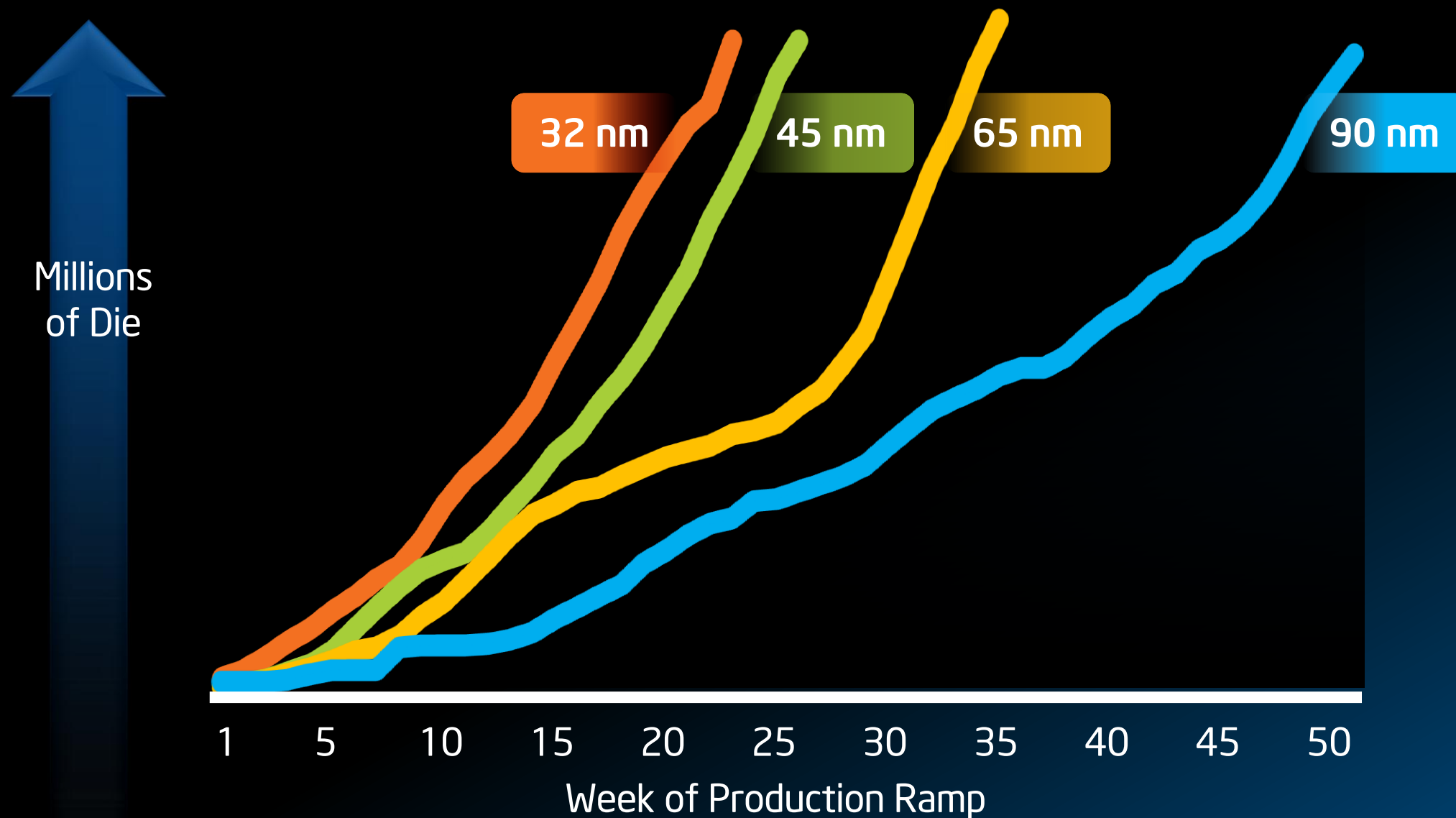


Sean Maloney
Executive Vice President



Faster Ramps With Each Generation



>50%

*Reduction in time
to ramp from
90nm to 32 nm*

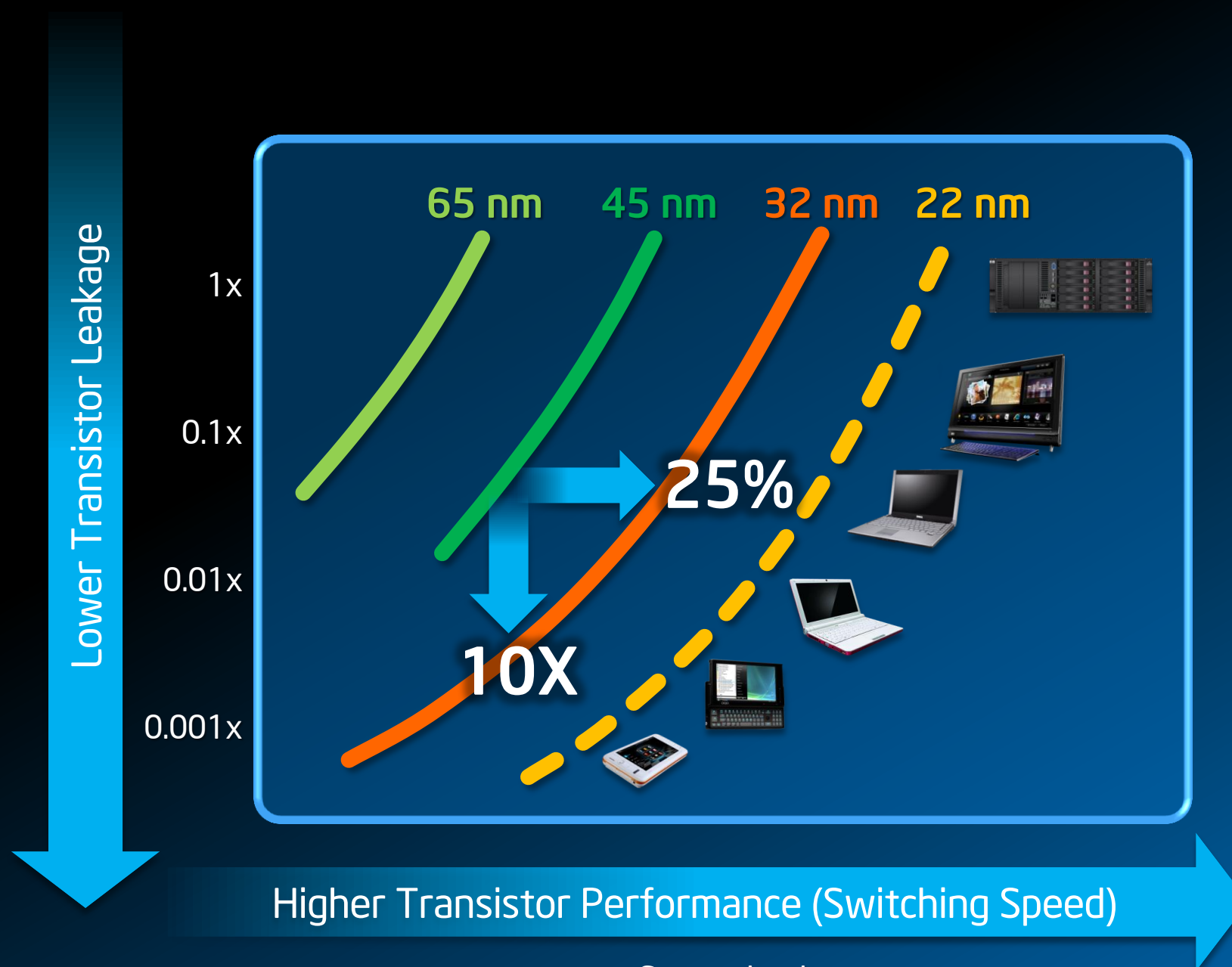
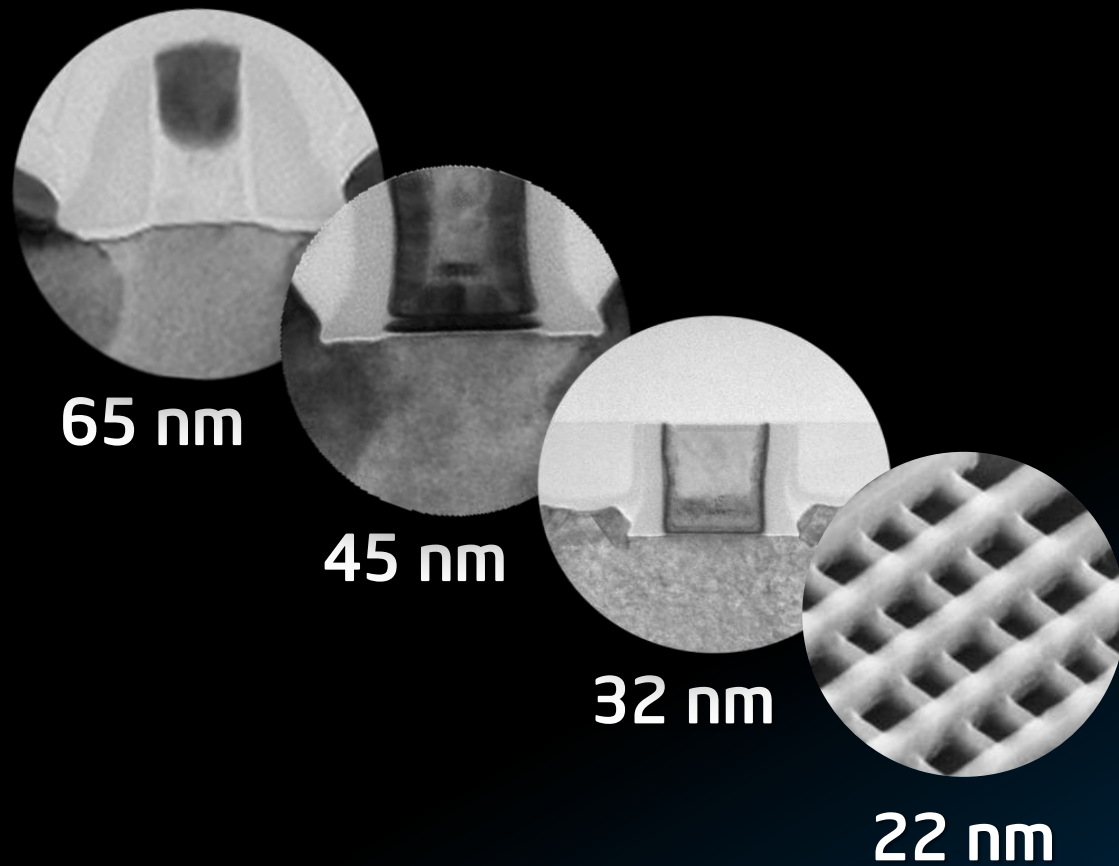
*... And 22 nm
will be*

faster!



Energy-Efficient PERFORMANCE

Built on Moore's Law

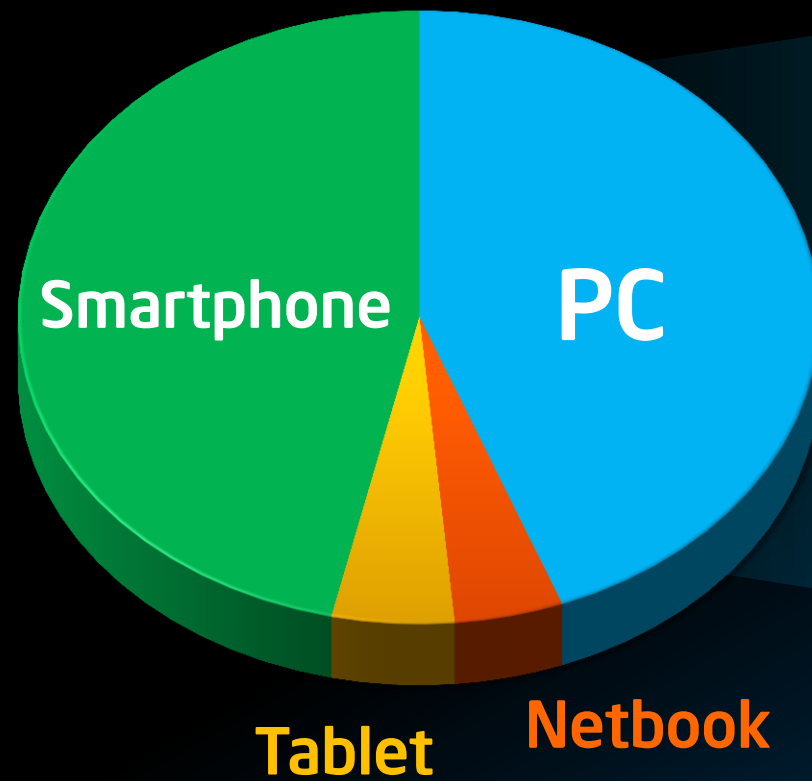


Source: Intel

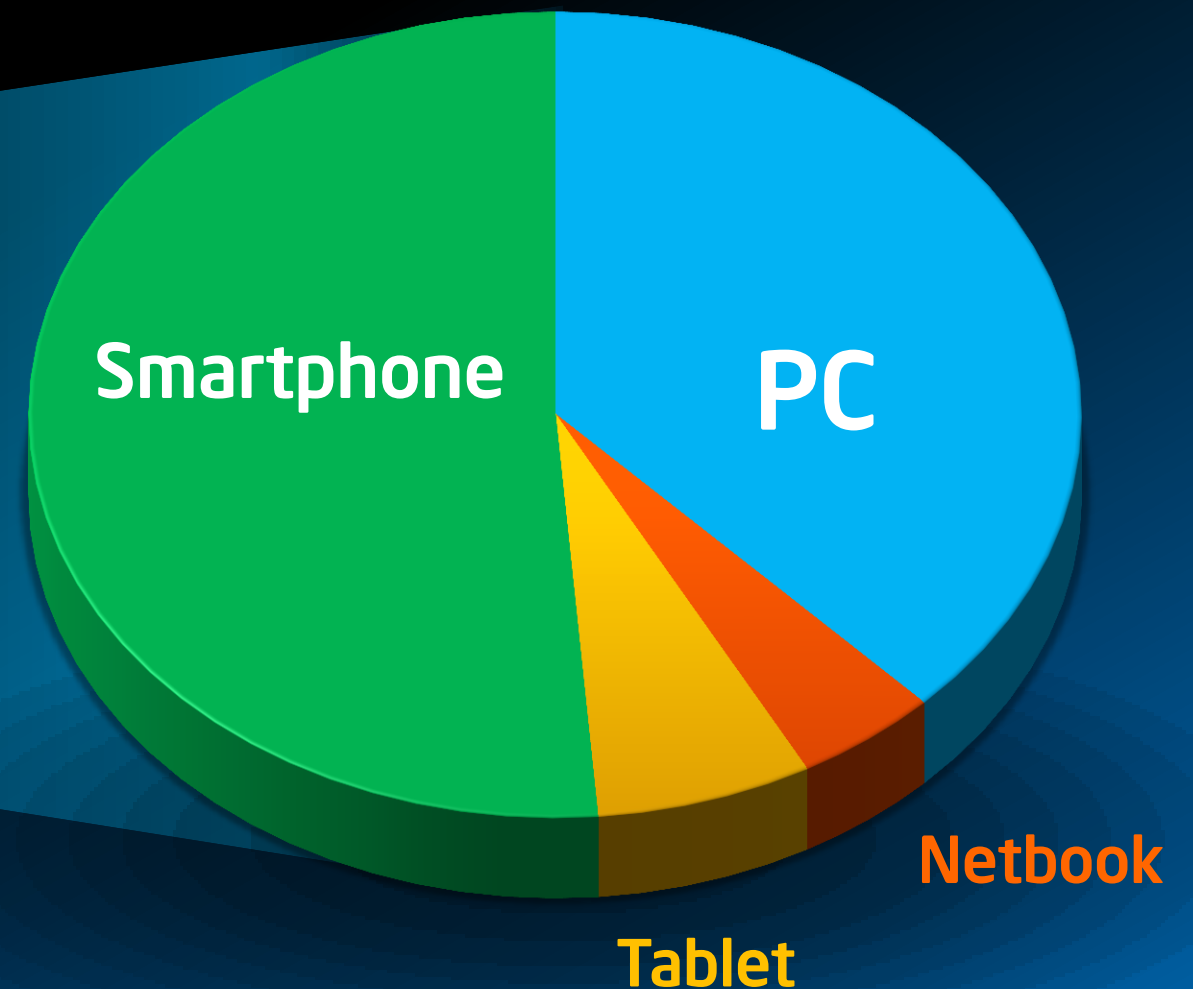


Computing is Growing ... In All Forms

2011 TAM Forecast



2014 TAM Forecast



DEVICES



CLIENTS



SERVERS



New Netbook Capabilities

Brought to You by Cedar Trail

Cedar Trail Platform Features

-  Sleek/Slim
-  Fanless
-  HD Video
-  Better Performance
-  Long Battery Life

Experience Features

-  Intel® Rapid Start Technology
-  PC Sync\ WLAN
-  3G Quick Connect
-  Intel® Wireless Display
-  Intel® Smart Connect Technology

Cedar Trail Enabling Innovation in Design and Features



Intel® Atom™ Z670 Tablet Platform

Platform Features



MeeGo

Port
of
Choice



Better
Battery
Life



HDMI

HD
Video

OEMs



ODMs



Medfield

Long
Use Time



Super-Fast
Computing



Ultimate Gaming
and Media



Advanced
Imaging



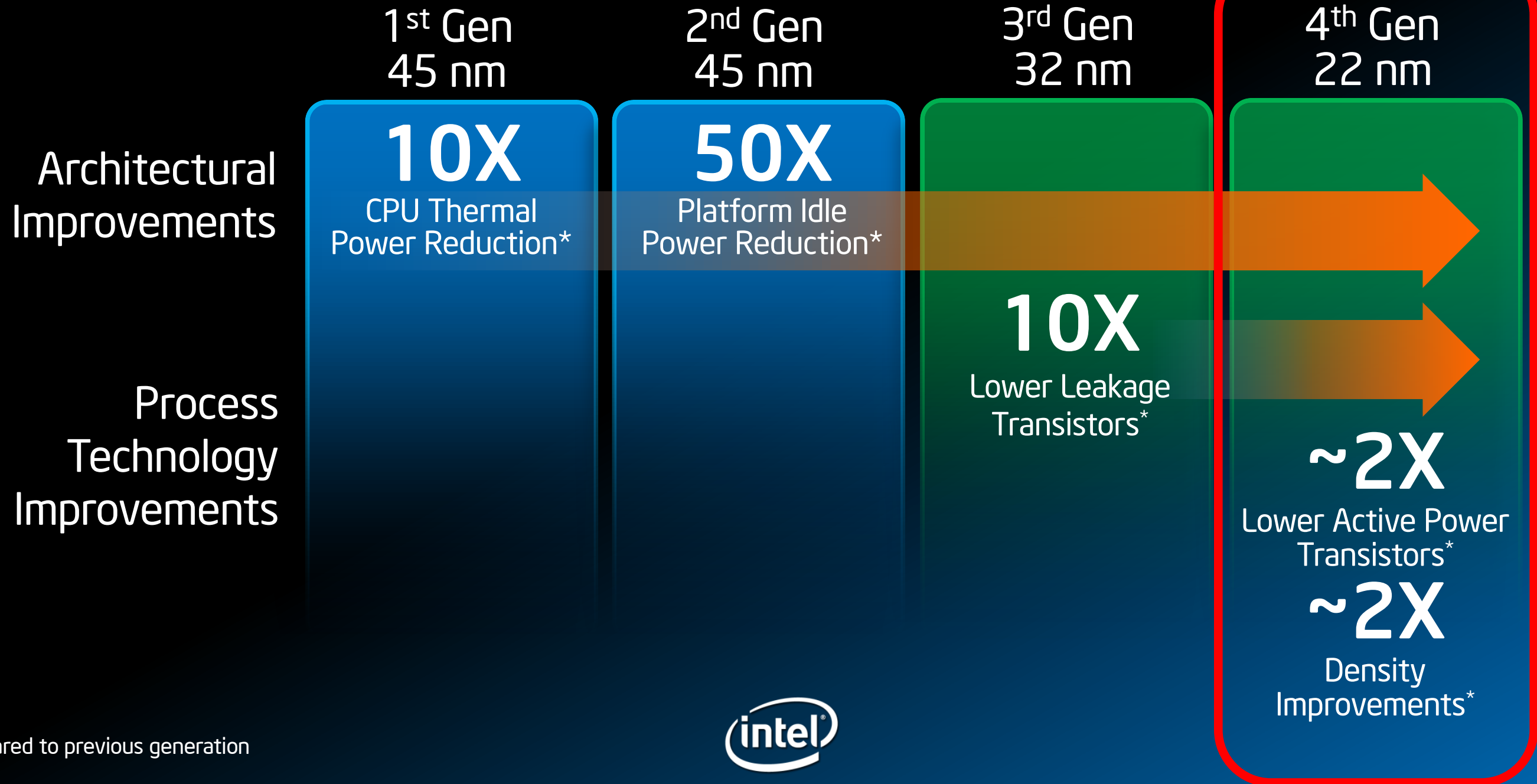
First 32 nm Smartphone and Tablet Platform

Tablet reference design enabling sub 9mm designs that weigh less than 1.5 lbs.

Product shipping in the next 6-9 months



Intel® Atom™ Processor Evolution



*Compared to previous generation



DEVICES



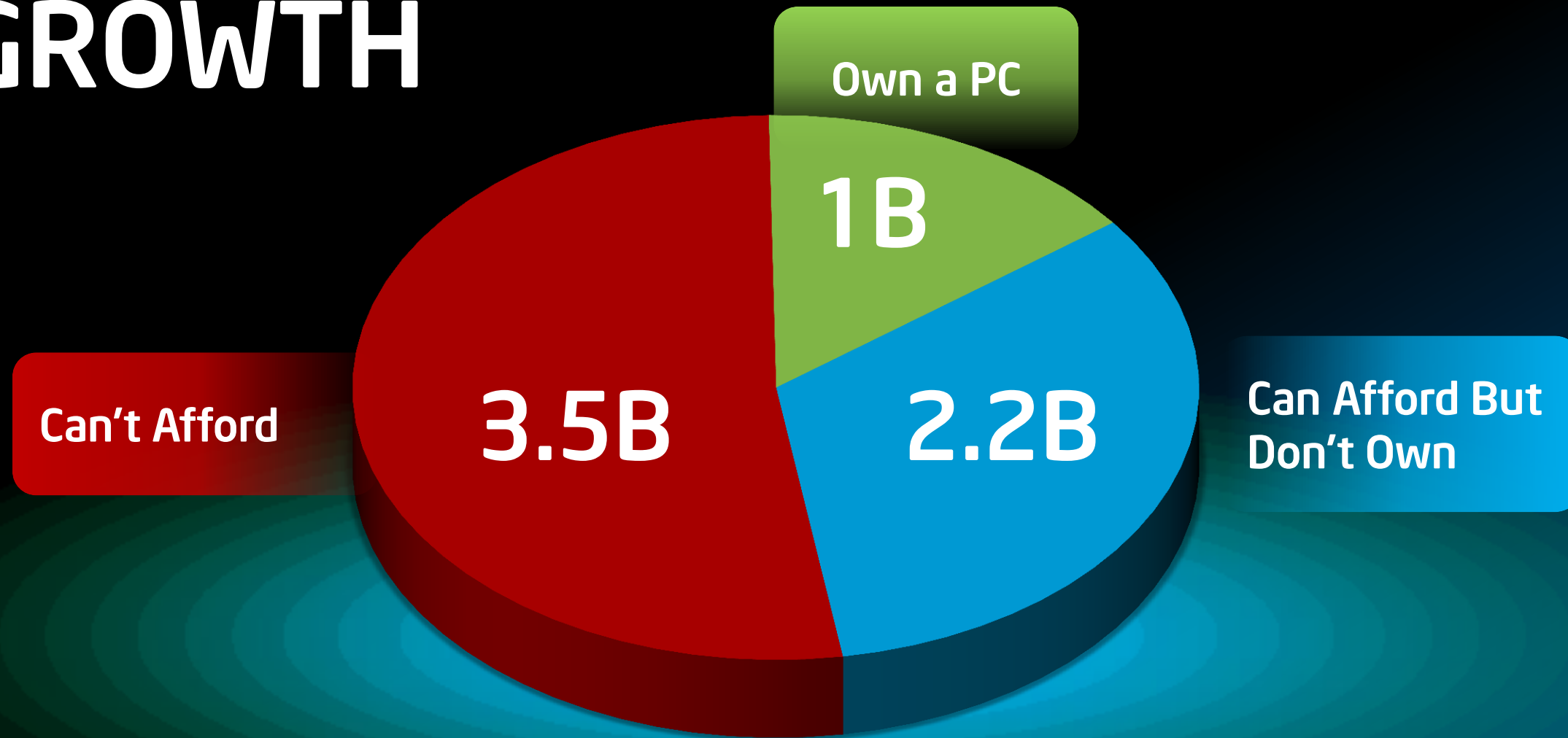
CLIENTS



SERVERS



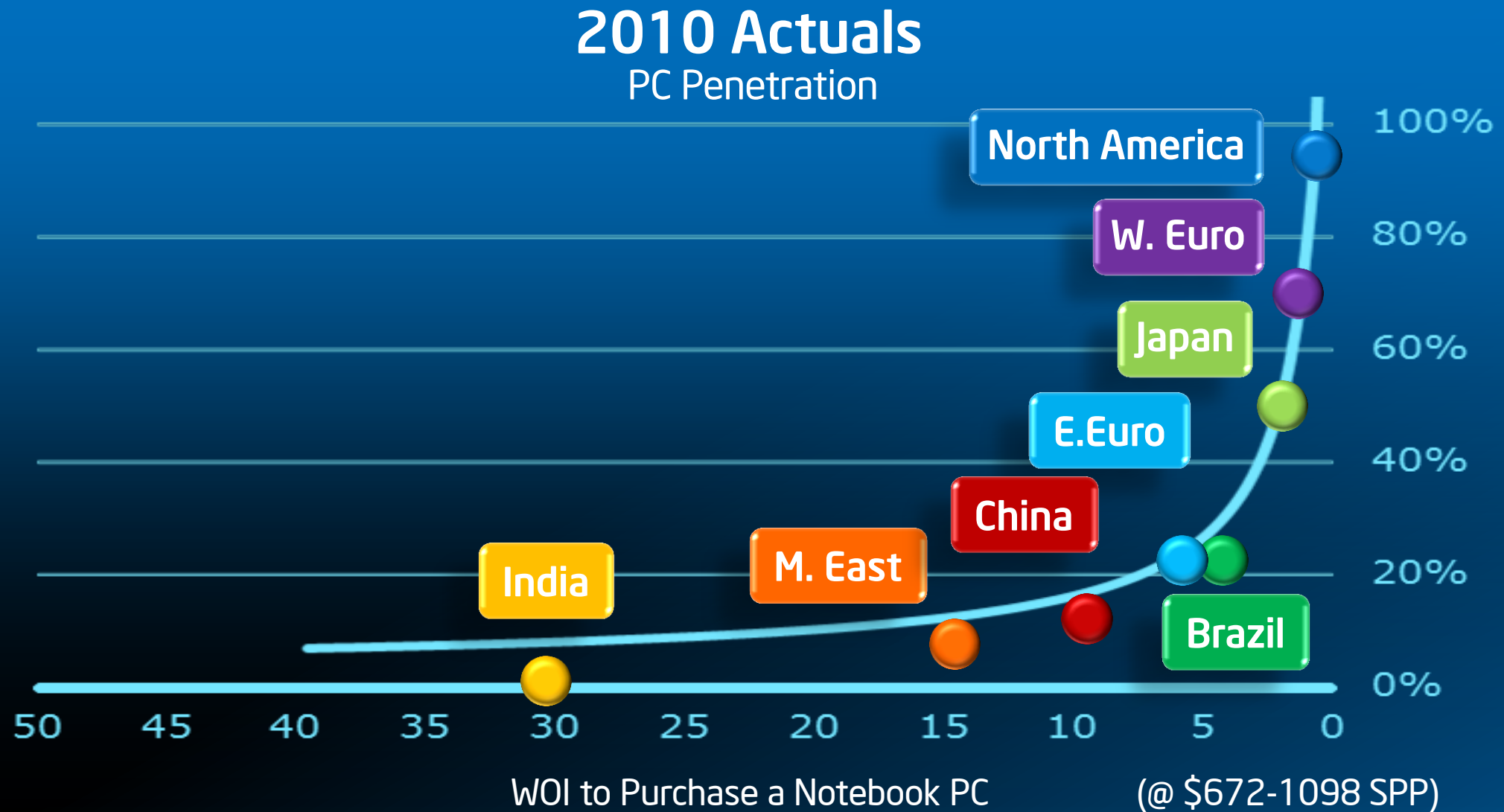
Healthy Room for PC GROWTH



... room for others as well

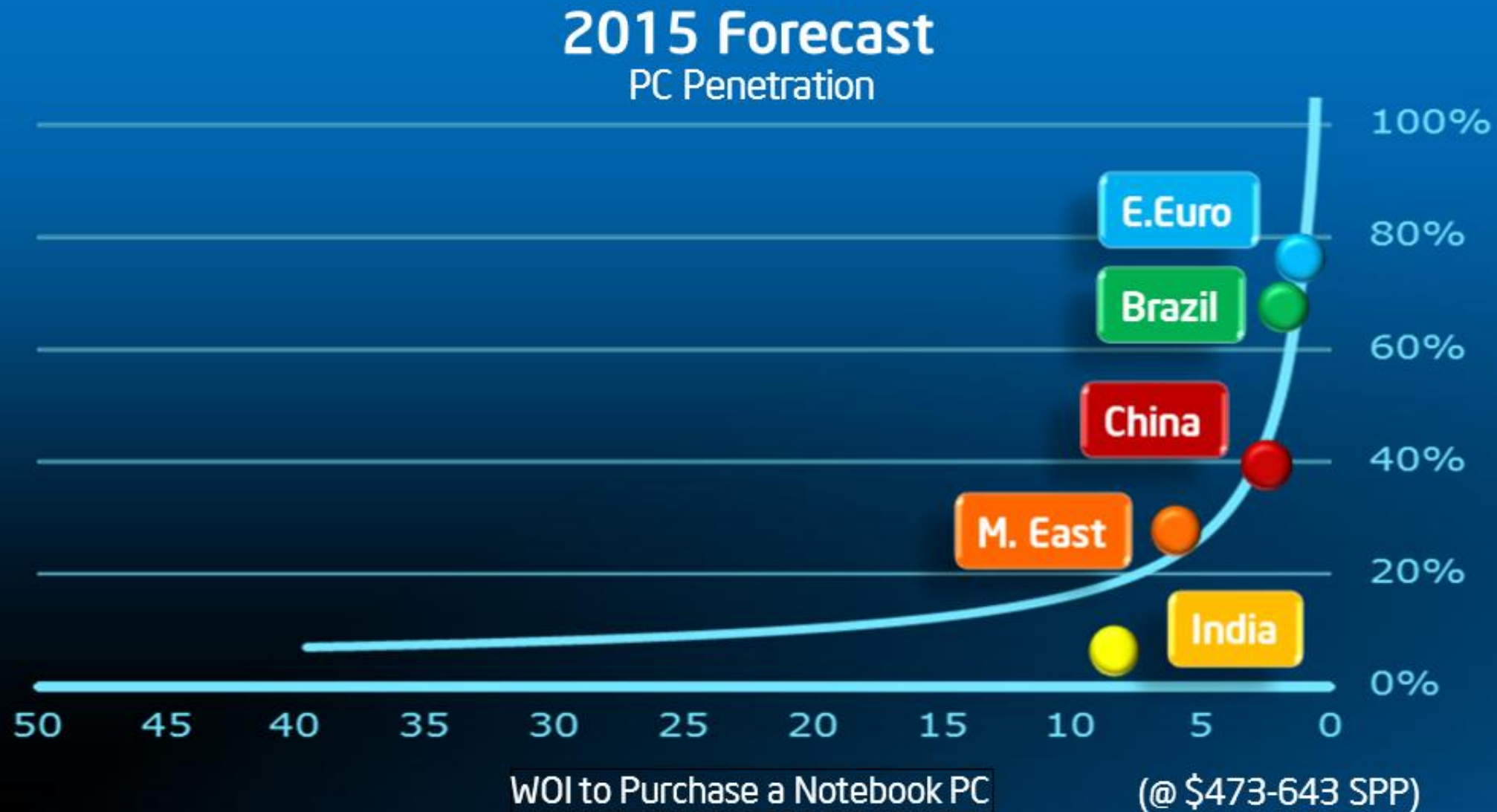


Affordability is a Key to PC Penetration



Sources: WPI to buy NB PC - Market Sizing & Forecasting (MS&F) Installed PCs - Market Sizing & Forecasting (MS&F) Population by GEO - Economist Intelligence Unit (EIU)

Affordability is a Key to PC Penetration



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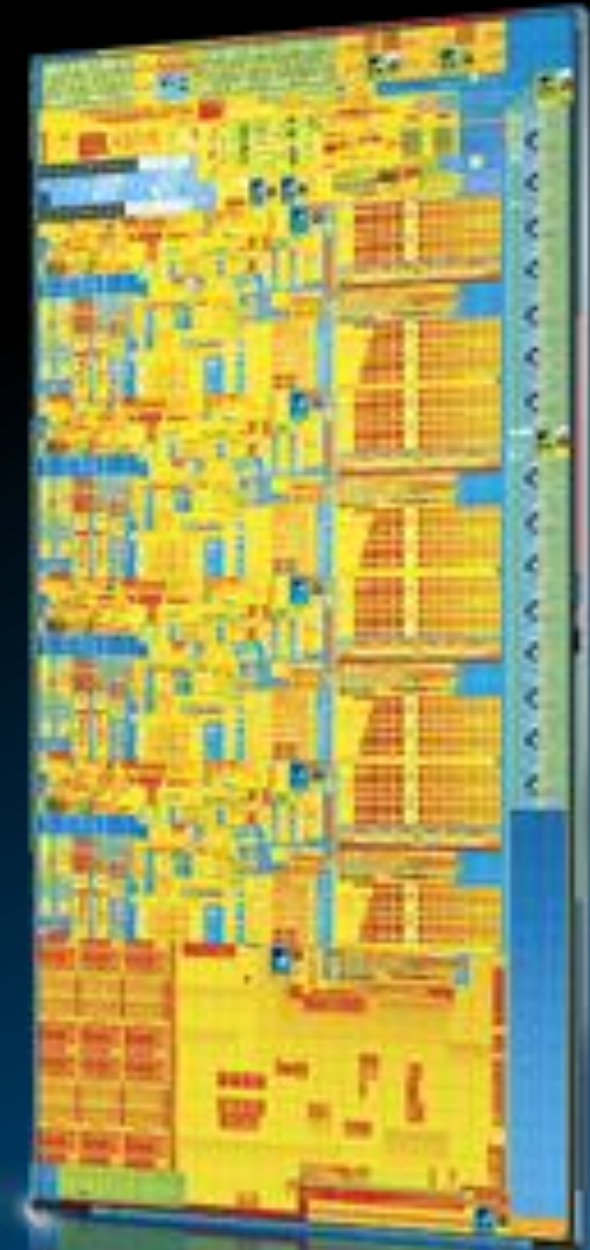
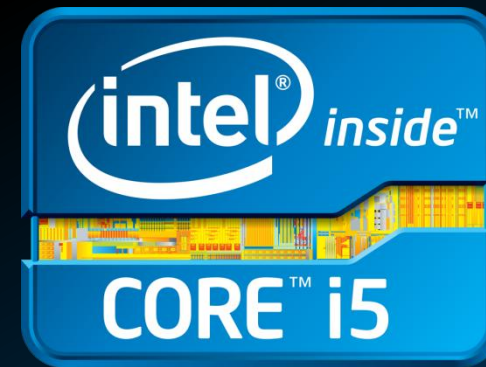
Evolution of the PC



**NOW is the Time to Reinvent
the PC Platform *AGAIN!***



The 2nd Generation
Intel® Core™ i5 Processor
is our 1st Step in
that Direction



Intel® Smart Connect Technology

Content continuously updated while the notebook is asleep!



Intel® Rapid Start Technology

~5-6 seconds from hibernate!





Michael Angiulo

Corporate Vice President,
Windows Planning, Hardware & PC Ecosystem

Microsoft[®]



Ultrabook™

Ultra Thin

Ultra Secure

Ultra Responsive



Smart Visual Experience

Long Battery Life

*The Attributes of a Tablet, the Performance of a PC.
NO COMPROMISE*



Creation of the Ultrabook™

40% of Consumer Market

By End of 2012



**The Next Evolution
is Just Around the Corner ...**



2012 - Ivy Bridge

Smart Performance
and Responsiveness



The Best Visual
Experience

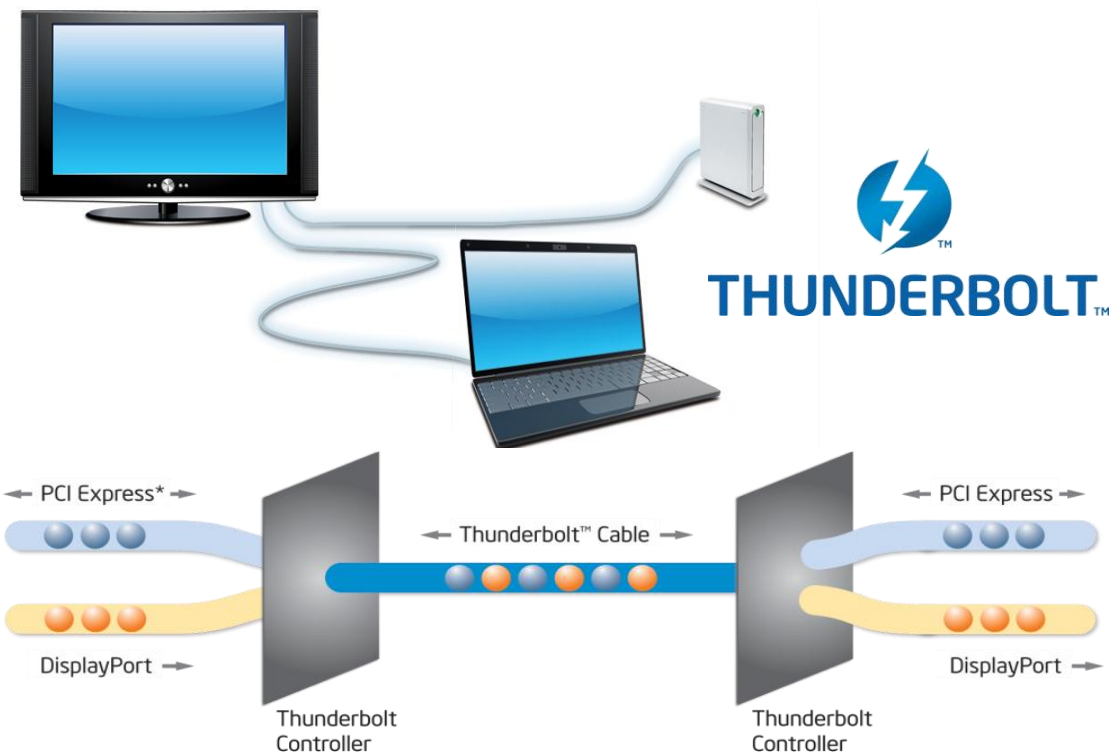


Security for
Consumers



Thunderbolt™ Technology

Transformational high-speed, dual-protocol, PC I/O



Leading Performance in PC I/O

- Faster speed & multi-tasking with bidirectional, dual-channel, 10Gbps per port
- Pro-class A/V creation with time-synchronized low-latency streaming
- Connect to more devices with data + display on ONE cable and ability to daisy chain

FAST COMPANY

April 11

*"It could change everything,
right down to device design"*

The Fastest Connection to Your PC Experience*



* As compared to other PC I/O connection technologies including eSATA, USB, and IEEE 1394 Firewire**. Performance will vary depending on the specific hardware and software used. For more information go to <http://www.intel.com/technology/io/thunderbolt/index.htm>



Thunderbolt™ Technology

Industry Participation

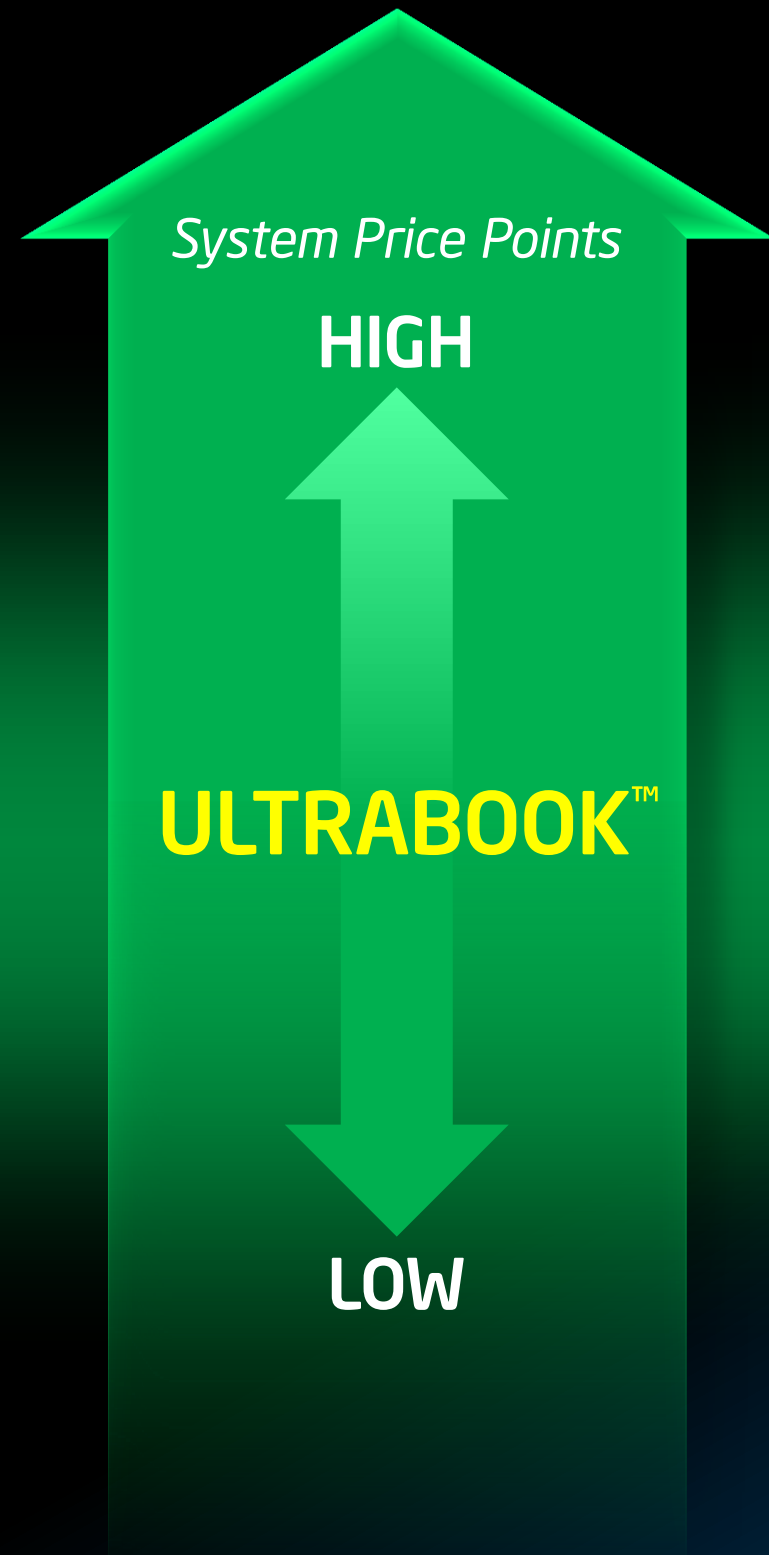
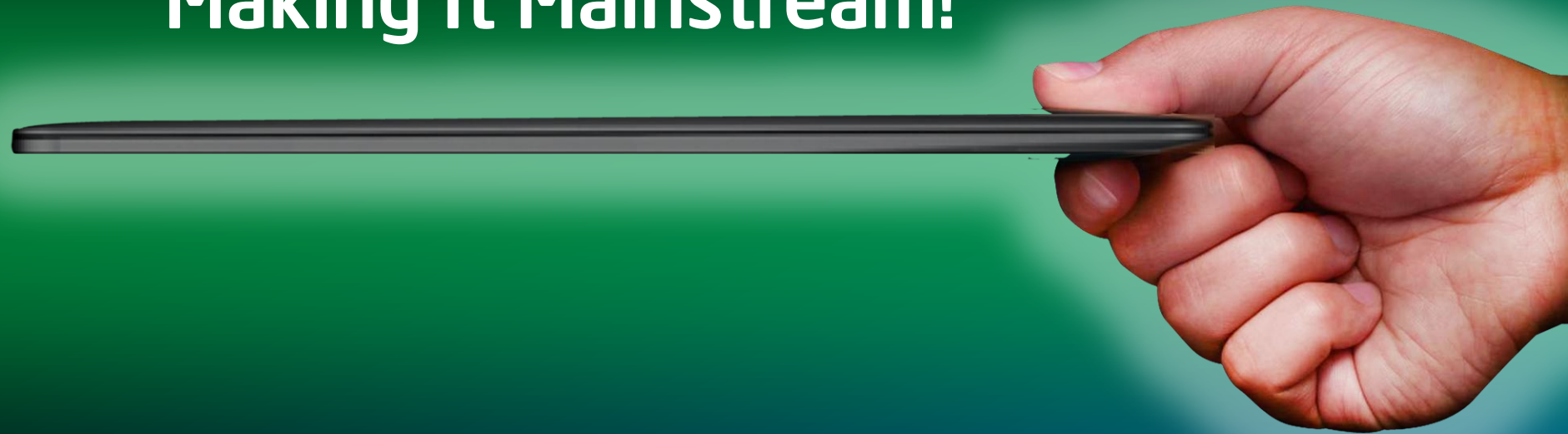


*Other names, brands and logos may be claimed as the property of others.

Sandy Bridge and Ivy Bridge

Steps 1 and 2 of transformation

Making It Mainstream!



ASUS®



Lowering Notebook Power

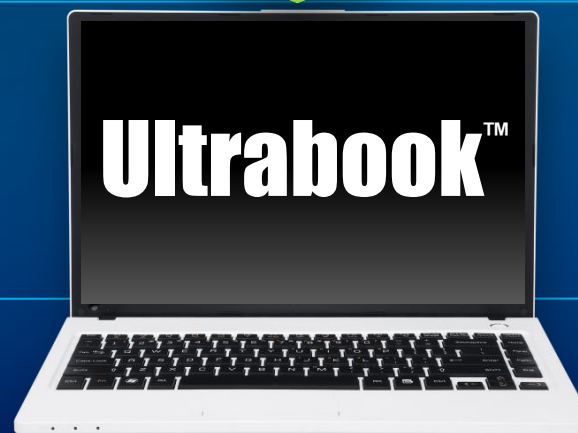


Power
40W
30W
20W
10W
0W



Lowering Notebook Power

>50%
DECREASE



Power
40W

30W

20W

10W

0W



New Optimization Point – Haswell in 2013



New Architecture to Drive Ultrabook™ Category



DEVICES



CLIENTS



SERVERS





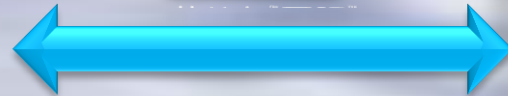
Intel's Cloud 2015 Vision



FEDERATED



AUTOMATED



CLIENT AWARE



Desktops



Laptops



Netbooks



Tablets



Smartphones



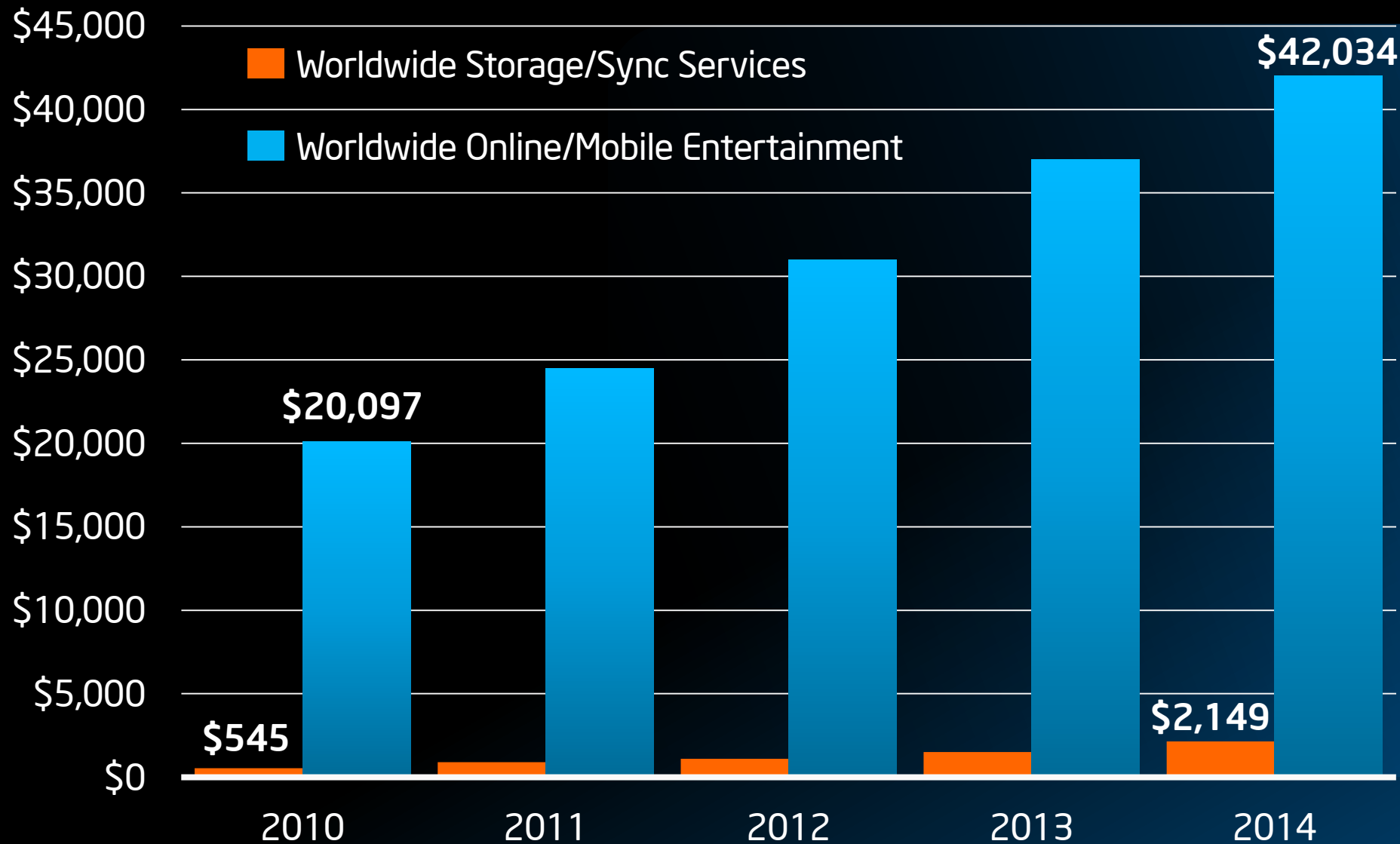
Smart TVs



Embedded



There's Money in the Cloud!



Source: IDC 2010



Cloud-based services for storage, synchronization and entertainment will explode as more and more devices connect.

Impact on the Cloud ...?

MORE SERVERS!

For Every ~600 Smartphones Deployed, 1 New Server is Purchased!



Intel & Taiwan: 30 Years of Building the Future





Touch · Future

平佈親雲 | 指點未來

e21FORUM 2011