twins, high-fidelity and high-performance visualization, and immersive content creation. Achieve optimized rendering performance with these libraries and Intel® CPU and GPU hardware, comprising a scalable solutions stack.

Who needs it?

Developers working on Graphics and AI Graphics applications and solutions. (Figure 1) including:

- AI, robotics, and autonomous vehicle developers
- Machine learning and deep learning applications
- Research scientists
- 3D Content, developers, and artists
- Product designers and engineers

What it does

Meets the demands of the higher-quality ray tracing use cases without the limitations and compromise of rasterization. Users can interactively visualize huge data sets (terabytes), embracing full system memory beyond today's memory limits of GPU add-in cards. Plus, your existing investments in graphics and rendering solutions based on Intel Rendering Toolkit libraries will seamlessly scale to gain the exponential performance benefits of future, flexible CPU-plus-accelerator platforms.

Highlights

Intel oneAPI Rendering Toolkit is a set of advanced, open-source libraries that deliver high performance and high image quality for data-intensive use cases on CPU & GPU platforms of all sizes, including workstation, data center cloud, and high-performance computing (HPC) clusters. It provides both scalable and interactive ray tracing and visualization.

Media and Entertainment

Science vs. and engineering vs.

Digital content and animation (DCC)

Render farms

Architectural, engineering, and construction (AEC)

Manufacturing

Energy, oil, and gas

Weather and climate

Genomics

Health and life sciences

Figure 1. Applications for Intel® oneAPI Rendering Toolkit

1

oneAPI

Product Brief

Cross-Architecture Programming
Intel® oneAPI Base Toolkit

intel software

Develop Cross-Architecture Applications
for CPUs, GPUs, and FPGAs

Take the smart path to accelerated computing – without the economic and technical burdens of proprietary programming models.

intel
1
oneAPI

BASE TOOLKIT

Many data-centric workloads run best when they're deployed across a mix of heterogeneous architectures—CPU, GPU, FPGA, and other accelerators. But different architectures typically require unique languages, tools, and libraries—adding complexity for developers and limiting code reuse. This makes it hard to take advantage of multiarchitecture solutions and inefficient to optimize application performance.

oneAPI is an industry initiative, managed by the [SYCL Foundation](#), creating an open, standards-based, multiarchitecture programming model to simplify development for a wide range of data-centric workloads across a variety of architectures. It includes an open multiarchitecture language, C++ with SYCL, plus advanced libraries.

Use it for:

- High-performance computing (HPC)
- Machine learning, deep learning, and analytics
- IoT applications
- Video processing
- Rendering
- And more

Who needs it?

- Developers looking to maximize performance, productivity, and freedom of architectural choice by building cross-architecture applications and solutions that take advantage of a variety of Intel® CPUs, GPUs, and FPGAs.
- Developers with existing CUDA code who want to take advantage of other architectures by porting their code to C++ with SYCL code.

What it does

Intel software developer tools bring developers productive and performant heterogeneous programming. **Future-ready programming model provides freedom of choice.**

- **Get an open alternative to single-vendor/proprietary lock-in** for easy architecture retargeting.
- **Apply your skills to the next innovation**, not rewriting software for the next hardware platform.

Let's you realize all your hardware's value.

- **Expose and exploit all the cutting-edge features of the latest CPU, GPU, and FPGA hardware.** For instance, get the most from Intel® Xeon® Scalable processors, which enable Intel® Advanced Vector Extensions 512 (Intel® AVX-512) including Intel® Advanced Matrix Extensions (Intel® AMX) for AI acceleration.

Google Drive Portal:

- Download Folder Name: [Product Briefs](#)
- Get source files for translation

Generic Ads

Insert ads into your web pages, social media, emails, newsletters, and collateral.

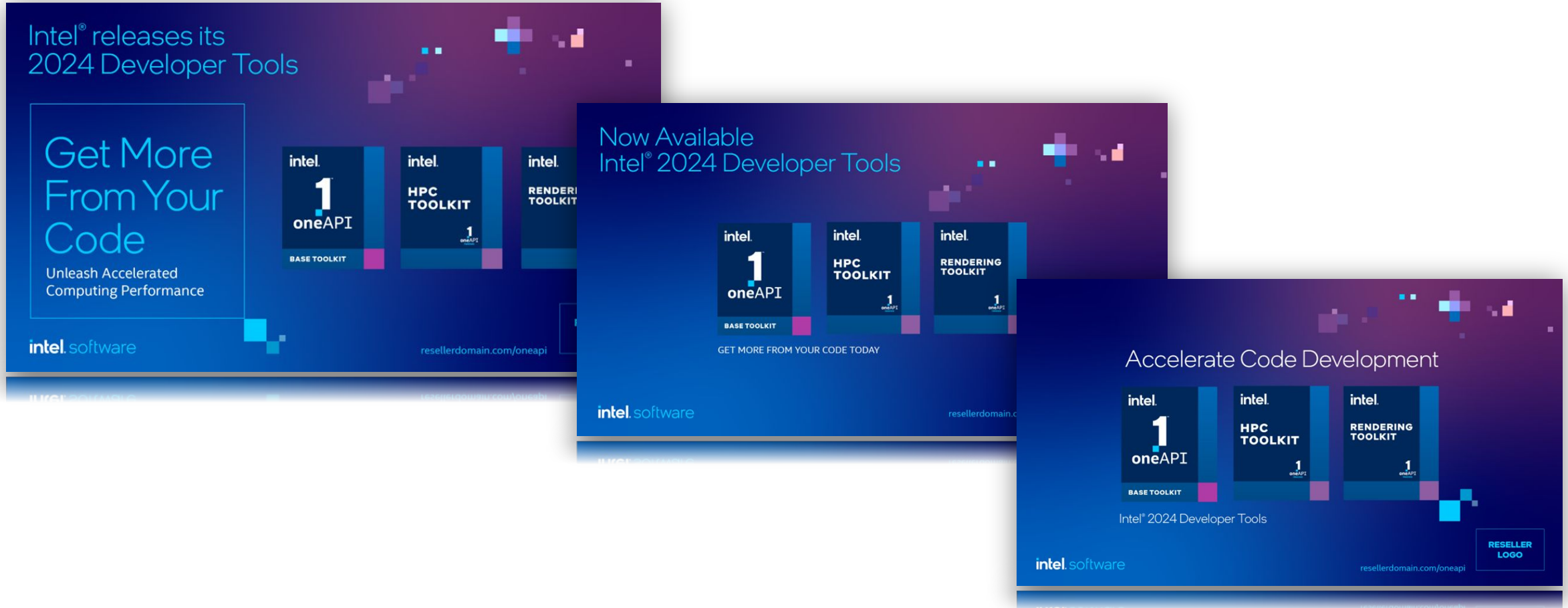


Google Drive Portal:

- Download Folder Name:
[Ads, Social Copy & Images](#)
- Get source files for translation

Developer Tool Ads

Quickly get the newest banners you need. Easily add your logo and domain.

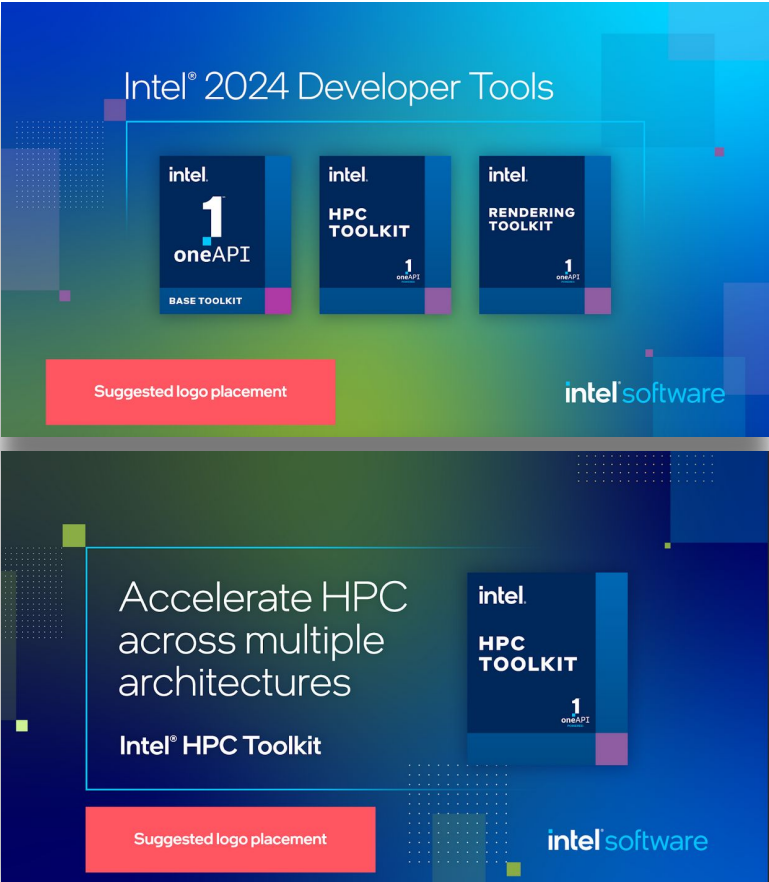


Google Drive Portal:

- Download Folder Name: [Ads, Social Copy & Images](#)
- Get source files for translation

Social Media Copy Blocks & Sample Images

Enhance your social presence and continue the conversation with sample imagery and easy to use copy samples.



- Google Drive Portal:
- Download Folder Name: [Ads, Social Copy & Images](#)
 - Get source files for translation

intel software

Reseller Social Copy

Intel® oneAPI Base Toolkit

The below-suggested copy and imagery in the folder are available to help drive traffic, spread awareness, and engage in social media. **These assets are not to be used until November 17, 2023, after 10 a.m. PST.** Please consider incorporating these proposed messaging samples into your upcoming editorial calendars for Twitter, Facebook, LinkedIn, etc.

Who to tag:

X (FKA Twitter) – @IntelDevTools, @IntelSoftware
Facebook – facebook.com/IntelDevTools
LinkedIn – linkedin.com/showcase/intel-software

Campaign and Relevant Hashtags:

#oneAPI, #HPC, #AI, #SYCL, #OpenMP, #Compilers, #analysis, #CPU, #GPU, #performance, #heterogenous, #crossarchitecture, #Python

Partner handles

@SYCLstd @thekhronosgroup

Social Copy Blocks
Looking to maximize performance, productivity, and freedom of architectural choice? The oneAPI Base Toolkit is the smart path. <insert URL>
With the oneAPI Base Toolkit, developers can get faster performance using standard Python to deploy numeric workloads across GPU and CPU systems. <insert URL>
The oneAPI Base Toolkit gives you access to compilers, powerful libraries, and advanced analysis tools and now supports the upcoming Intel 5th Gen Xeon Scalable and Intel Core Ultra processors. <insert URL>
The Intel oneAPI Base Toolkit includes preview features such as C++ parallel STL for GPU offload, #SYCL graph for reduced offload overhead, and for oneTBB and #OpenMP. View features and more! <insert URL>

intel software

Reseller Social Copy

Intel® Rendering Toolkit

The below-suggested copy and imagery in the folder are available to help drive traffic, spread awareness, and engage in social media. **These assets are not to be used until November 17, 2023, after 10 a.m. PST.** Please consider incorporating these proposed messaging samples into your upcoming editorial calendars for Twitter, Facebook, LinkedIn, etc.

Who to tag:

X (FKA Twitter) – @IntelDevTools, @IntelSoftware, @IntelGraphics
Facebook – facebook.com/IntelDevTools
LinkedIn – linkedin.com/showcase/intel-software

Campaign and Relevant Hashtags:

#Rendering, #RayTracing, #PathTracing, #Photorealistic, #Denoise, #OSPRay, #OpenVKL, #Performance, #IntelArc

Partner handles

@BlenderStudio_

Social Copy Blocks
Create high-fidelity, extensible, cost-effective 3D visualization applications through open-source rendering libraries with the Intel Rendering Toolkit. <insert URL>
With the latest release of the Intel Rendering Toolkit, you get a set of advanced libraries that now support Intel Xe architecture-based GPUs like Intel Arc and the Data Center GPU Flex and Max Series. <insert URL>
Get production-level ray tracing support with Intel Arc graphics and the Intel Data Center GPU Flex and Max Series using Intel Embree—part of the Intel Rendering Toolkit. <insert URL>

Email: New Customers

Target and acquire new customers with the latest information and products.

Guidelines: Add your pricing, logos, and contact information.

Intel oneAPI 2024.0 Launch		
Reseller Kits		
Focus :: NEW Customers		
Message :: Get started with Intel® Developer Tools today; entry point is the 2024.0 oneAPI Base Kit		
Subject line	Deliver Uncompromised Performance for Data-Centric Applications	
Pre-header	Develop future-ready, cross-platform workloads with Intel® Developer Tools	
Headline Option 1	Simplify Multiarchitecture Development across CPUs, GPUs, and FPGAs	
Headline Option 2	Deploy Performant, Portable Code Quickly, Efficiently, and Cost-Effectively	
CTA Button	Get started >	Reseller's choice where this URL goes
Body Copy	<p>Hi, First Name,</p> <p>Data-centric workloads often must be deployed across a mix of vendor architectures—CPUs, GPUs, and FPGAs, each of which may require the use of proprietary programming languages, plus distinct APIs, libraries, and SDKs. This adds complexity for developers and can substantially limit code reuse.</p> <p>oneAPI and Intel® Developer Tools change that.</p> <p>oneAPI is an open, standards-based programming model designed to simplify development across a variety of architectures. Benefit: Developers can create applications on their choice of architectures, exploit the target hardware's full performance features, and be free of vendor lock-in.</p> <p>The place to get started with oneAPI is the Intel® oneAPI Base Toolkit (Base Kit), a core set of tools for heterogeneous computing, including a cross-architecture language, CUDA migration tool, best-in class compilers, performance libraries, and advanced analyzers and debuggers.</p> <p>Get started with the Base Kit ></p>	

Other toolkits include those for High-Performance Computing and Rendering/Ray Tracing workloads.		
RESELLERS, BELOW ARE SOME OPTIONS TO ADD TO YOUR EMAIL. CUT AND PASTE ANYTHING BELOW AS IT MAKES SENSE BASED ON WHO YOU'RE CONTACTING.		
"Raise a Hand" option	<p>[First Name], explore the toolkits today...or schedule some time with me so I can show you how the Base Kit can help your company, your developers streamline and simplify building, optimizing, and deploying high-performance, multiarchitecture applications and solutions.</p> <p>I look forward to helping you any way I can.</p> <p>[Reseller signature line/info down here]</p>	
Customer quotes	<p>What Customers are Saying</p> <p>"Having a common open standard is the most efficient path to enabling performance portability across DoE [Department of Energy] next-generation supercomputers. We want to make our capabilities accessible to all researchers—using DPC++ supporting SYCL does that." – Kevin Harms, team lead for I/O libraries and benchmarks, Argonne National Laboratory</p> <p>"Collaborating with Intel and using the Intel HPC Toolkit has been instrumental in helping our customer engineers understand our customers' HPC workloads and performance on GPC [Google Cloud Platform] instances. We recommend using Intel® MPI Library for best performance and tools such as Intel® VTune™ Profiler and Intel® Advisor to help better understand performance optimizations and how to best migrate your workloads to the cloud." – Ilias Katsardis, HPC Solution Lead, Google Cloud</p>	
Highlights of what's included in the latest (2024.0) release of the commercial kits	<p>Highlights of the Latest Toolkit Release</p> <p>Compilers</p> <ul style="list-style-type: none">Intel® oneAPI DPC++/C++ Compiler delivers a nearly complete SYCL 2020 implementation, improving productivity, boosting CPU and GPU offload performance, and enhancing OpenMP 5.0 & 5.1 standards compliance.Intel® Fortran Compiler adds initial Fortran 2023 standards support and adds popular LLVM sanitizers, allowing developers to catch a multitude of behaviors on CPUs such as memory leaks, uninitialized memory, thread data races, and deadlocks. <p>Analysis Tools</p> <ul style="list-style-type: none">Intel® Advisor supports FP16 and BF16 extensions and AMX profiling in 4th Gen Intel Xeon Scalable processors, plus enables	

Priority Support goodies	<p>Intel® Software Development Tools Support</p> <p>Each toolkit comes with Priority Support for one year, from your date of purchase. (You can extend/renew it at a highly discounted rate.) Priority Support includes:</p> <ul style="list-style-type: none">Direct and private interaction with Intel's support engineers, including the ability to submit confidential support requests.Accelerated response time for toolkit-related technical questions and other product needs.Ability to influence product features and quality.Priority Support for escalated defects.Free download access to all new product updates and continued access to older versions of the product.Access to a library of self-help documentation that builds off decades of experience with creating high-performance code.Additional services at added cost, including on-site or online training and consultation by Intel technical consulting engineers.	
Footer	@ Intel Corporation. Intel, the Intel logo, and other Intel marks are trademarks of Intel Corporation.	Reseller :: Add additional footer language if necessary for your business.

Google Drive Portal:

- Download Folder Name: [Emails & Letters](#)
- Get source files for translation

Email: Existing Customers

Reach your base to existing customers and connect them with the latest information and products.

Guidelines: Add your pricing, logos, and contact information.

Intel oneAPI 2024.0 Launch Reseller Kits Focus :: EXISTING Customers Message :: 2024.0 Release + Informing about updates to Product Transitions		
Subject line	Now Available: the 2024.0 Release of Intel Developer Tools	Note :: No "®" because it can flag spam.
Pre-header	Continue to develop future-ready, cross-platform workloads.	
Headline	Your Go-To Tools for Multiarchitecture Computing Just Got a Refresh ... Plus New Product Transition Info	
CTA Button	Renew Today	Reseller's choice where this URL goes
Body Copy	<p>The latest release of Intel® Software Development Tools delivers new and advanced features and capabilities that help you continue to develop high-performance enterprise, technical, and graphics code across Intel's current and upcoming CPUs, GPUs, and FPGAs.</p> <p>Renew your products today:</p> <ul style="list-style-type: none">• Intel® oneAPI Base Toolkit >• Intel® oneAPI Base & HPC Toolkit >• Intel® oneAPI Base & Rendering Toolkit > <p>(If you have the Intel® oneAPI Base & IoT Toolkit, see "Product Transition" section below.)</p> <p>Key 2024.0 Highlights</p> <p>Compilers</p> <ul style="list-style-type: none">• Intel® oneAPI DPC++/C++ Compiler delivers a nearly complete SYCL 2020 implementation, improving productivity, boosting CPU and GPU offload performance, and enhancing OpenMP 5.0 & 5.1 standards compliance.• Intel® Fortran Compiler adds initial Fortran 2023 standards support and adds popular LLVM sanitizers, allowing developers to catch a multitude of behaviors on	Reseller's choice on where all of these links go to. E.g., they may go to your version of the sales pages for each toolkit.
CPUs such as memory leaks, uninitialized memory, thread data races, and deadlocks.		
Analysis Tools		
<ul style="list-style-type: none">• Intel® Advisor supports FP16 and BF16 extensions and AMX profiling in 4th Gen Intel Xeon Scalable processors, plus enables discovery of application performance characteristics—bandwidth sensitivity, instruction mix, and cache-line use—for GPUs and multi-tile architectures.• Intel® VTune™ Profiler enables developers to understand cross-GPU traffic and bandwidth through Intel® Xe Link for each node and also understand if and why implicit USM data movement is causing performance inefficiencies.		
Performance Libraries		
<ul style="list-style-type: none">• Intel® MPI Library simplifies large MPI message passing on GPUs, enables Fortran codes to use larger data sets, and lets developers target systems with software management stacks based on the PMIx standard.• Intel® Math Kernel Library integrates vector math optimizations into RNGs for HPC simulations, statistical sampling, and more on multi-vendor CPUs and GPUs.		
Python Programming		
<ul style="list-style-type: none">• Develop for standards-based CPU and GPU acceleration without using low-level, proprietary programming APIs, with the included Parallel Extensions for Python.• Increase performance by using both CPU and GPU with the Data Parallel Extension for NumPy package as a drop-in replacement for a subset of the library's APIs.• Productively develop for GPUs in the same familiar way CPUs are programmed with Numba, using the Data Parallel Extension for this JIT compiler.		
Rendering & Ray Tracing		
<ul style="list-style-type: none">• Intel® oneAPI Rendering Toolkit now support GPUs based on Intel Xe architecture: Intel® Arc™ and Intel® Data Center GPUs (Flex and Max Series).		
Hardware Platforms		
<ul style="list-style-type: none">• All toolkits deliver leading application performance on upcoming 5th Gen Intel® Xeon® Scalable processors		
(formerly known as Emerald Rapids) and Intel® Core™ Ultra processors (Meteor Lake).		
<ul style="list-style-type: none">• Additional hardware support includes Intel® Server GPUs; Intel Data Center GPUs (Flex and Max Series); Nvidia and AMD GPUs using oneAPI plugins from Codeplay; and Intel® Arria®, Stratix®, Agilix™, and Cyclone® 10 GX FPGAs.		
Customer quotes	What Customers are Saying "Having a common open standard is the most efficient path to enabling performance portability across DoE [Department of Energy] next-generation supercomputers. We want to make our capabilities accessible to all researchers—using DPC++ supporting SYCL does that." – Kevin Harms, team lead for I/O libraries and benchmarks, Argonne National Laboratory "Collaborating with Intel and using the Intel HPC Toolkit has been instrumental in helping our customer engineers understand our customers' HPC workloads and performance on GPC [Google Cloud Platform] instances. We recommend using Intel® MPI Library for best performance and tools such as Intel® VTune™ Profiler and Intel® Advisor to help better understand performance optimizations and how to best migrate your workloads to the cloud." – Ilias Katsardis, HPC Solution Lead, Google Cloud	
Subhead	Intel® Software Development Tools Support	
<p>Your renewal to paid versions of the 2024.0 Intel Development Tools includes Priority Support at our Online Service Center for at least one year from your date of purchase. (You can extend/renew it at a highly discounted rate.)</p> <ul style="list-style-type: none">• Direct and private interaction with Intel's support engineers, including the ability to submit confidential support requests.• Accelerated response time for toolkit-related technical questions and other product needs.• Ability to influence product features and quality.• Priority Support for escalated defects.• Free download access to all new product updates and continued access to older versions of the product.• Access to a library of self-help documentation that builds off decades of experience with creating high-performance code.• Additional services at added cost, including on-site or online training and consultation by Intel technical consulting engineers.		

Google Drive Portal:

- Download Folder Name: [Emails & Letters](#)
- Get source files for translation

The Download Portal

Instant access to marketing resources to fuel your sales.

Get the latest marketing resources to fuel your sales:

- Always updated
- One-stop online access
- Leverage Intel brand
- Save time and money

Localization:

Source files are available for all marketing resources. These can be taken to your local resource for translation.

Google Drive Portal:

Visit drive.google.com to request a new account

- Download the file
- Get source files for translation

Folder Link:

[“oneAPI 2024 Reseller Kit & Assets - Under Embargo Until November 20, 2023”](#)

Shared with me > Intel Software Channel ...

Type People Modified

Name

Logos and Guidelines: Intel Software, Intel oneAPI, Components, Box Shots
Intel Parallel Universe Magazine
oneAPI 2024 Reseller Kit & Assets -Under Embargo Until November 20, 2023

Folder Descriptions

Name
Box Shots & Logos
Product Briefs
Core Messaging
Emails & Letters
Ads, Social Copy and Images



Notices & Disclaimers

intel software

Intel® Software Development Tools 2024 are upward-compatible with prior versions.

Performance varies by use, configuration and other factors. Learn more at www.Intel.com/PerformanceIndex.

Performance results are based on testing as of dates shown in configurations and may not reflect all publicly available updates.

No product or component can be absolutely secure.

Your costs and results may vary.

Intel technologies may require enabled hardware, software or service activation.

Intel does not control or audit third-party data. You should consult other sources to evaluate accuracy.

© Intel Corporation. Intel, the Intel logo, VTune™ and other Intel marks are trademarks of Intel Corporation or its subsidiaries.

*Other names and brands may be claimed as the property of others. SYCL is a trademark of the Khronos Group Inc.

Questions?

Please contact:

Jacleen Ho

jacleen.n.ho@intel.com

