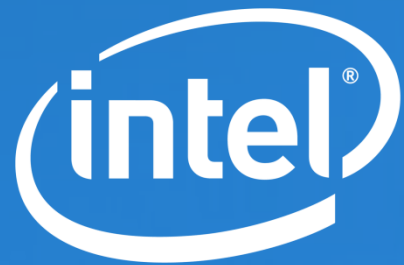


# Shaping the Future

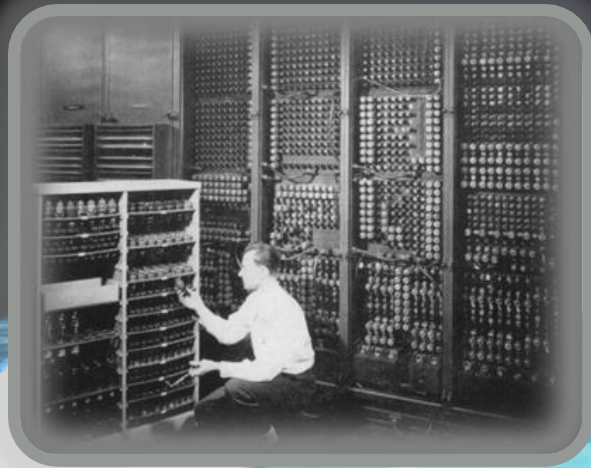
**Tom Kilroy**

Senior Vice President



# The Journey to User-Centric Computing

*1960's  
Number Crunching*



*1980's  
Productivity*



*2000's  
Internet*



*Today  
Ubiquity*



*The User Experience Matters More than Ever*

# Experiences are Sensed

SEE



HEAR



FEEL



*Content Brings our Experiences to Life*

# Our Daily Obsession



**500M**  
**SHARES**



**330M**  
**PHOTOS**



**230M**  
**TWEETS**



**100M**  
**POSTS**



**86K**  
**HOURS OF VIDEO**  
**UPLOADED**

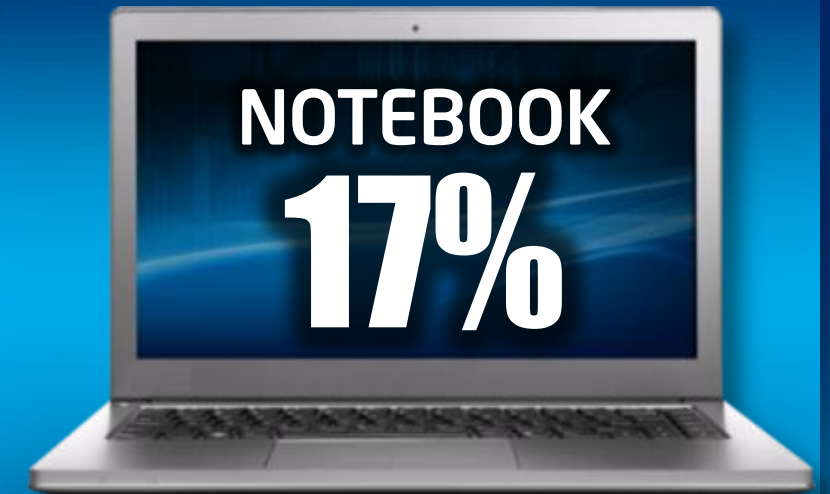
**100M**  
**HOURS OF VIDEO**  
**WATCHED**

*Creating Over an Exabyte of Internet Traffic Per Day*

Other names and brands may be claimed as the property of others.  
Sources: Digital buzz blog, Facebook, Tencent, Youtube, Sina, Twitter

# Driving Demand for the Mobile On-Ramps

*Year over Year Growth through 2016*



*Our Collective Opportunity to Mine*

# Smartphones

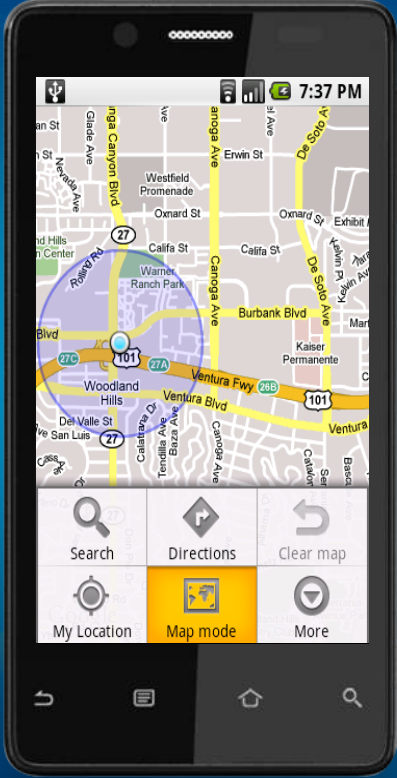
*Sharing*



*Having Fun*



*Being in Control*



*90% of Smartphone Use is Compute*

# Intel-based Smartphones



*Full HD Video capture and playback*

*10 pictures in <1 second*

*Industry leading browser performance*

*... with 14 Days of standby power*

*Leading Performance, and Energy Efficient*

# Tablets Extend The **EXPERIENCE**





# Intel-based Windows 8 Tablets

***Metro Style Interface AND  
Millions of Existing Apps***

***Connected Standby AND  
All Day Battery Life***

***20+ OEM Designs***



***It Just Works***

**Enough Talking,  
Let's Have Some Fun**



# Are We in the Post PC-Era?

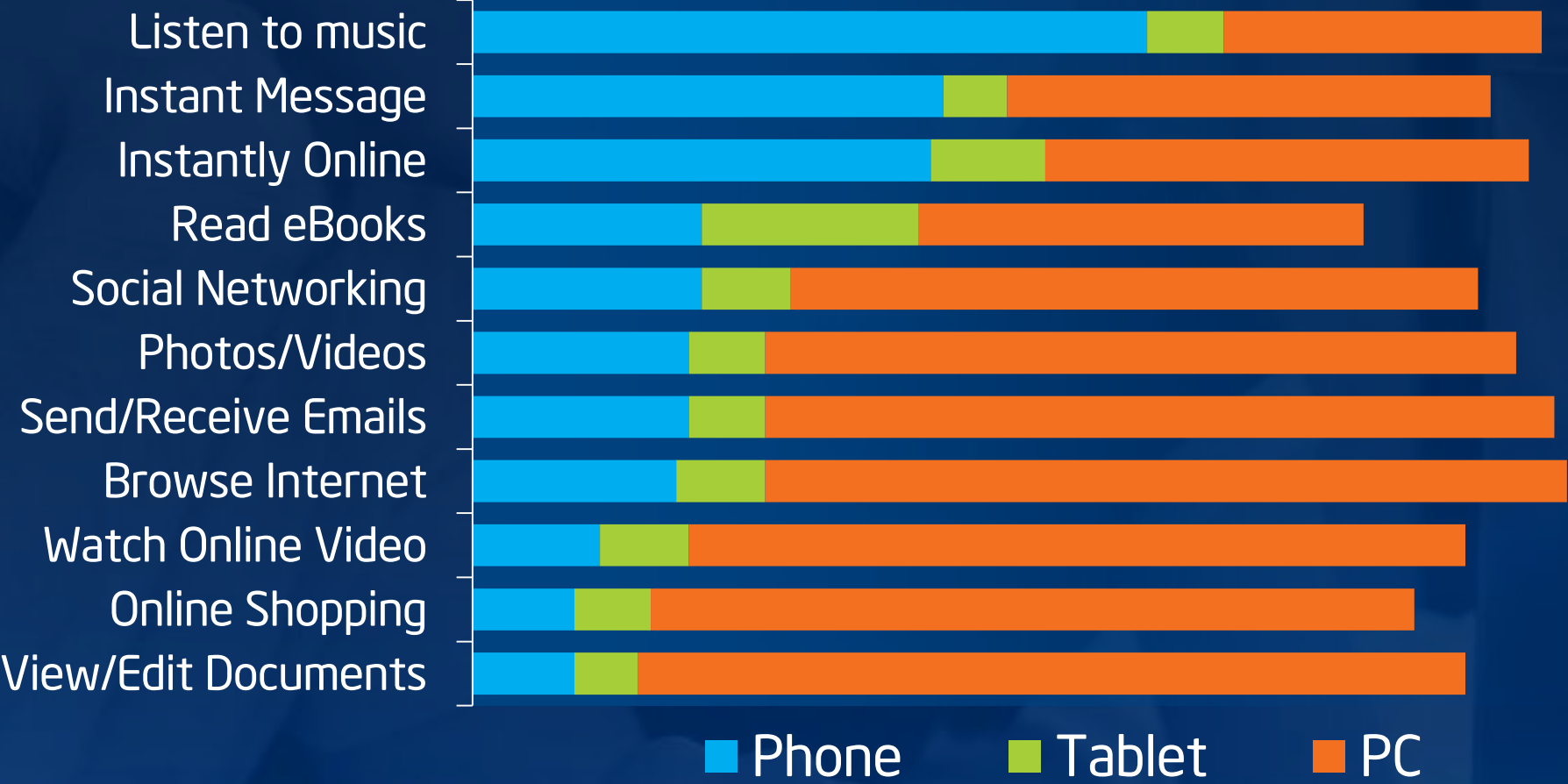




**66%**  
*of college students  
around the world say  
a PC is "Most Important" in  
their daily life*

# The Preferred Device is the PC

## Which Device Do You Prefer to Use?



Sources: TNS Mobile Life Survey 2012; Sample is 44k mobile phone users around the world

*But,*

*We Must Continue to Innovate and  
Take User Experience to a New Level*

# Ultrabook™: Introduced One Year Ago

*Ultra-responsive  
Ultra-thin  
Secure*



**Ushering in A New Era of Computing**

# Big Time Ultrabook™ Momentum

**2012: Year of the Ultrabook™**

Time Techland December 2011

**Ultrabooks Step Into The Limelight**

*Forbes January 2012*

**110+**  
**Designs**

*Every Major ODM*

*Every Major OEM*

*Every Major Retailer*

**A Once in a Decade Transition Point**



*Brought to Life Through  
Your Imagination & Innovation*



謝謝 謝謝

*Thank you!*

*But,  
We're Just Getting Started ...*

3rd Generation  
Intel® Core™ Processor

## Raising the Bar

*Up to 22% Better Performance*

*Up to 15% Lower Power*

*2x Better Media & 3D Graphics*

*Enhanced Security*

**Enabling Even More Ultrabook™ Innovation**



3rd Generation Intel® Core™ i5-3427U Processor compared to 2nd Generation Intel® Core™ i5-2557M Processor. Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

# Raising the Bar on Ultrabook™ for Consumers

**More Responsive**



*While Asleep and  
Transferring Content*

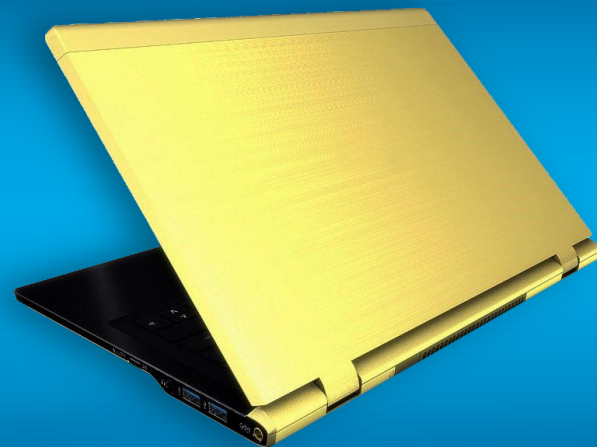
# Raising the Bar on Ultrabook™ for Consumers

## More Responsive



*While Asleep and  
Transferring Content*

## More Stylish



*From Ultra-thin ...  
... to Even Thinner*

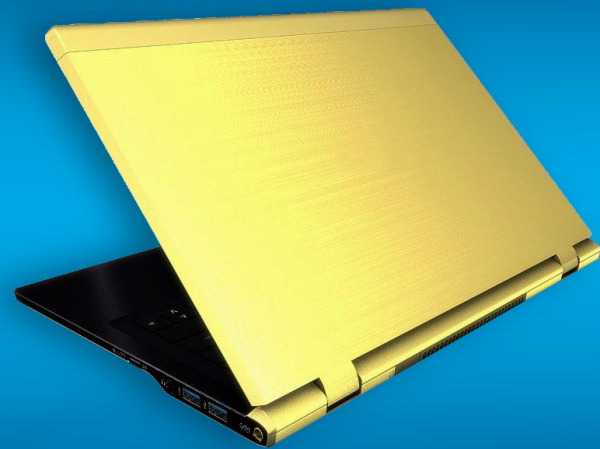
# Raising the Bar on Ultrabook™ for Consumers

## More Responsive



*While Asleep and  
Transferring Content*

## More Stylish



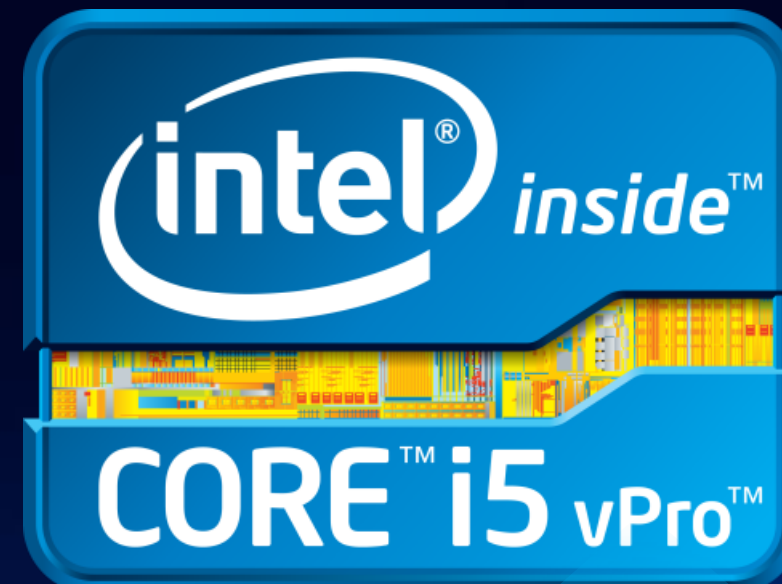
*From Ultra-thin ...  
... to Even Thinner*

## Greater Peace of Mind



*Secure Data and  
Secure Browsing*

# Raising the Bar ... Ultrabook™ for Business



Consumer Appeal ... with IT Approval

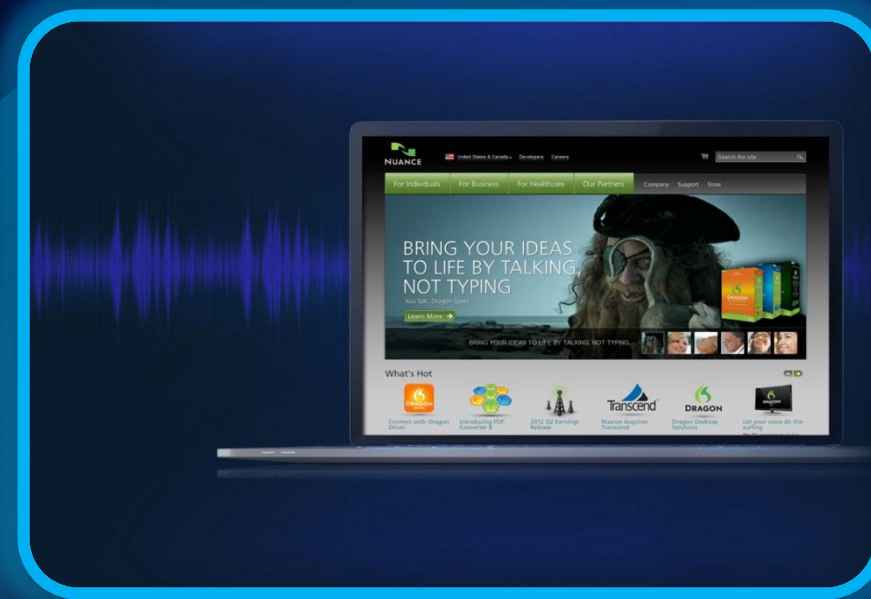


*But,  
That's Not Good Enough.*

# More Natural Interaction



## Voice



## Touch



# acer



## Jim Wong

*President  
Acer Inc.*

*Touch is a Game Changer*

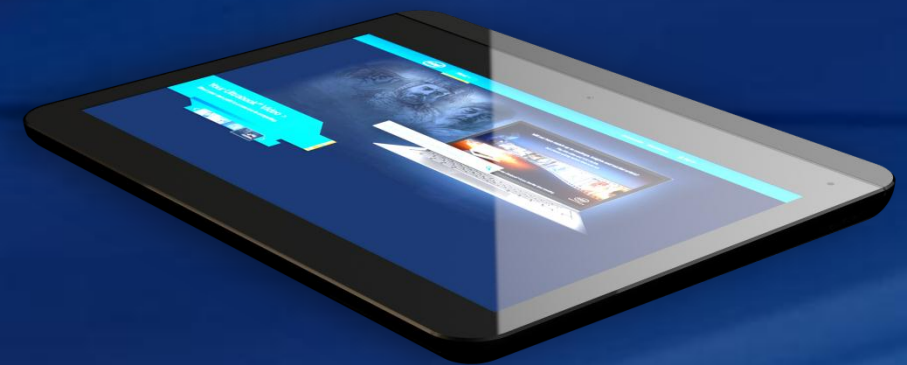
# Intel is Stepping Up to Lead Touch



- Investing to jump start factories
- Enabling 3-5x forecasted demand
- Focused on high quality 13"+ panels
- With a growing list of partners

**We Are Accelerating the Transition**

# *Making Way for the No Compromise Ultrabook™ Convertible*



# ASUS®

Inspiring Innovation • Persistent Perfection

**Jonney Shih**  
*Chairman*  
*ASUS*



# The Ultimate User Experience



**Zero G**  
meaning a state of non-gravitation, includes a lighting series that drags the shape of the fixtures from a state of weightlessness to a gravitational one. Several variations can be possible in terms of form and position, captured by the skeletal and weightless feeling and posture of the object's wire frame.



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# *Computers have Brains, Let's Give Them Senses*

SEE



HEAR

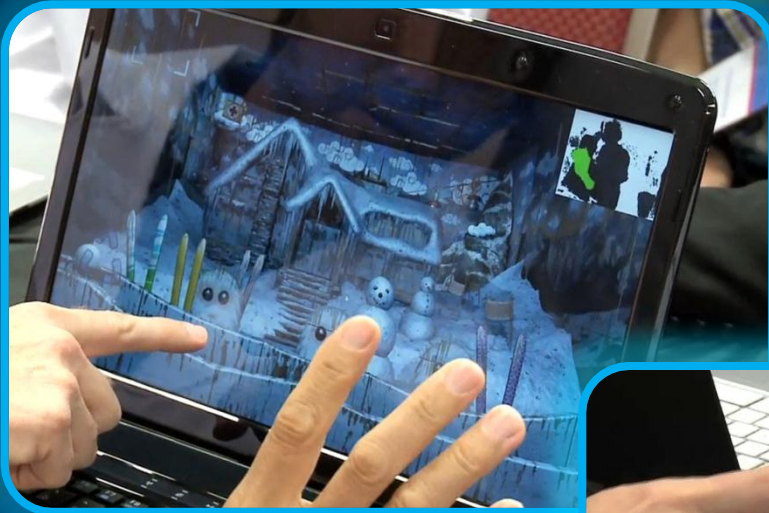


FEEL



# Imagine When

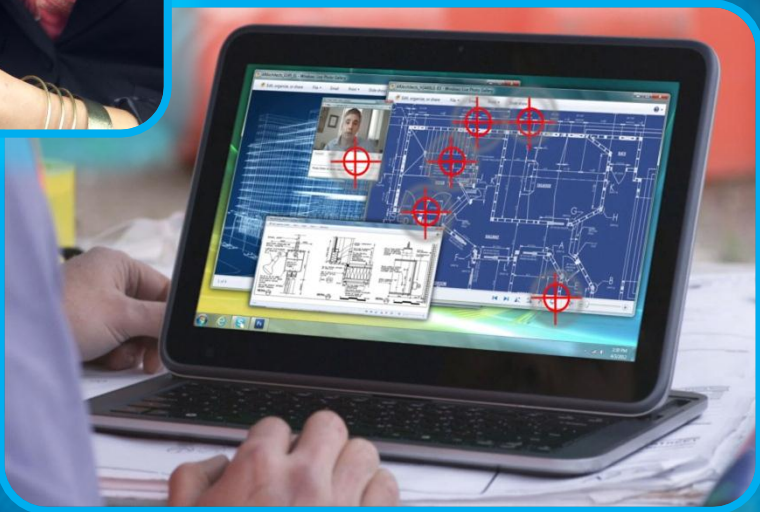
Multi-person Gesture



Biometrics



Health Assessment

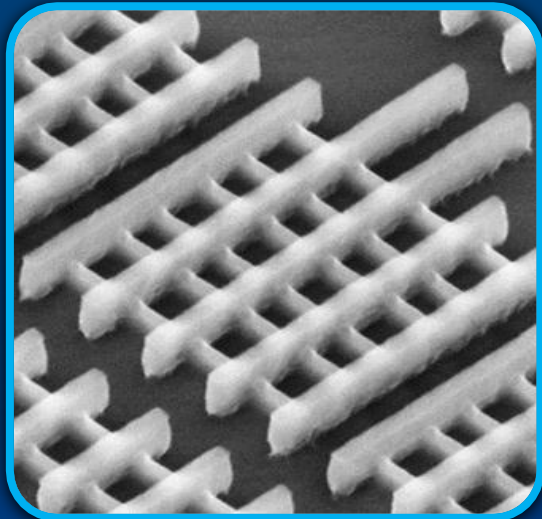


Eye Tracking

# Computex 2013?

# It All Starts with Our Time-Tested Approach

## Transistors



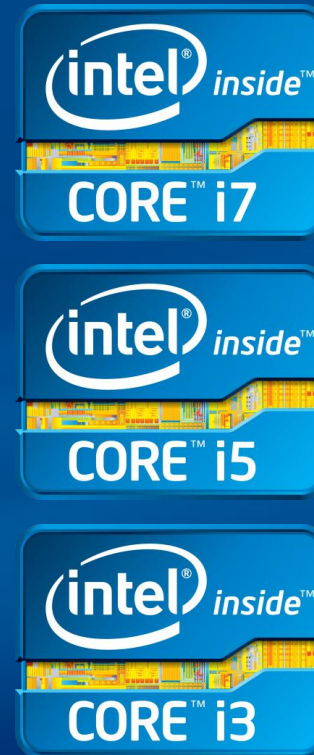
22nm Tri-Gate

## Scale



4 Million Sq Ft  
Manufacturing Space

## Architecture



## Software

15 Million Developers  
on Intel Architecture



**WIND RIVER**



30+  
Years



#2  
Contributor



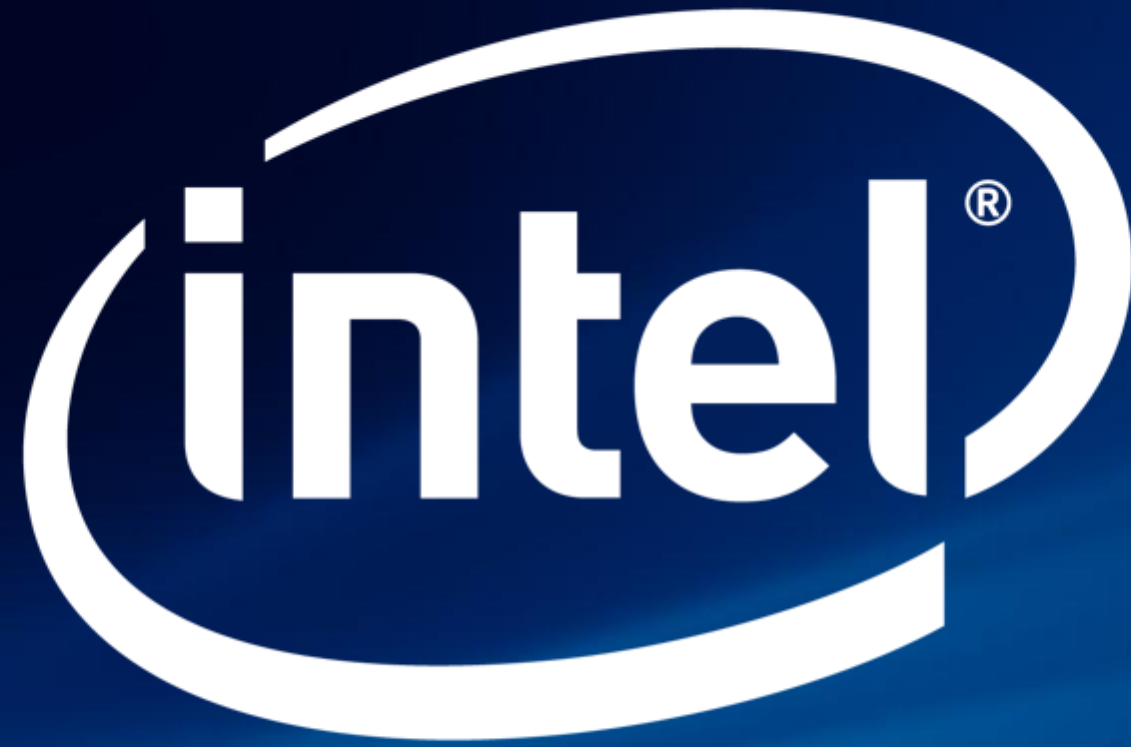
+1.2k  
Engineers

***Brought to Life by You***

*Let's Shape the Future Together!*

# Risk Factors

The above statements and any others in this document that refer to plans and expectations for the second quarter, the year and the future are forward-looking statements that involve a number of risks and uncertainties. Words such as “anticipates,” “expects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “may,” “will,” “should” and their variations identify forward-looking statements. Statements that refer to or are based on projections, uncertain events or assumptions also identify forward-looking statements. Many factors could affect Intel’s actual results, and variances from Intel’s current expectations regarding such factors could cause actual results to differ materially from those expressed in these forward-looking statements. Intel presently considers the following to be the important factors that could cause actual results to differ materially from the company’s expectations. Demand could be different from Intel’s expectations due to factors including changes in business and economic conditions, including supply constraints and other disruptions affecting customers; customer acceptance of Intel’s and competitors’ products; changes in customer order patterns including order cancellations; and changes in the level of inventory at customers. Uncertainty in global economic and financial conditions poses a risk that consumers and businesses may defer purchases in response to negative financial events, which could negatively affect product demand and other related matters. Intel operates in intensely competitive industries that are characterized by a high percentage of costs that are fixed or difficult to reduce in the short term and product demand that is highly variable and difficult to forecast. Revenue and the gross margin percentage are affected by the timing of Intel product introductions and the demand for and market acceptance of Intel’s products; actions taken by Intel’s competitors, including product offerings and introductions, marketing programs and pricing pressures and Intel’s response to such actions; and Intel’s ability to respond quickly to technological developments and to incorporate new features into its products. Intel is in the process of transitioning to its next generation of products on 22nm process technology, and there could be execution and timing issues associated with these changes, including products defects and errata and lower than anticipated manufacturing yields. The gross margin percentage could vary significantly from expectations based on capacity utilization; variations in inventory valuation, including variations related to the timing of qualifying products for sale; changes in revenue levels; segment product mix; the timing and execution of the manufacturing ramp and associated costs; start-up costs; excess or obsolete inventory; changes in unit costs; defects or disruptions in the supply of materials or resources; product manufacturing quality/yields; and impairments of long-lived assets, including manufacturing, assembly/test and intangible assets. The tax rate expectation is based on current tax law and current expected income. The tax rate may be affected by the jurisdictions in which profits are determined to be earned and taxed; changes in the estimates of credits, benefits and deductions; the resolution of issues arising from tax audits with various tax authorities, including payment of interest and penalties; and the ability to realize deferred tax assets. Gains or losses from equity securities and interest and other could vary from expectations depending on gains or losses on the sale, exchange, change in the fair value or impairments of debt and equity investments; interest rates; cash balances; and changes in fair value of derivative instruments. The majority of Intel’s non-marketable equity investment portfolio balance is concentrated in companies in the flash memory market segment, and declines in this market segment or changes in management’s plans with respect to Intel’s investments in this market segment could result in significant impairment charges, impacting restructuring charges as well as gains/losses on equity investments and interest and other. Intel’s results could be affected by adverse economic, social, political and physical/infrastructure conditions in countries where Intel, its customers or its suppliers operate, including military conflict and other security risks, natural disasters, infrastructure disruptions, health concerns and fluctuations in currency exchange rates. Expenses, particularly certain marketing and compensation expenses, as well as restructuring and asset impairment charges, vary depending on the level of demand for Intel’s products and the level of revenue and profits. Intel’s results could be affected by the timing of closing of acquisitions and divestitures. Intel’s results could be affected by adverse effects associated with product defects and errata (deviations from published specifications), and by litigation or regulatory matters involving intellectual property, stockholder, consumer, antitrust, disclosure and other issues, such as the litigation and regulatory matters described in Intel’s SEC reports. An unfavorable ruling could include monetary damages or an injunction prohibiting Intel from manufacturing or selling one or more products, precluding particular business practices, impacting Intel’s ability to design its products, or requiring other remedies such as compulsory licensing of intellectual property. A detailed discussion of these and other factors that could affect Intel’s results is included in Intel’s SEC filings, including the company’s most recent Form 10-Q, Form 10-K and earnings release.



Sponsors of Tomorrow.™