

The Truth-Telling AI: Master NotebookLM's HallucinationFree Research System

Your Complete Guide to Source-Grounded AI Research and Knowledge Management

Webinar Learning Resource | *Al At Work* (<u>August 11th, 2025</u>) Series

Revolutionary Breakthrough: NotebookLM eliminates AI hallucinations by grounding every response exclusively in your uploaded sources. No creative guesses, no internet wandering—just accurate, cited answers from the documents you trust.

What Makes NotebookLM Different

Most AI tools—ChatGPT, Claude, Perplexity—operate by predicting what sounds correct based on vast internet training data. They're essentially sophisticated guessing systems that can produce convincing but inaccurate information.

The Source-Grounded Revolution: NotebookLM only references documents YOU upload. If information isn't in your sources, it says "No information found" instead of

Technical Architecture in Business Terms

Google's Gemini 1.5 Pro Foundation

- 2 Million Token Context Window: Can analyze up to 25 million words simultaneously
- Multimodal Processing: Understands text, images, audio, video, and complex diagrams
- 99.7% Recall Accuracy: Virtually perfect information retrieval across entire document collections
- Advanced Summarization: Processes massive document sets through intelligent chunking

Why This Matters for Business Decisions

Aspect	Traditional AI (ChatGPT, Claude)	NotebookLM
Information Source	Internet training data (potentially outdated)	Your uploaded documents only
Accuracy Verification	No way to verify source claims	Clickable citations to exact passages
Business Relevance	Generic responses, no company context	Answers grounded in your actual policies/data
Confidentiality	Responses may leak external information	Completely isolated to your sources
Decision Support	General advice, may not apply	Specific insights from your business context

Real-World Business Impact: When you ask "What's our policy on remote work?", NotebookLM finds your actual HR document, quotes the relevant section, and shows

you exactly where it came from. No interpretation, no assumptions—just facts from your sources.

Core Capabilities for Business Users

File Types and Processing Power

25 Million Words

Maximum processing capacity per notebook

50+ File Types

Including PDFs, Office docs, audio, video, and web pages

Supported Business Documents

Document Type	Business Use Cases	Processing Capabilities
PDFs with Images	Reports, manuals, branded materials	Full text + image recognition + chart analysis
Office Documents	Policies, procedures, presentations	Native Google Workspace integration
Audio Files	Meeting recordings, training sessions	Up to 107 hours with keyword retrieval
YouTube Videos	Training content, industry presentations	10.5 hours max with transcript analysis
Web Pages	Competitor analysis, industry research	Live content extraction and updates

Business Integration Capabilities

Google Workspace Native Integration

- Direct Drive Import: Access documents without re-uploading
- Real-time Collaboration: Team members work in shared notebooks
- Permission Management: Enterprise-grade access controls
- Version Control: Track document changes and updates

SMB Workflow Example: Upload your employee handbook, safety protocols, and training videos into one notebook. Now any team member can ask "What's the procedure for handling customer complaints?" and get the exact policy with citations—no more hunting through folders or asking managers for clarification.

Enhanced PDF and Visual Processing

Advanced Visual Intelligence (2025 Updates):

- Chart Recognition: Extracts data from graphs and financial reports
- **Diagram Analysis:** Understands technical drawings and flowcharts
- Table Extraction: Processes complex spreadsheet data within PDFs
- Multi-column Layouts: Handles academic papers and technical manuals

Business Advantage: Transform your scattered business knowledge—policies, procedures, training materials, client documentation—into a searchable, citation-backed knowledge system that works 24/7.

Business Applications Across Industries

Small & Medium Business Use Cases

HR Policy Management

The Challenge: Employees constantly ask HR questions that interrupt productivity

NotebookLM Solution: Upload employee handbook, benefits guide, PTO policies, and compliance documents. Employees can ask: "How many vacation days do I have left?" or "What's the AI usage policy?" and get accurate, cited answers instantly—without bothering HR staff.

Business Impact: 60-70% reduction in routine HR inquiries, faster employee self-service

Sales Enablement & Training

The Challenge: New sales reps struggle to find consistent messaging and objection handling

NotebookLM Solution: Create notebooks with pitch decks, objection responses, case studies, and competitive comparisons. New reps ask: "How do we handle pricing objections from restaurants?" and get proven responses with examples from successful deals.

Business Impact: 30-40% faster sales onboarding, consistent messaging across team

Client Onboarding & Project Management

The Challenge: Inconsistent client handoffs between sales and operations teams

NotebookLM Solution: Upload kickoff checklists, service agreements, and project templates. Operations team asks: "What did we promise this client about delivery timelines?" and gets exact quotes from sales materials.

Business Impact: 25% reduction in client onboarding delays, 80% fewer miscommunications

Industry-Specific Applications

Industry	Common Use Cases	Typical ROI
Healthcare	Protocol compliance, patient education, staff training	45% reduction in procedure lookup time
Professional Services	Client research, proposal generation, methodology guides	60% faster proposal creation
Manufacturing	Safety protocols, equipment manuals, quality standards	30% improvement in safety compliance
Education	Curriculum development, student resources, policy guidance	50% reduction in administrative queries
Financial Services	Regulatory compliance, client documentation, risk assessment	70% faster compliance verification

Enterprise vs. SMB Adoption Patterns

80% of Fortune 500

Have implemented NotebookLM within 9 months of launch

SMB Advantages Over Enterprises:

- Faster Implementation: Smaller document sets, simpler approval processes
- Higher Impact: Addresses critical knowledge gaps without dedicated staff
- **Cost Effectiveness:** Free tier sufficient for many small business needs
- Immediate ROI: Visible productivity gains within weeks, not months

SMB Success Pattern: Small businesses implementing NotebookLM report 300-500% faster access to critical business information, with implementation typically complete within 2-3 weeks rather than the 6-month enterprise cycles.

Step-by-Step Implementation Guide

Phase 1: Setting Up Your First Notebook

Step 1: Create Your Business Knowledge Notebook

- Go to notebooklm.google.com and click "New Notebook"
- Name it specifically: "Sales Onboarding Q4 2025" not "Documents"
- Start with 5-7 core documents rather than dumping everything

Smart Source Selection Example: For a client onboarding notebook: •
Sales proposal template (what we promise) • Client kickoff checklist
(what happens next) • Onboarding call transcript (actual client voice)
• Safety/compliance policy (field service requirements) • CRM access
guide (system setup)

Phase 2: Uploading and Organizing Sources

Organization Best Practices:

- Rename Files Clearly: "Client_Kickoff_Checklist_2025" not "FinalVersionREAL"
- Group by Function: Keep onboarding docs together, separate from billing policies
- **Test File Quality:** Preview each upload to ensure text is readable
- **Start Small:** 5-10 sources per notebook for optimal performance

File Upload Troubleshooting

Common Issues:

- DRM-Protected PDFs: Cannot process copy-protected documents
- Large Files: 500,000 words or 200MB maximum per source
- Poor OCR Quality: Scanned documents may need text layer improvement
- Complex Layouts: Multi-column PDFs may have processing challenges

Phase 3: Asking Effective Questions

Question Type Poor Example Effective Example Policy Lookup "What's the vacation policy?" "How many vacation days do part-time employees get after 1 year?" Process Clarification "Tell me about onboarding" "What happens in the first 48 hours after a client signs a proposal?" Troubleshooting "Why do clients complain?" "What are the top 3 client issues mentioned in our last 10 call transcripts?"

Phase 4: Using Highlights and Notes

Curating Key Information: 1. Read through important documents in NotebookLM 2. Highlight critical passages: "CRM credentials must be activated within 48 hours" 3. Click "Add to Notes" to save for later

use 4. Build a collection of key insights across all your sources 5. Use Notes as foundation for training materials and FAQs

Power User Tip: Your Notes become a curated knowledge base of the most important information across all your documents—perfect for creating onboarding materials or team reference guides.

Content Generation Features

Audio Overviews: Podcast-Style Learning

Business Applications for Audio Content

Perfect For: Field teams, commuting employees, multi-tasking managers

- New Hire Orientation: Convert employee handbook into 15minute audio overview
- Safety Training: Transform compliance documents into engaging discussions
- Sales Coaching: Turn successful call transcripts into learning conversations
- Policy Updates: Communicate changes through accessible audio format

Interactive Mode Example: While listening to an audio overview about client onboarding, you can interrupt and ask: "Wait, what exactly does the safety protocol require?" NotebookLM will answer based on your sources and continue the overview.

Video Overviews: Narrated Presentations (New July 2025)

95% Retention Rate

Information retention from video vs. 10% from text

Automated Training Video Creation

How It Works:

- 1. NotebookLM analyzes your curated sources
- 2. Creates slide-by-slide storyboard with narration
- 3. Extracts relevant images, charts, and quotes from documents
- 4. Generates professional script optimized for your audience
- 5. Provides scene suggestions and visual concepts

Real Business Example: Upload safety protocols, incident reports, and training materials. NotebookLM creates a complete video training script with narration, visual cues, and practical examples—ready to drop into your learning management system.

Mind Maps and Study Guides

Output Type	Best Use Cases	Time Savings
Mind Maps	Process visualization, team training, concept explanation	80% vs. manual diagram creation
Study Guides	Employee certification, product training, compliance	70% vs. traditional guide creation

Output Type	Best Use Cases	Time Savings
Briefing Documents	Executive summaries, client reports, board presentations	60% vs. manual synthesis
Reports	Research analysis, competitive intelligence, trend summaries	75% vs. traditional research reports

Multiple Content Creation (August 2025 Update)

Studio Panel Revolution: Create unlimited versions of each content type: multiple audio overviews for different departments, various video presentations for different skill levels, specialized mind maps for different business functions.

Advanced Content Strategy:

- Create role-specific audio overviews from the same source material
- Generate multiple video presentations for different experience levels
- Develop specialized mind maps for various business functions
- Produce parallel content for different languages or regions

Multi-Format Workflow Example: From your client onboarding notebook: • Audio overview for field technicians (15 min, practical focus) • Video presentation for account managers (10 min, relationship focus) • Mind map for operations team (visual process flow) • Study guide for new hires (structured learning objectives)

Security, Privacy & Enterprise Features

Data Protection Architecture

Core Privacy Commitment: Your uploads, queries, and generated responses are NEVER used to train Al models. Your business information remains completely isolated and private.

Privacy Principles

- Source Isolation: Content stays within your notebooks, never shared
- No Training Data Usage: Zero contribution to Al model improvement
- Response Grounding: Answers only come from your sources, preventing external contamination
- Session Privacy: One-click deletion of all browsing data and sessions

Enterprise Security Framework

Security Feature	Standard (Free)	Enterprise
Data Encryption	Standard Google encryption	Customer-Managed Encryption Keys (CMEK)
Access Control	Individual Google accounts	Enterprise SSO, Multi-factor authentication
Data Residency	Google default regions	Configurable (US, EU multi-regions)

Security Feature	Standard (Free)	Enterprise
Network Security	Standard HTTPS	VPC Service Controls (VPC-SC)
Compliance	Basic privacy protection	GDPR, FERPA, COPPA, SOC 1/2

Compliance Certifications

Regulatory Compliance (Enterprise):

- **GDPR:** Full European data protection compliance
- FERPA & COPPA: Educational institution privacy protection
- **SOC 1 & SOC 2:** Enterprise security and availability standards
- Data Processing Agreements: Legal frameworks for enterprise data handling

Source Accuracy and Citation System

Citation Methodology: Every response includes: • Numbered inline citations [1][2][3] • Clickable links to exact source passages • Full document context for verification • Cross-reference analysis for conflicting information

! Accuracy Limitations: While NotebookLM eliminates hallucinations, accuracy depends entirely on your source quality. Occasional mis-citations can occur, and complex interpretations may lack nuance.

Enterprise Usage Limits and Scaling

Feature	Free Tier	Enterprise
Notebooks per user	Unlimited	500 per user

Feature	Free Tier	Enterprise
Sources per notebook	50	300
Query frequency	Standard limits	Increased quotas
Audio generation	Basic limits	Enhanced quotas
Administrative controls	Individual management	Full admin console

Enterprise Value: Enterprise features become essential for organizations handling sensitive information, requiring audit trails, or needing role-based access across teams and departments.

Competitive Analysis: NotebookLM vs. Alternatives

NotebookLM vs. ChatGPT

Capability	ChatGPT	NotebookLM
Context Window	128K-256K tokens	2M tokens (8x larger)
Information Source	Internet training data (potentially outdated)	Your uploaded documents only
Citation System	No automatic citations	Inline citations to exact passages
Business Relevance	Generic responses	Answers from your actual business context
Hallucination Risk	Moderate to high	Eliminated through source grounding
Multimodal Support	Plugin-dependent	Native text, image, audio, video

When to Choose Each Platform

Choose ChatGPT For: Creative writing, general conversation, coding assistance, broad knowledge queries

Choose NotebookLM For: Document analysis, research synthesis, compliance-sensitive work, business decision support

NotebookLM vs. Claude Projects

Feature	Claude Projects	NotebookLM
Document Capacity	Limited by context window	25M words via advanced summarization
File Limits	5 files per prompt, 50 per workspace	50 sources (free), 300 (enterprise)
Integration	GitHub, custom embeddings	Native Google Workspace
Content Generation	Text-based outputs	Audio, video, mind maps, presentations
Collaboration	Project spaces with version control	Real-time Google Workspace sharing

NotebookLM vs. Perplexity Spaces

Focus Area Perplexity Spaces NotebookLM Primary Function Real-time web search and research Document analysis and synthesis Data Sources Live web + enterprise APIs User-uploaded documents only Information Freshness Real-time current information Static, source-dependent Business Control Limited control over information sources Complete control over all information Use Case Strength Market research, competitive intelligence Internal knowledge management, compliance

Unique NotebookLM Advantages

- **©** Distinctive Competitive Advantages:
- Unprecedented Scale: 2M token capacity analyzes entire document libraries
- Zero Hallucination: Source-grounded responses eliminate Al fabrication
- Multimodal Excellence: Native video, audio, and complex visual processing
- Enterprise Security: Comprehensive compliance with data residency guarantees

Strategic Decision Framework:

- Choose NotebookLM if: You need accurate answers from your specific business documents
- Choose ChatGPT if: You need creative problem-solving and general knowledge assistance
- Choose Claude if: You need advanced reasoning with moderate document analysis
- Choose Perplexity if: You need real-time web research and current information

Real-World Use Case Deep Dives

Case Study 1: Client Onboarding Automation

The Business Challenge

A 30-person commercial cleaning company struggled with inconsistent client handoffs between sales and operations,

leading to 25% of new clients experiencing delays and confusion in their first month.

NotebookLM Implementation: Sources uploaded: •
Sales proposal template • Client kickoff checklist
• Onboarding call transcripts • Safety policy
documents • CRM access procedures • Service
delivery guidelines

Business Results: 24-hour zero-friction onboarding, 70% reduction in client confusion, 15% improvement in first-year retention

Key Questions NotebookLM Answers

- "What happens after a client signs a proposal?"
- "What safety equipment is required before technicians enter the site?"
- "Which promises in the sales pitch aren't reflected in our kickoff checklist?"
- "What are the most common client issues during onboarding?"

Case Study 2: Sales Enablement for Growing Team

The Business Challenge

A B2B software company doubled their sales team but new reps took 6+ months to reach productivity due to inconsistent training and scattered sales resources.

NotebookLM Solution: Created comprehensive sales notebook with: • Top-performing sales call transcripts • Objection handling playbook •

Competitive comparison sheets • Case studies and success stories • Pricing and proposal templates • Industry-specific messaging guides

Generated Content:

- Audio overview: "15-minute new rep orientation" (commute-friendly)
- Video presentation: "Handling price objections in manufacturing"
- Mind map: "Discovery questions by industry vertical"
- Study guide: "Competitive positioning quickstart"

Measurable Impact: New rep productivity timeline reduced from 6 months to 3 months, 85% consistency in messaging across team

Case Study 3: HR Policy Management

The Business Challenge

A 150-person professional services firm's HR manager spent 8-10 hours weekly answering repetitive policy questions, preventing focus on strategic initiatives.

HR Knowledge Base Creation: Uploaded comprehensive
policy documents: • Employee handbook (120 pages)
• Benefits guide and enrollment forms • PTO and
leave policies • Performance review procedures •
Remote work guidelines • Code of conduct and
ethics policies

Self-Service Success

Employees now get instant answers to questions like:

- "How many personal days do I get in my third year?"
- "What's the process for requesting extended leave?"
- "Can I work remotely while traveling internationally?"
- "What's the deadline for benefits enrollment changes?"

In routine HR inquiries within first month

Advanced Implementation: Multi-Department Integration

Enterprise Scaling Strategy:

- Department-Specific Notebooks: HR policies, sales enablement, operations procedures
- Cross-Functional Notebooks: Client onboarding, project management, compliance
- Role-Based Access: Managers see strategic content, staff see operational procedures
- Regular Updates: Monthly review and refresh of source documents

Success Pattern: Organizations achieving best results start with one high-pain department (usually HR or sales), prove ROI quickly, then expand systematically across business functions.

Best Practices & Common Pitfalls

What Makes NotebookLM Work Brilliantly

▼ DO: Curate Sources Like Building a Library

- Be intentional—ask "Would this help a new employee or confuse them?"
- Start with 5-7 core documents rather than dumping everything
- Group related files: keep onboarding docs together, separate from billing policies
- Use clear, descriptive file names: "2025_Sales_SOP" not "FinalVersionREAL"

OD: Use Highlights + Notes as Your Thinking Workspace

- Treat NotebookLM like a smart assistant, not a magic wand
- Actively highlight important passages as you review documents
- Build Notes collections for specific purposes (training, compliance, troubleshooting)
- Create reusable assets from your curated highlights

V DO: Ask Real-World, Human Questions

- "What usually goes wrong after proposal signing?"
- "How do we explain this process to a brand-new technician?"
- "What did we promise in our last client call?"

 The messier and more human, the better—avoid keyword searches

What Can Cause NotebookLM to Fall Flat

X DON'T: Expect Creative Leaps or External Guesses ■

- If information isn't in your sources, NotebookLM won't invent it
- This is actually good—it's what makes it "truth-telling"
- Can't use it like a general AI search engine or creative writing tool

X DON'T: Treat It Like ChatGPT Conversations ■

- NotebookLM is an analyst, not a chat partner
- Every question stands alone—no conversation memory
- Be specific each time rather than building on previous queries

X DON'T: Let Notebooks Get Bloated

- Performance degrades after 15-20 files per notebook
- Break large collections into themed notebooks
- Quality over quantity—better sources yield better results

Source Quality Guidelines

Document Type	Excellent Sources	Poor Sources
Policies	Current, detailed, clearly written	Outdated, vague, conflicting versions
Transcripts	Clean, accurate, representative	Poor audio quality, incomplete, atypical
Procedures	Step-by-step, tested, up-to- date	High-level, theoretical, obsolete
Reports	Data-rich, specific, relevant period	Summary-only, generic, old data

Technical Limitations to Understand

Known Processing Constraints

- **File Size Limits:** 500,000 words OR 200MB maximum per source
- Copy Protection: Cannot process DRM-protected PDFs
- Language Limitations: Advanced features primarily
 English-only
- No Real-Time Updates: Cannot access current web information
- Offline Access: Requires internet connection for all functions

Quality Control Framework

Recommended Verification Process:

- Always click citations to verify source context
- Cross-reference critical answers across multiple sources
- Review Al-generated content before external sharing

- Maintain manual backup processes during implementation
- Regular audit of source documents for accuracy and currency

Success Formula: Great source curation + specific questions + systematic quality control = Reliable business knowledge system that saves time and improves decision-making.

30-Day Implementation Roadmap

Implementation Goal: Transform scattered business knowledge into a searchable, citation-backed system that provides instant, accurate answers to your team's most common questions.

Week 1: Foundation Setup (Days 1-7)

Day 1-2: Account Setup & Initial Testing

- Create free NotebookLM account at notebooklm.google.com
- Test with 3-5 existing business documents
- Practice asking natural language questions
- Explore citation system and source verification

Day 3-4: Business Priority Identification

- Inventory your most-asked internal questions
- Identify departments with highest knowledge-seeking volume
- Select your first high-impact use case (HR, sales, or operations)
- Gather 5-10 core documents for initial notebook

Day 5-7: First Business Notebook Creation

- Create focused notebook with clear naming convention
- Upload and organize quality source documents
- Test 10-15 real business questions
- Document time savings vs. manual lookup

Week 2: Content Generation & Team Introduction (Days 8-14)

Explore Content Creation Features

- Generate audio overview for new employee orientation
- Create mind map of your business process
- Produce study guide for team training
- Test video overview for client-facing content

Team Training & Adoption

- Train 2-3 early adopters on effective questioning techniques
- Create shared notebook for common departmental queries

- Establish quality control review process
- Document most effective prompt patterns

Week 3: Advanced Implementation (Days 15-21)

Multi-Departmental Expansion

- Create second notebook for different business function
- Implement cross-functional integration (sales + operations)
- Test advanced content generation for client-facing materials
- Develop standard operating procedures for notebook maintenance

Week 4: Optimization & Scaling Strategy (Days 22-30)

Performance Analysis & Planning

- Measure quantifiable benefits: time saved, accuracy improved
- Identify highest-value use cases for continued expansion
- Plan enterprise upgrade if needed for advanced features
- Create rollout strategy for company-wide adoption

Success Metrics Framework

Measurement Category	Week 1 Baseline	Week 4 Target	How to Measure
Information Access Speed	Current lookup time	80% reduction	Time from question to answer
Answer Accuracy	Manual verification rate	95% citation accuracy	Source verification checks
Team Adoption	0% using Al for business questions	60% regular usage	Weekly usage analytics
Content Creation	Manual process	70% time reduction	Before/after comparison

Common Implementation Challenges

Anticipated Obstacles & Solutions:

- Document Quality Issues: Start with your bestmaintained policies and procedures
- **Team Resistance:** Begin with volunteer early adopters, showcase quick wins
- Over-Complexity: Start simple with basic Q&A, add advanced features gradually
- Maintenance Burden: Assign notebook ownership, create update schedules

! Critical Success Factors: Commit to daily usage during first 30 days. NotebookLM proficiency comes from hands-on practice, not theoretical understanding. Expect 2-3 weeks to reach comfort level.

30-Day Reality Check: Most organizations see 60-80% reduction in routine information-seeking behavior and 40-50% improvement in onboarding efficiency within the first month of systematic implementation.

Future Outlook & Strategic Positioning

Anticipated Development Roadmap

Near-Term Enhancements (Next 6 Months)

- Expanded Notebook Capacity: More than 50 sources per notebook without performance degradation
- Custom Audio Narration: Voice, tone, and language options for global teams
- Tighter Workspace Integration: Live folder syncing with Google Drive
- Role-Based Access: Departmental permissions and customized content views

Medium-Term Evolution (6-18 Months)

- API Development: Custom integrations with business systems
- Cross-Notebook Analysis: Insights across multiple knowledge bases
- Enhanced Mobile Experience: Full-featured mobile app with offline access
- Advanced Collaboration: Real-time team editing and commenting

Strategic Business Advantages

First-Mover Advantage

Organizations implementing NotebookLM now gain 12-18 month competitive lead

© Competitive Positioning Strategy:

- Operational Efficiency: Dramatically faster access to business-critical information
- Knowledge Retention: Institutional knowledge preservation during team transitions
- **Compliance Confidence:** Accurate, traceable answers for regulatory requirements
- Scalability Foundation: Systems that grow with your business without proportional overhead

Market Evolution Predictions

Timeline	Technology Development	Business Impact
2025-2026	Enhanced multimodal processing, API ecosystem	Source-grounded AI becomes business standard
2026-2027	Cross-platform integration, advanced analytics	Knowledge management transformation
2027-2028	Autonomous knowledge synthesis, predictive insights	Al-driven business intelligence standard

Strategic Implementation Recommendations

Position Your Business for the Future:

- Implement NotebookLM now while competitors are still evaluating
- Build institutional knowledge repositories that will become increasingly valuable
- Develop team expertise in source-grounded Al workflows
- Prepare for API integrations and advanced automation capabilities

Long-Term Success Strategy:

- **Start Simple:** One notebook, one business problem, proven ROI
- **Build Systematically:** Expand based on demonstrated value
- Maintain Quality: Regular source updates and accuracy verification
- **Stay Current:** Monitor new features and capabilities as they emerge

March The Bottom Line: NotebookLM represents the future of business knowledge management. Organizations implementing it now gain competitive advantages in accuracy, efficiency, and decision-making quality that compound over time.

NotebookLM eliminates the frustration of scattered information and unreliable AI responses. Start with one high-impact notebook and experience the power of source-grounded AI for yourself.

About the *Al At Work* **Series:** Professional development resources designed specifically for business leaders and managers who want to implement Al tools effectively without technical complexity.

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