

Intel 2013:

Game Changing
Experiences

Game Changing
Products



Mike Bell

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GM, Mobile and
Communications Group

Kirk Skaugen

Vice President
GM, PC Client Group



Intel® Architecture Across Computing



*Other brands and names are the property of their respective owners.



Intel® Architecture Across Computing

Phones

*Other brands and names are the property of their respective owners.

Smartphones with Intel Inside®

Optimized to Run Android Apps*

lenovo



ZTE中兴




MOTOROLA




MEGAFON



LAVA

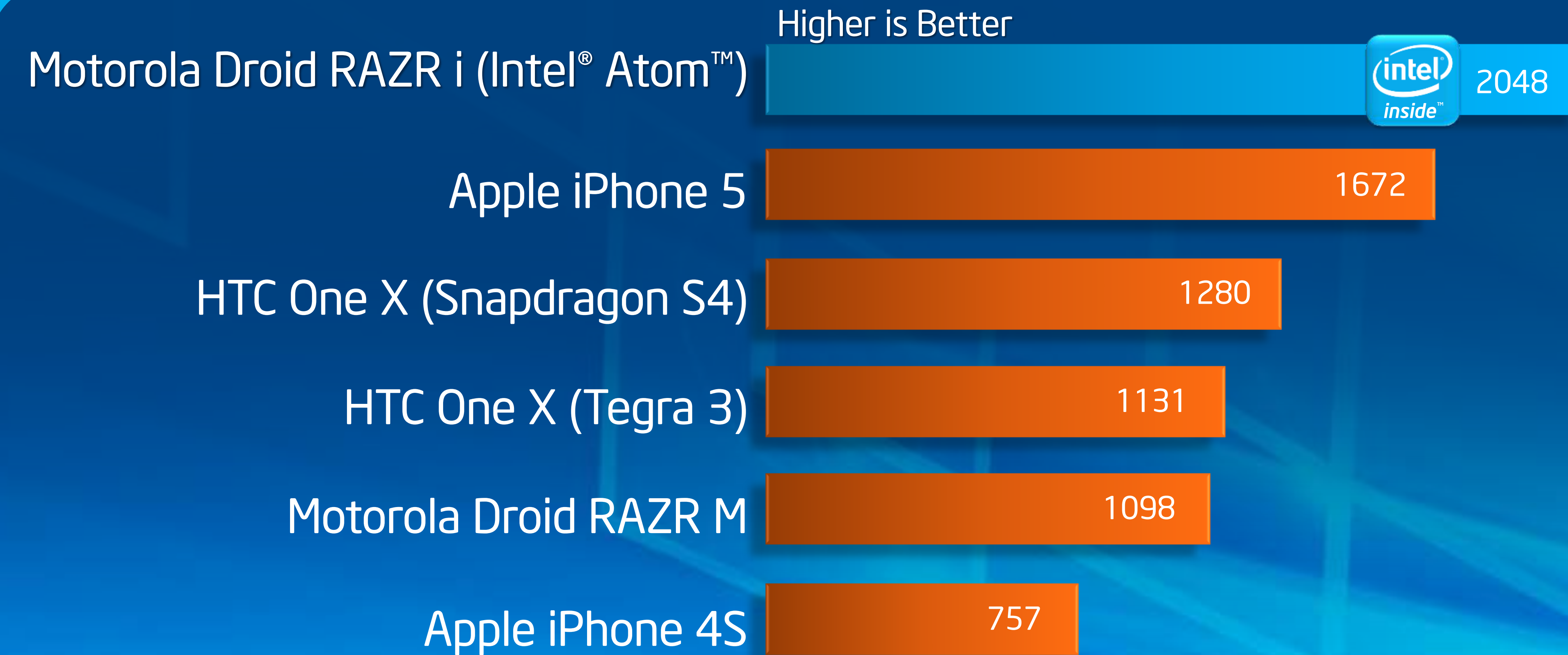



orange™



Phone images not shown at scale.
* Other names and brands may be claimed as the property of others.

Internet Technologies



Google Octane Benchmark - Version 1

ANANDTECH

"... once more, the Atom based RAZR i maintains the performance lead..."

- October 16, 2012

Great Performance For Key Internet Technologies

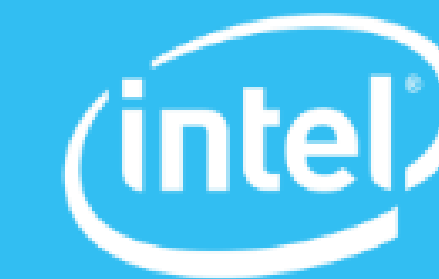
Results Are In: Motorola RAZR Battery Life Comparison

THE VERGE

*"We finally have two virtually identical devices, one powered by a "traditional" ARM processor, and the other featuring an Intel chip...
... battery life...another area of strength for Intel...
the RAZR M lasted seven hours and 22 minutes, while the RAZR i lasted a full eight hours and 42 minutes.
it's clear that Intel's chip is far more frugal with power than the dual-core Snapdragon S4..."*

—The Verge, Oct. 4, 2012

~18%
Longer Lasting



8h 41m 56s



RAZR i



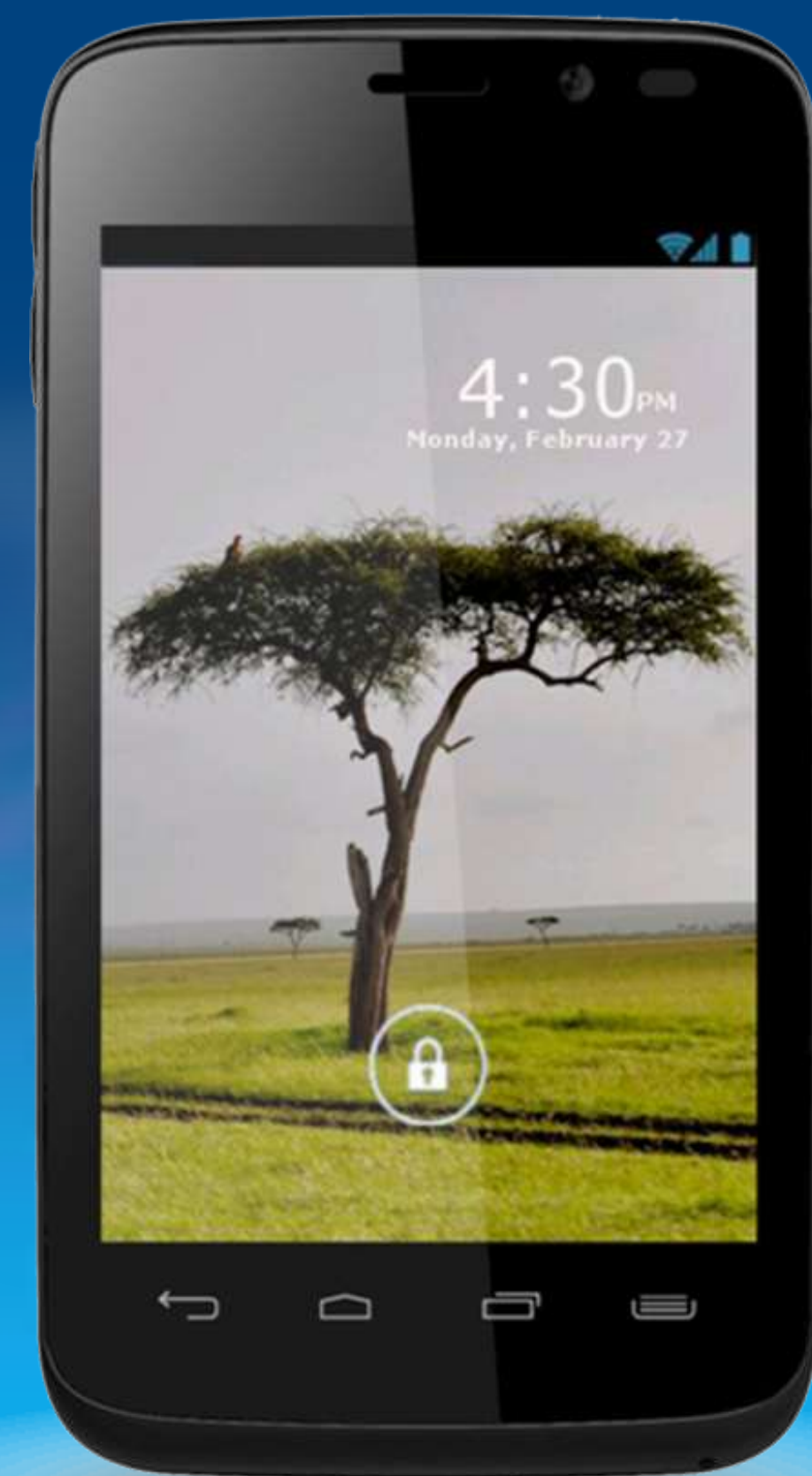
7h 22m 19s



RAZR M

Battery Life

Value Smartphone for Emerging Markets



Intel® Atom™ Processor
Z2420 with XMM™ 6265
(Lexington)

Multi-media experience
built & targeted for emerging markets



Introducing Intel® Atom™ Processor Z2420

Value Smartphone for Emerging Markets

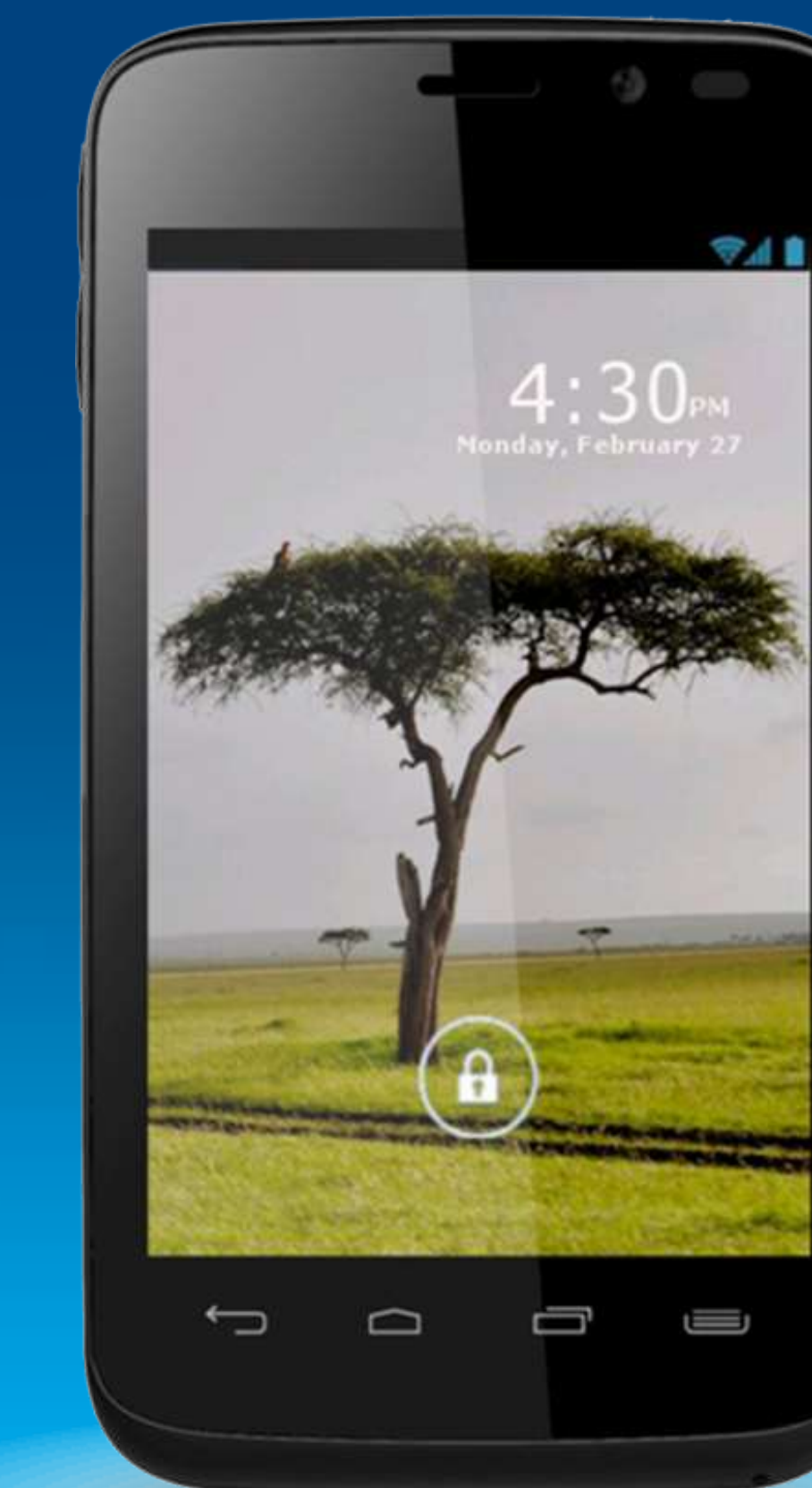
High-performance processing

- Intel® Atom™ processor up to 1.2GHz with Intel® hyper-threading technology
- Optimized to run Android* applications
- Enables quick web browsing

High-performance video and imaging

Great graphics for casual gaming on the go

Features for cost-conscious consumers



Intel® Atom™ Processor Z2420

High-performance Multimedia, Imaging and Graphics

HD Video Encoding and Decoding

Capture and share experiences with 1080p 30fps videos

Enjoy full-length HD movies

Full set of video playback codecs

Still-image Performance

1.3MP + 5MP cameras with low-light optimization

7 frame burst capture (7 fps) to get the best shot or capture the action

Graphics Performance with SGX540

Great UI navigation responsiveness

Great gaming performance





Dual-SIM, Dual-standby

Customers can choose the best carrier for different uses or places
Dual standby offers maximum flexibility



FM Radio

Customers can enjoy music when they commute, exercise, etc. without content cost or data connection fees



MicroSD Card Slot

Offers flexibility for lower device acquisition cost and the customer adds memory later as they need it



Wireless Display

Enabling the viewing or sharing of content to a big display without wires

Platform Features



Design Wins Intel® Atom™ Processor Z2420



acer



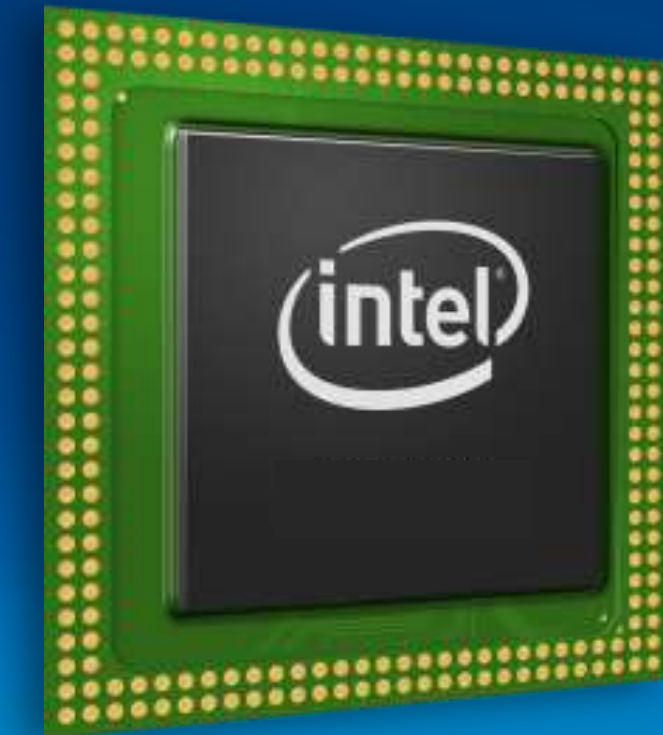
Safaricom



LAVA

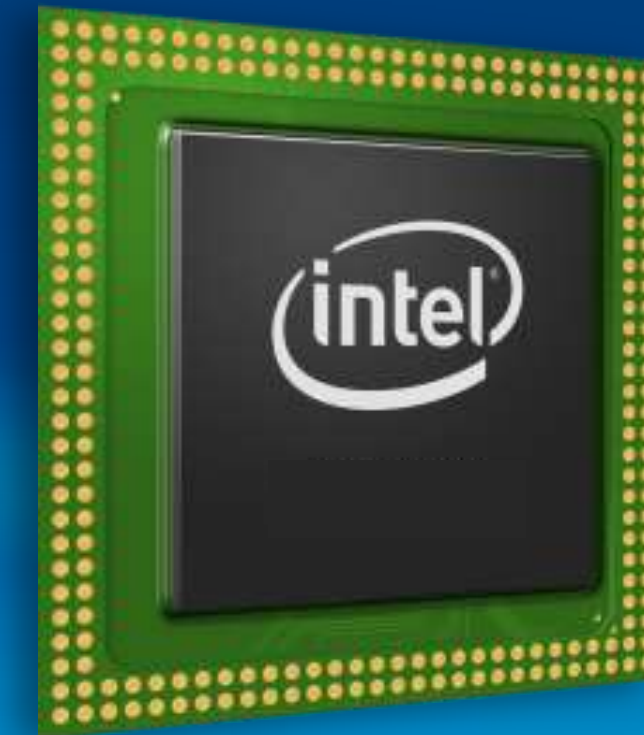
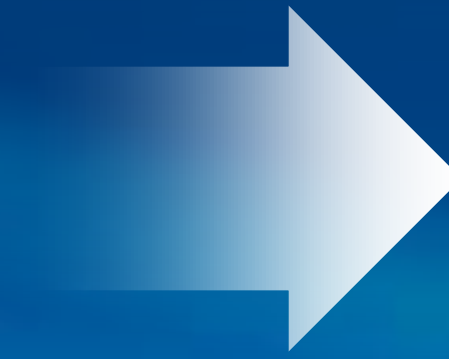
Smartphone Roadmap

Performance Smartphone



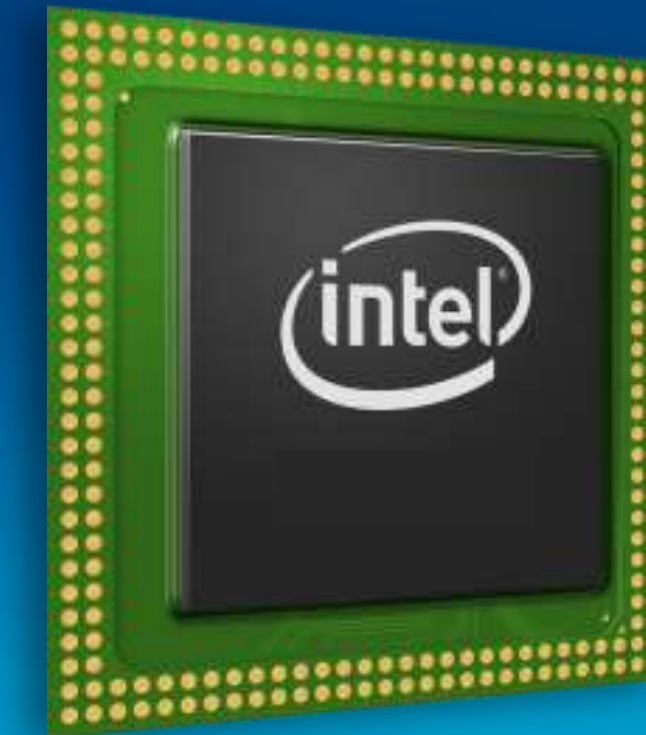
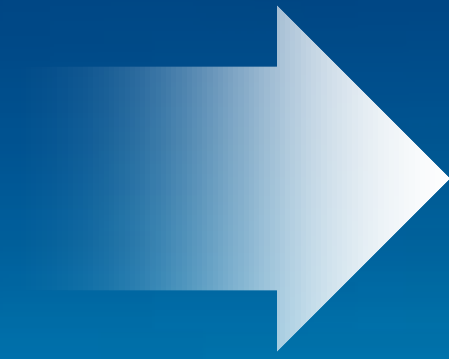
Medfield

Intel® Atom™ Z2480
Up to 2.0 GHz
HSPA+



Clover Trail+

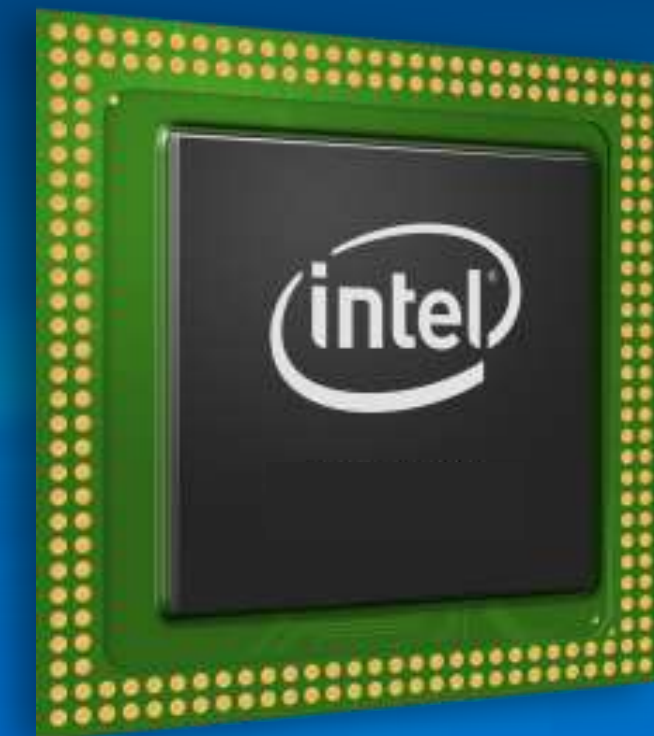
Intel® Atom™ Z2580
Dual core with 2X CPU performance



Next Generation...

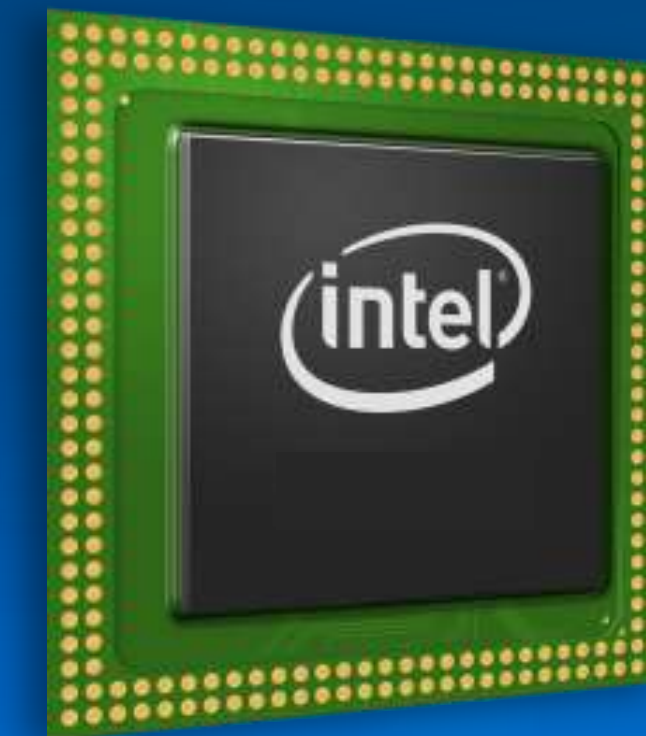
New microarchitecture
22nm

Value Smartphone



Lexington

Intel® Atom™ Z2420
Up to 1.2 GHz
HSPA+



Next Generation...

New microarchitecture
22nm



Intel® Architecture Across Computing

Tablets &
Ultrabooks™

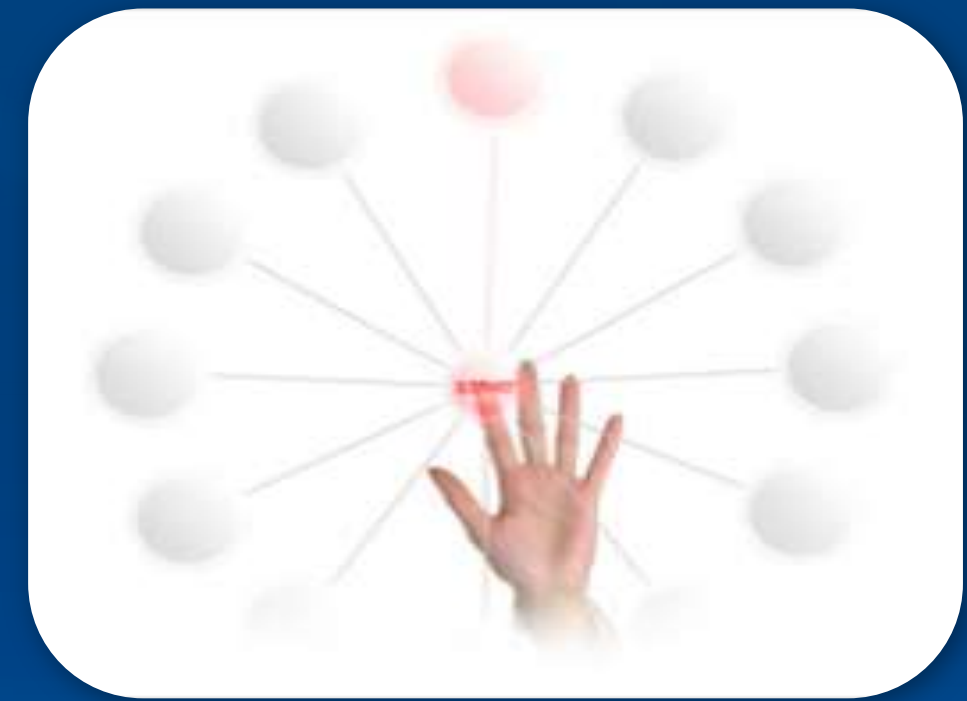
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Intel® Atom™ Processor-based Tablets Available Today



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Intel® Atom™ Processor Platform



**User
Experience**



Battery Life

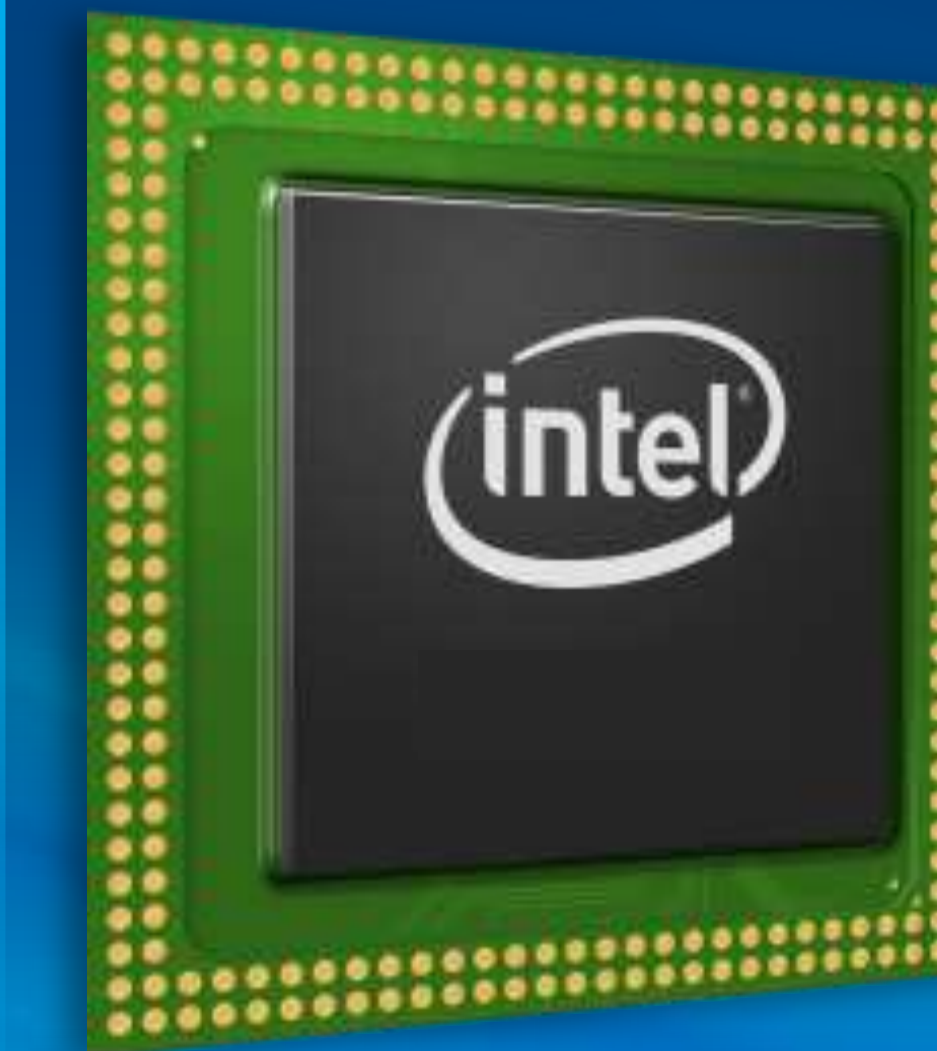


Performance



Compatibility

Tablets



Intel® Atom™ Z2760 Processor

Up to 1.8 GHz

Dual core with 2X CPU performance

10+ hours battery life

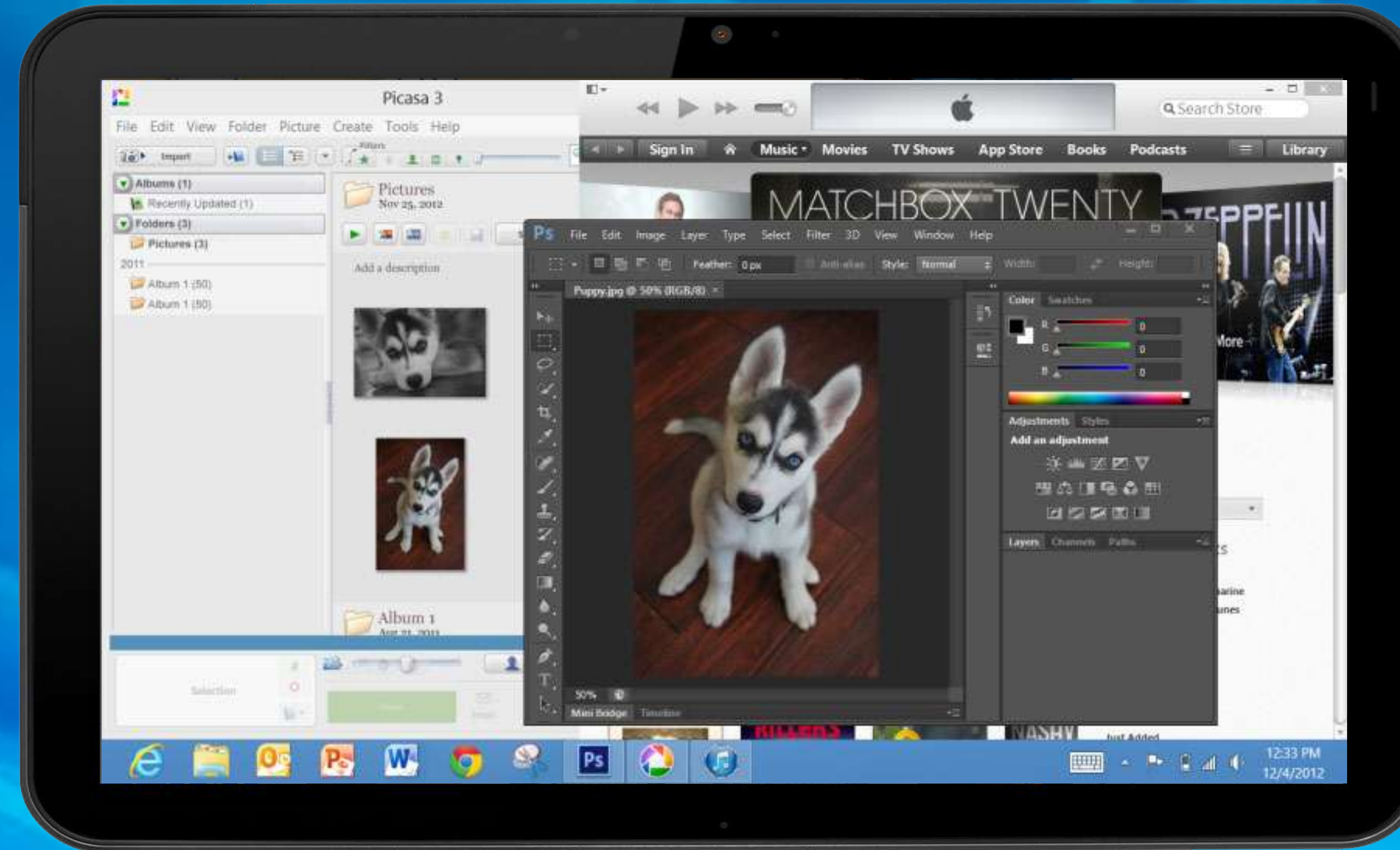
>3 weeks stand-by

***Intel® Tablets Compete Across All
4 Pillars with Key Strength In Compatibility***

Run the Software You are Familiar With

Applications "Just Work" on Intel® Processor-based Tablets with Windows* 8

"That is, given comparable battery life and performance, it's unclear to me why anyone would choose a Windows RT-based system, in general, over a comparable Clover Trail-based system, since the latter has full compatibility with Windows 8 software and hardware."



Screenshot of Intel® tablet running iTunes*, Picasa*, and Photoshop* all at the same time

Windows* 8

iTunes*



Picasa*



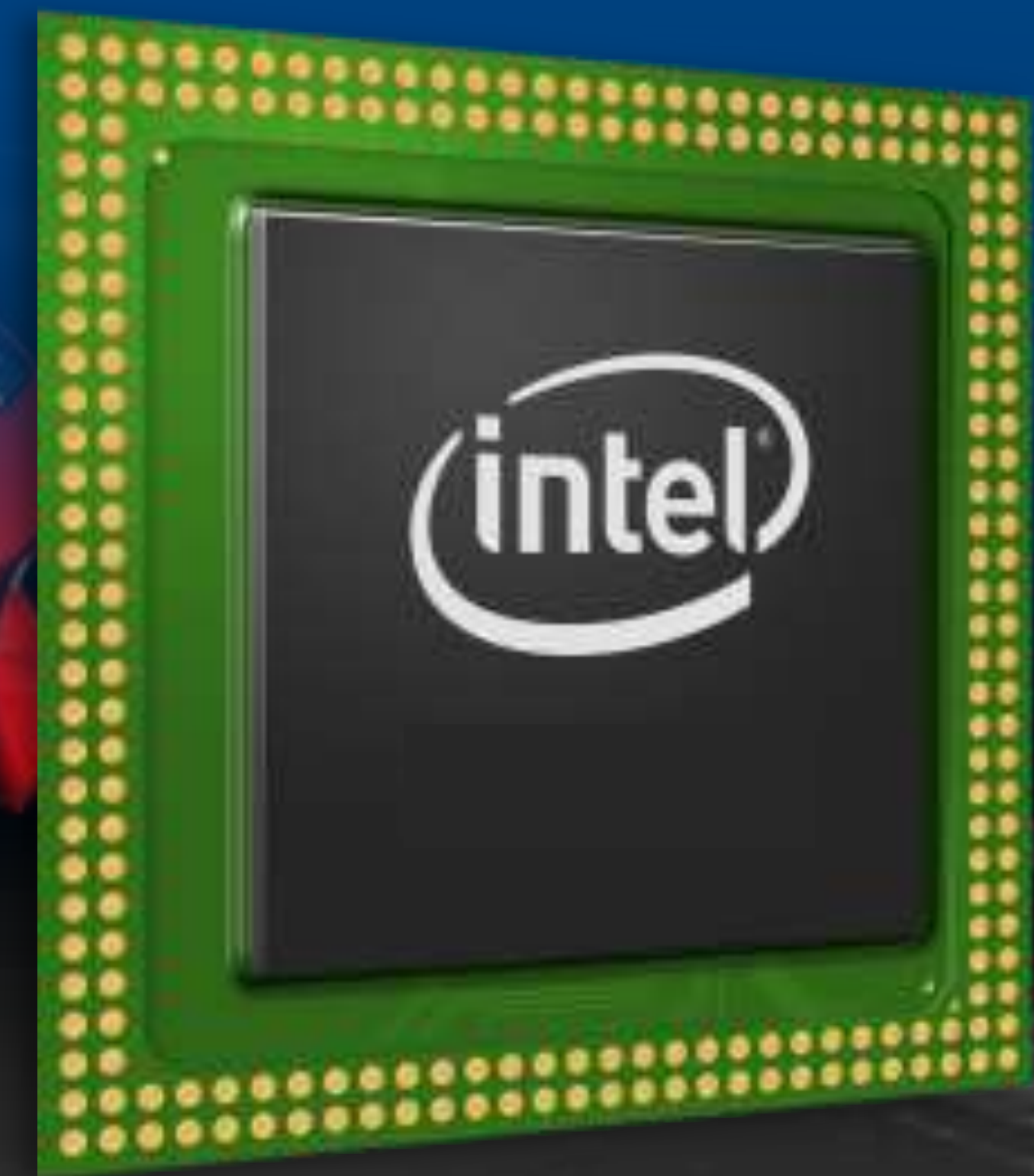
Photoshop*



Peripherals



Next Gen Tablet Experiences



"Bay Trail"

New Atom™ Micro architecture

22nm

Quad core

>2x performance over current generation

Great battery life and experience

Available Holiday 2013



Mobile Computing Lines are Blurring

Smartphone



Tablet



Ultrabook™
Convertible & Detachable



Ultrabook™



Notebook



Consumption Usages

Creation/Productivity

Thinner, Lighter Systems with Longer Battery Life



17W → 15W



NEW

~ 10W



2W



Intel Developer Forum
September 2012

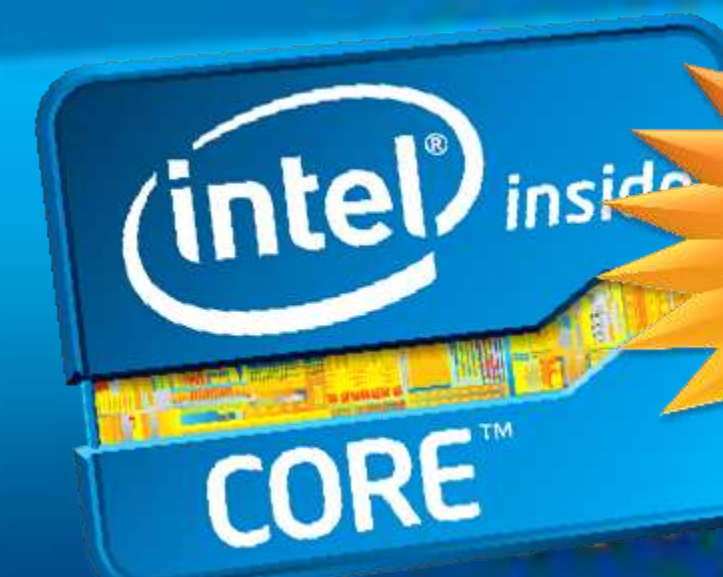
Announced:
New Lower Power
4th Generation Intel® Core™ Processors



Thinner, Lighter Systems with Longer Battery Life



17W → 15W



NEW

7W*



2W



Launching Today



New Lower Power 3rd Generation Intel® Core™ Processors

*As low as 7 watts scenario design power

lenovoTM



System Availability: June
**New Lower Power 3rd
Generation Intel® Core™
Processors**

Core™ Processor Performance
Business Class Security
Thinner & Lighter

Ultrabook™ Momentum

Category Introduction



2nd Generation Intel® Core™ Processor
(Sandy Bridge)

Ramp Volume, Hit Mainstream Prices & Intro Touch



3rd Generation Intel® Core™ Processor
(Ivy Bridge)

“The Notebook Re-invented”



4th Generation Intel® Core™ Processor
(Haswell)

**Ultrabook™
with
4th Generation
Intel® Core™
Processor**

*The Notebook
Reinvented*

Responsive

Interact naturally with touch and voice
Turns on in a flash
Always fresh data²



Protected

Intel Antitheft
Intel Identity Protection
Antivirus/Anti-malware

Mobile

All day battery life¹
Thinner, lighter designs
Intel® Wireless Display



Stylish

Broad range of new
Convertibles & Detachables



Lower Power 4th Generation Intel® Core™ Ultrabook™ Reference Design





Intel® Architecture
Across Computing

All-in-Ones



**Bringing Back
"Family Night"**



Announcing: Broad All-in-One Computing Ecosystem

after-mouse.com 

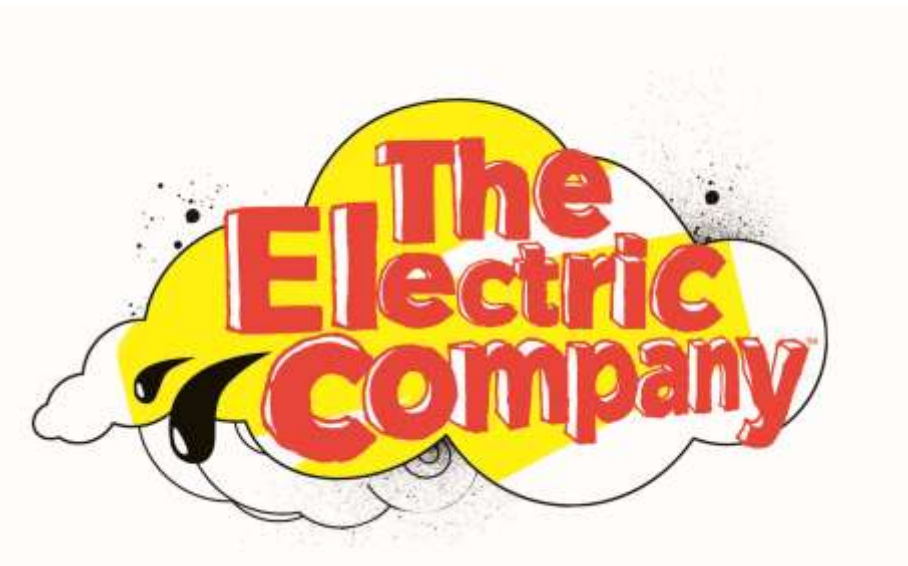


Microsoft Studios

sesameworkshop


OmniTapps
Multi Touch Applications

lenovo 联想



Panasonic

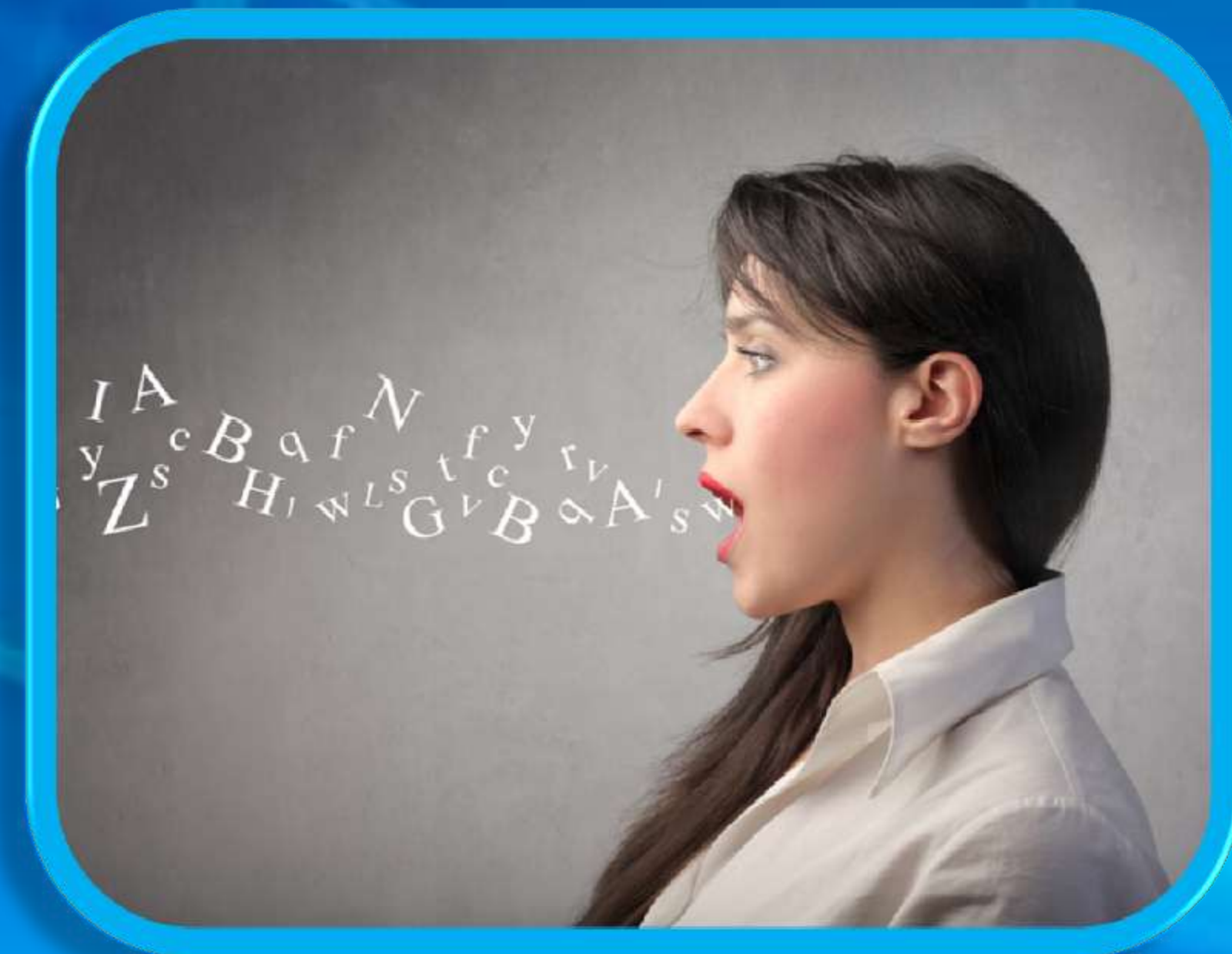
SONY

Announcing: Premium Pay TV Experience to Intel Devices

xfinity[®]

Bouygues
Telecom





Perceptual Computing

Adding "Senses" for Life-like Interactions



Summary

Intel is Executing
Aggressively Innovating
Driving New Experiences
Building Ecosystems



Recapping Some of Today's Announcements

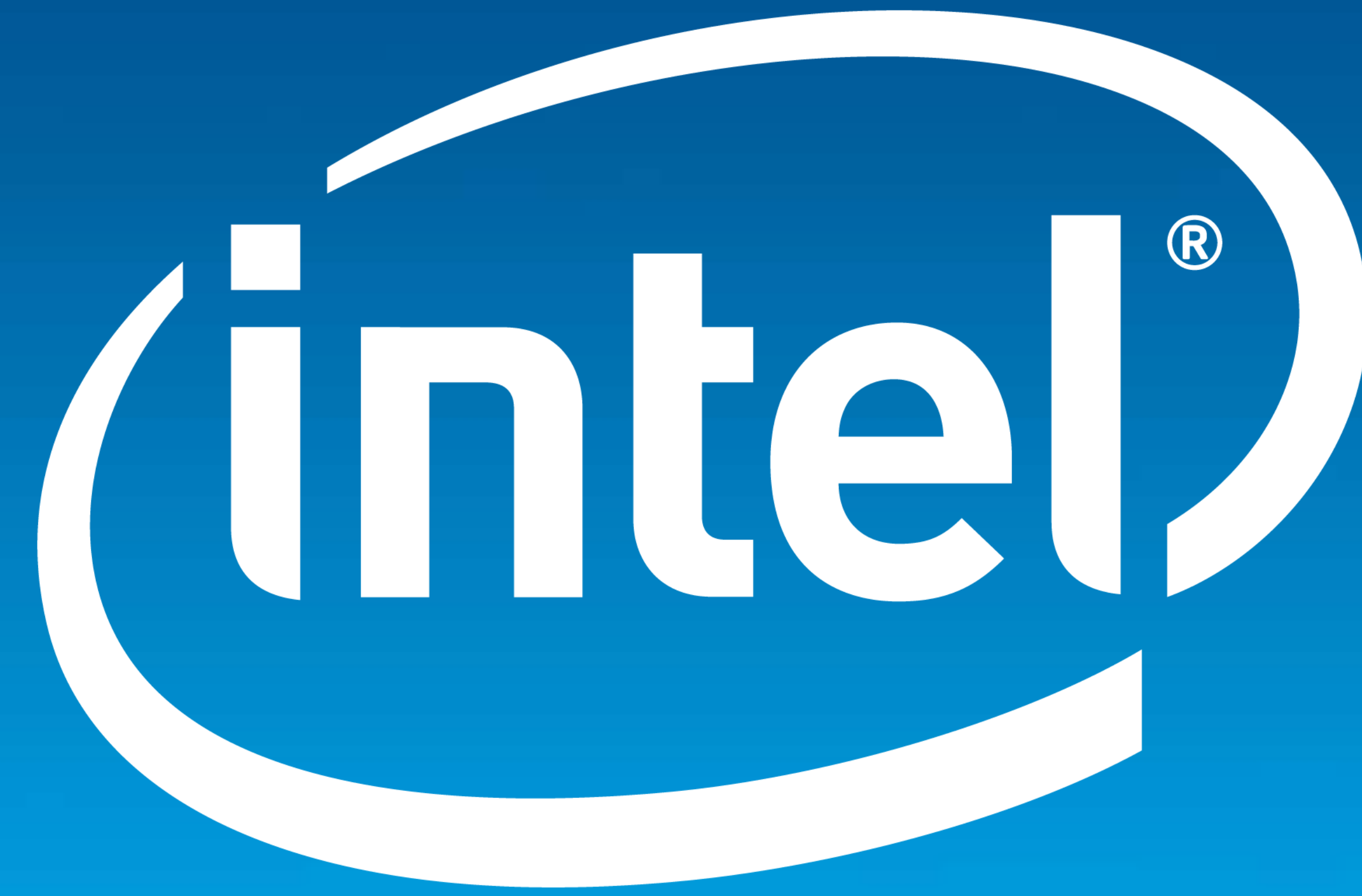
New Products:

- Value Atom™ smartphone platform for emerging markets from Acer, Lava, Safaricom
- Bay Trail quad core Atom™ processor for tablets in Holiday 2013
- Pull in and launch of new 7W¹ Intel® Core™ processors for Ultrabooks™ and tablets
- 4th Generation Intel® Core™ Ultrabooks™; all with touch, WiDi & delivering largest battery life increase in Intel's history

New Experiences:

- 2013 = adding natural human interfaces to computing: voice, touch, facial recognition and gestures
- Live & On-Demand premium pay TV content across Intel® devices
- Latest All-in-One computers to bring new shared computing experiences





Intel Booth Preview for Analysts, Bloggers and Media

Tomorrow, Intel will provide credentialed analysts, bloggers and media with an exclusive sneak peek of the Intel booth and product demonstrations before the show floor officially opens.

- 7:00-8:15 a.m. on January 8th at the Intel booth, Central Hall #7252
- Event is during pre-show hours; enter through exterior C2 lobby