The 2-in-1
Computing Experience

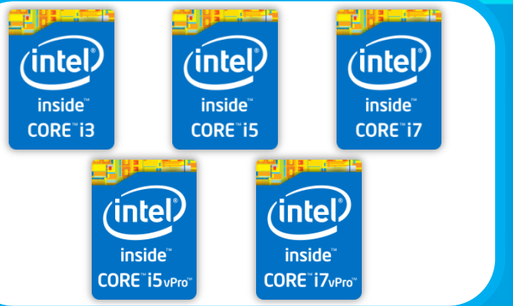
Jason Chen

Vice President, Sales and Marketing Group
Country Manager, Intel Taiwan

The 2-in-1 Computing Experience

Kirk Skaugen
Senior Vice President & General Manager
PC Client Group

TODAY'S UPDATE



4th Generation Intel® Core™ Processor Family is Here!

2-in-1 Computing: The PC Re-Invents Itself Again
– Ultrabooks™ with 4th Gen Intel Core to Bay Trail in 2013

Bringing Human Like Senses to Intel Based Computing

Other names and brands may be claimed as the property of others

LEFT BRAIN

Be Productive and Get Things Done

Learn and Advance Myself

Be In Control, Safe, and Secure

RIGHT BRAIN

Create

Connect and Share

Lose Self in Seamless, Immersive Experiences

MOBILE COMPUTING IN 2011/2012

Smartphone

Tablet

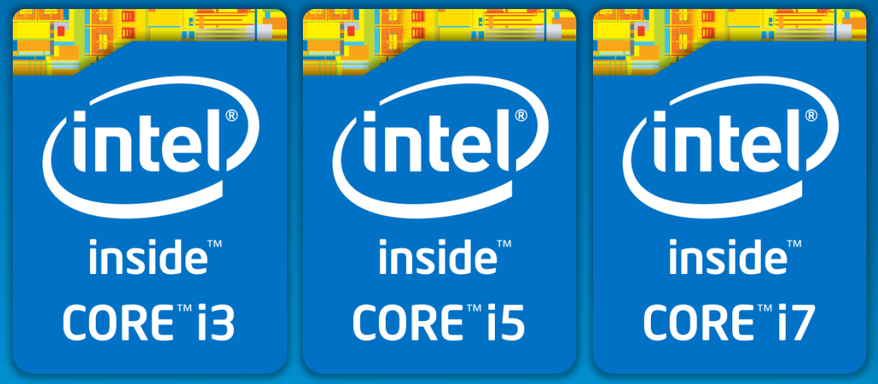
Notebook

Consumption

Creation/Productivity

Other names and brands may be claimed as the property of others

LAUNCHING TODAY



4th Generation Intel® Core™ Processor

GREATEST Battery Life Increase in Intel's History

FIRST System-on-a-Chip for PCs for 2-in-1 Form Factors

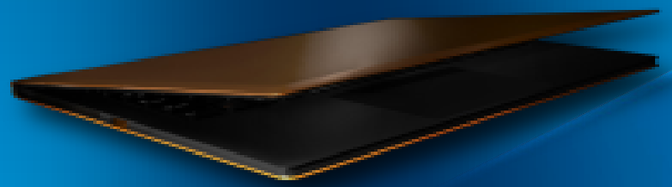
UP TO 2X Graphics Performance in Ultra-thin Form Factors

Other names and brands may be claimed as the property of others

ULTRABOOK™

2011

Category Introduction



2nd Generation
Intel® Core™ Processor

2012

Ramp Design Wins + Touch

3rd Generation
Intel® Core™ Processor

2013

"2-in-1"
The PC Re-Invented

4th Generation
Intel® Core™ Processor

Other names and brands may be claimed as the property of others

A NEW "2-IN-1" MOBILE COMPUTING EXPERIENCE

Smartphone

Tablet

Consumption

Ultrabook™
2-in-1

Ultrabook™

Notebook

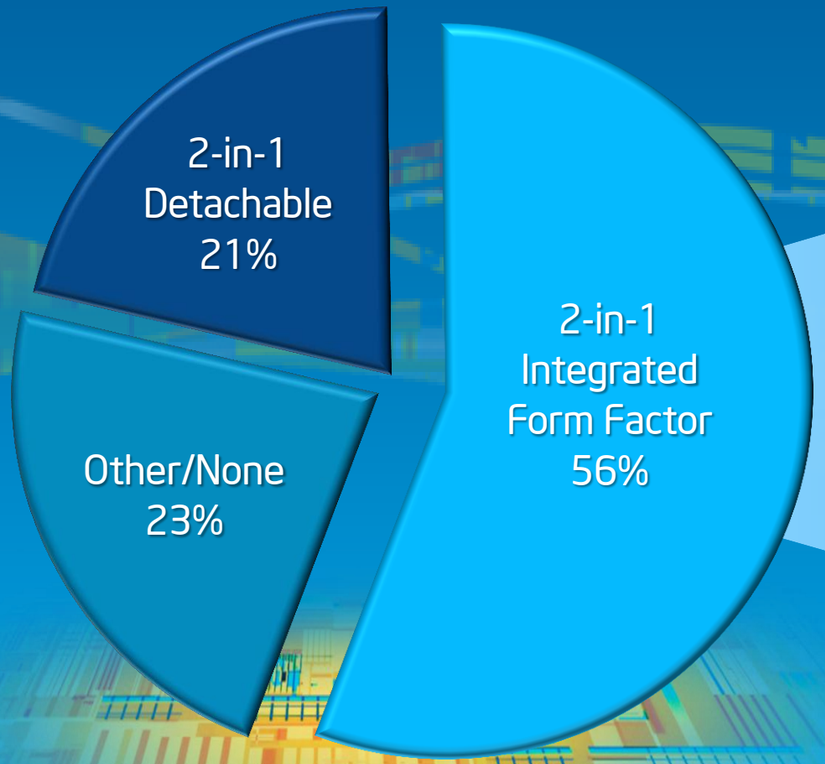
Creation/Productivity

Bay Trail 2-in-1's
2H 2013

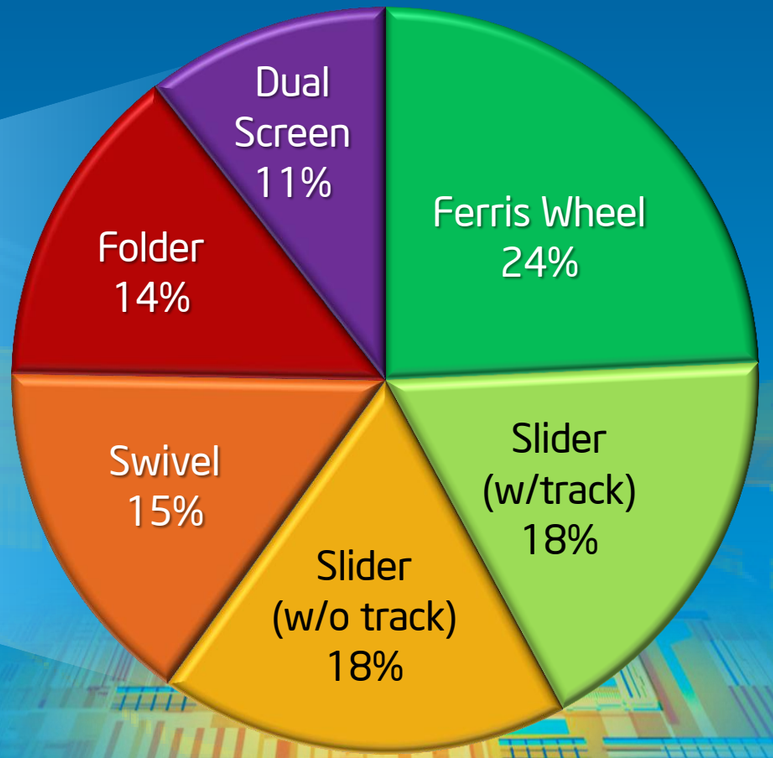
Other names and brands may be claimed as the property of others

CONSUMERS LOVE 2-IN-1 COMPUTING CHOICES

Summary of 2 in 1 Design Choice



Choice Within 2-in-1 Integrated Form Factor



Source: Intel 2-in-1 study US, China, Germany, Dec. 2012

*: Note- All other form factor parameters (i.e. weight, active battery life) held at same midpoint levels across all convertible designs

INDUSTRY MOMENTUM

Ultrabook™ YOY Volume

Touch Designs

2-in-1 Designs

Source: Intel®

INTEL® CORE™ PROCESSOR
EXCEEDING OUR EXPECTATIONS ON POWER

Lowering TDP

2010
35W

2011
17W

Lowering TDP + Optimizing Workloads via SDP

CES
7W

Other names and brands may be claimed as the property of others

INTEL® CORE™ PROCESSOR
EXCEEDING OUR EXPECTATIONS ON POWER

Lowering TDP

2010
35W

2011
17W

Lowering TDP + Optimizing Workloads via SDP

CES
7W

NEW

Today
6W

Other names and brands may be claimed as the property of others

TERAFLOPS TO FANLESS DESIGNS

UNMATCHED SCALABILITY

First Teraflop Computer:
ASCI Red (1997)
9,298 Pentium® Pro
~144 Square Meters

* projected

Other names and brands may be claimed as the property of others

TERAFLOPS TO FANLESS DESIGNS

UNMATCHED SCALABILITY

4th Generation Intel® Core™ Processor
Teraflop Notebook

* projected

Other names and brands may be claimed as the property of others

TERAFLOPS TO FANLESS DESIGNS

UNMATCHED SCALABILITY

4th Generation Intel® Core™ Processor
Teraflop Notebook

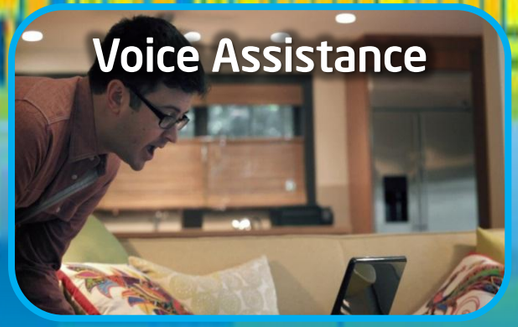
Fanless Ultrabook™ 2-in-1

* projected

Other names and brands may be claimed as the property of others

NEW EXPERIENCES

ULTRABOOK™ 2-IN-1 WITH 4TH GENERATION INTEL® CORE™ PROCESSORS



acer ASUS DELL hp lenovo Panasonic SONY TOSHIBA

Other names and brands may be claimed as the property of others

INTRODUCING INTEL® IRIS™ PRO GRAPHICS & INTEL® IRIS™ GRAPHICS

Up to 2X Graphics Performance

"The combination of Intel's new Iris Pro graphics with Intel's fourth-generation Core CPUs represents a great step forward for PC gaming, bringing high-end graphics features and performance to laptops of all shapes and sizes."

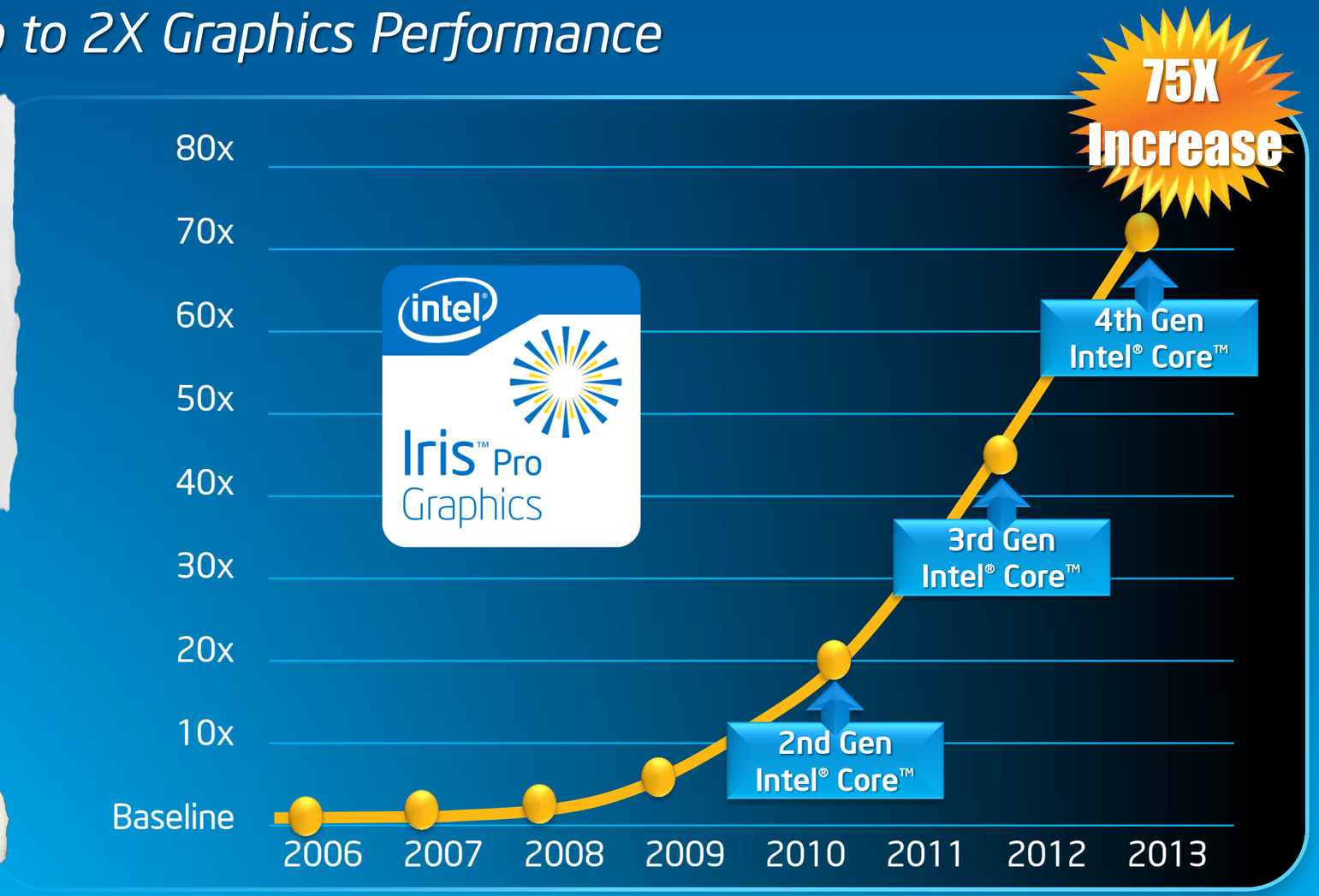
EPIC GAMES

Tim Sweeney, Founder, CEO and Technical Director, Epic Games, Inc.

"

ANANDTECH

"... I'm going to do something I've never actually done before and give Intel an AnandTech Editors' Choice Award for Haswell with Iris Pro 5200 graphics."



Source: Intel. Performance is measured using 3DMark06*. 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.. Other names and brands may be claimed as the property of others

NVIDIA 710M GeForce Graphics

Intel® Iris™ Graphics

Other names and brands may be claimed as the property of others

INTRODUCING INTEL® IRIS™ PRO GRAPHICS & INTEL® IRIS™ GRAPHICS

Up to 2X Graphics Performance

"The combination of Intel's new Iris Pro graphics with Intel's fourth-generation Core CPUs represents a great step forward for PC gaming, bringing high-end graphics features and performance to laptops of all shapes and sizes."

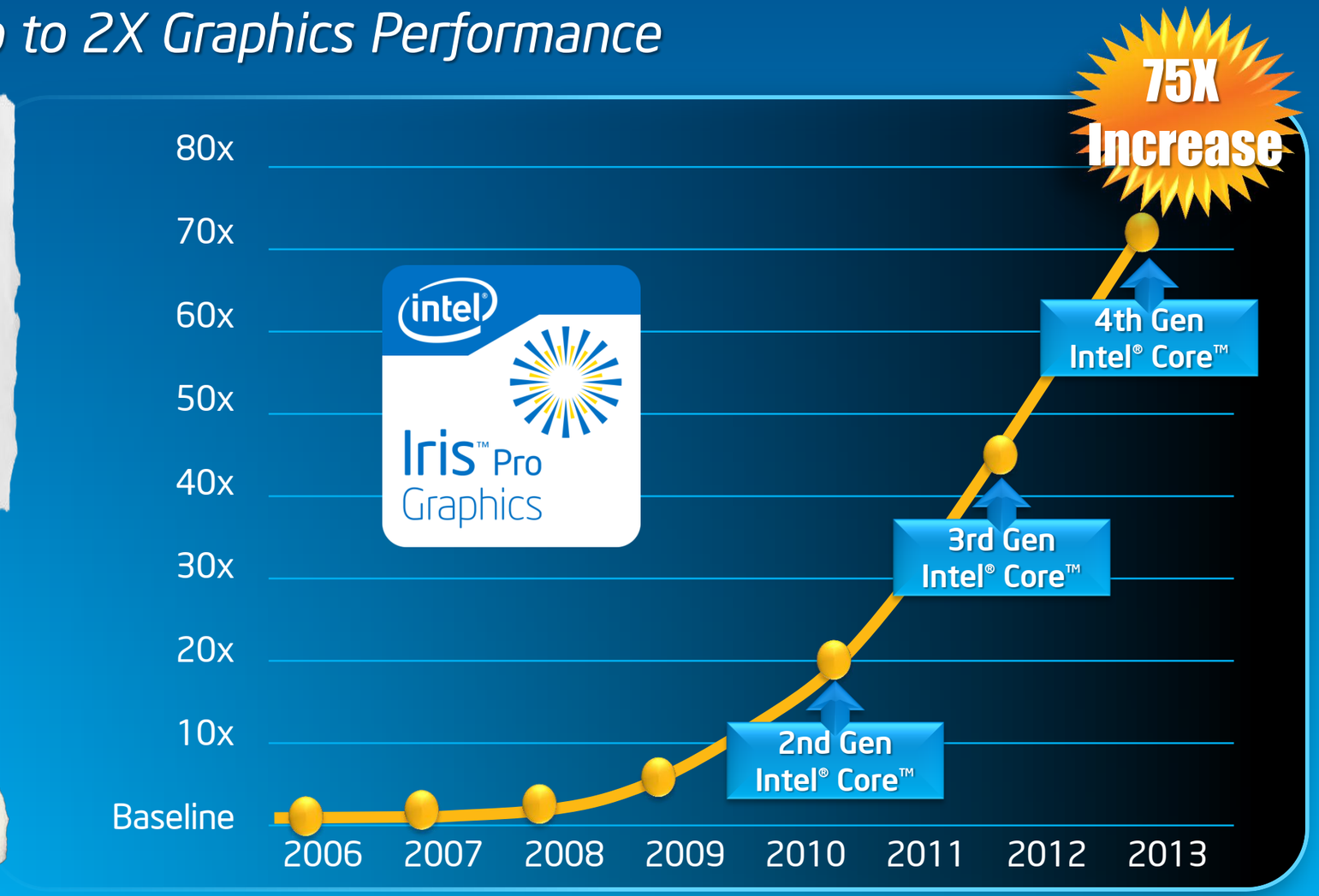
EPIC GAMES

Tim Sweeney, Founder, CEO and Technical Director, Epic Games, Inc.

"

ANANDTECH

"... I'm going to do something I've never actually done before and give Intel an AnandTech Editors' Choice Award for Haswell with Iris Pro 5200 graphics."



Source: Intel. Performance is measured using 3DMark06*. 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.. Other names and brands may be claimed as the property of others

OPTIMIZING 4TH GEN INTEL® CORE™ PROCESSOR:
IMMERSIVE HD VIDEO CONFERENCING

Tencent 腾讯

intel inside™ CORE™ i3

intel inside™ CORE™ i5

intel inside™ CORE™ i7

Other names and brands may be claimed as the property of others

Typical Video Conference

4th Generation Intel® Core™
Optimized QQ video call

OPTIMIZING 4TH GEN INTEL® CORE™ PROCESSOR:
IMMERSIVE HD VIDEO CONFERENCING

Tencent 腾讯

intel inside™ CORE™ i3

intel inside™ CORE™ i5

intel inside™ CORE™ i7

Other names and brands may be claimed as the property of others

EXPANDING VOICE

DRAGON ASSISTANT *beta*

Bringing Voice Assistant to the US Market for Back to School

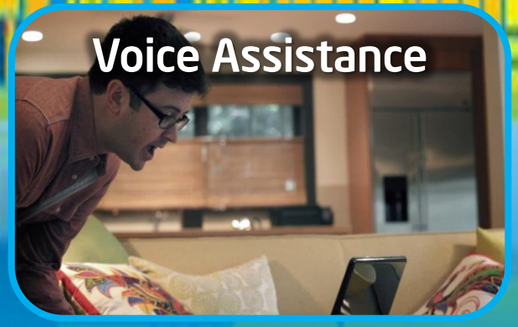
BEST BUY · acer · ASUS · lenovo · TOSHIBA

Microsoft Hotmail · facebook · kakaku.com · twitter · 腾讯微博 t.qq.com · renren · Baidu 百度 www.baidu.com · Spotify · Wikipedia The Free Encyclopedia · amazon · 土豆网 · bing · ebay · Grooveshark · BBC iPlayer · 淘宝网 Taobao.com · hulu · YouTube · iTunes · YAHOO! · Google · Dailymotion · LINE · Gmail · YAHOO! Mail · orkut · iHeartRadio · PANDORA internet radio · youku 优酷 .com · ニコニコ動画 NICO NICO DOUGA · skype · 新浪微博 weibo.com · Outlook

Other names and brands may be claimed as the property of others

NEW EXPERIENCES

ULTRABOOK™ 2-IN-1 WITH 4TH GENERATION INTEL® CORE™ PROCESSORS



acer ASUS DELL hp lenovo Panasonic SONY TOSHIBA

Other names and brands may be claimed as the property of others

NEW 2-IN-1 4TH GEN INTEL® CORE™ NEWS SUMMARY

New Ultrabooks™ Include Touch and Intel® Wireless Display

MasterPass Wallet Now with Intel® Identity Protection

Samsung TVs with Expanded Intel® Wireless Display Support

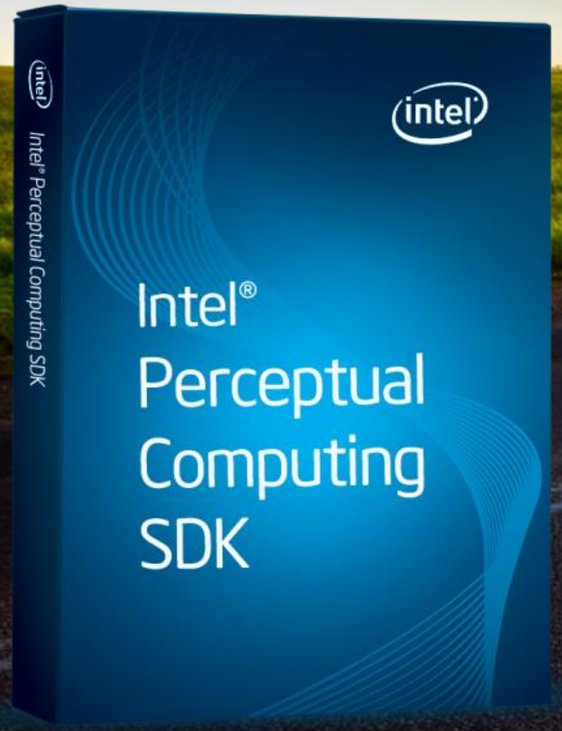
New Sensible Vision Facial Login Solutions from Asus and Sony

Expanded Nuance Dragon Assistant Availability at Best Buy

Immersive QQ video call with Tencent

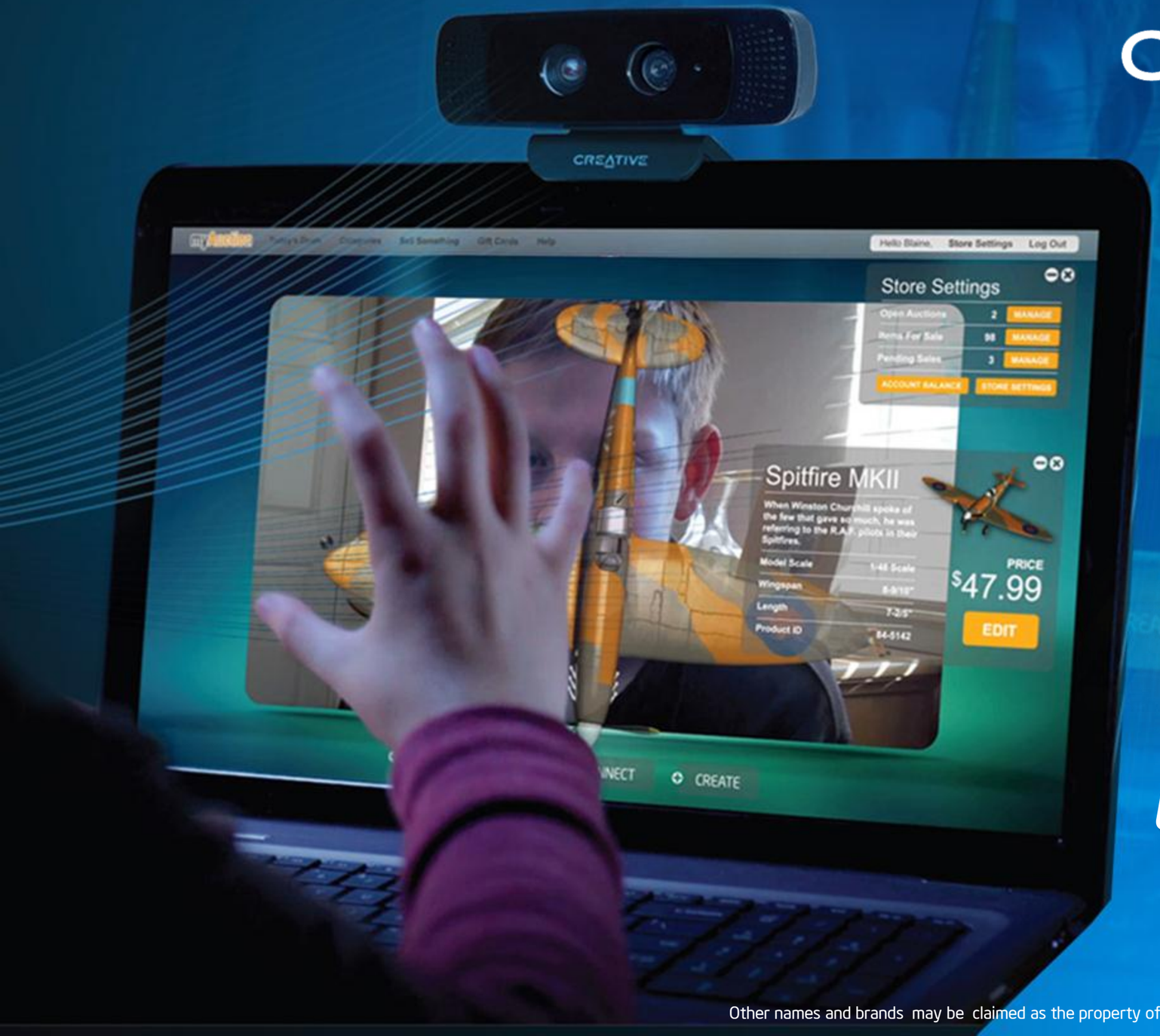
Other names and brands may be claimed as the property of others

THE ROAD TO THE FUTURE STARTS TODAY



IDF San Francisco
2012

CREATIVE SENZ3D™



Enabling Natural Interactions

Available soon from:
Dell & Lenovo

Other names and brands may be claimed as the property of others

THE ROAD TO THE FUTURE STARTS TODAY

intel®
Capital

$100,000,000
Experiences &
Perceptual
Computing Fund

Today

IDF San Francisco
2012

THE ROAD TO THE FUTURE STARTS TODAY

SILVERMONT
ONE AMAZING ARCHITECTURE, MANY PRODUCT LINES

OS PORT OF CHOICE

Bay Trail - M

Entry Notebooks

Entry “2 in 1”

Bay Trail - D

AIO

Other names and brands may be claimed as the property of others

"Finally there's one processor that gives us what we want *and* what we *need*"

Mike Feibus, Techknowledge Strategies

4 Year Old Laptop

VS.

Ultrabook™ 2-in-1
4th Generation Intel® Core™

Get Work Done ~1.8x Faster

Convert Videos ~23x Faster

Play Popular Games 26X Faster

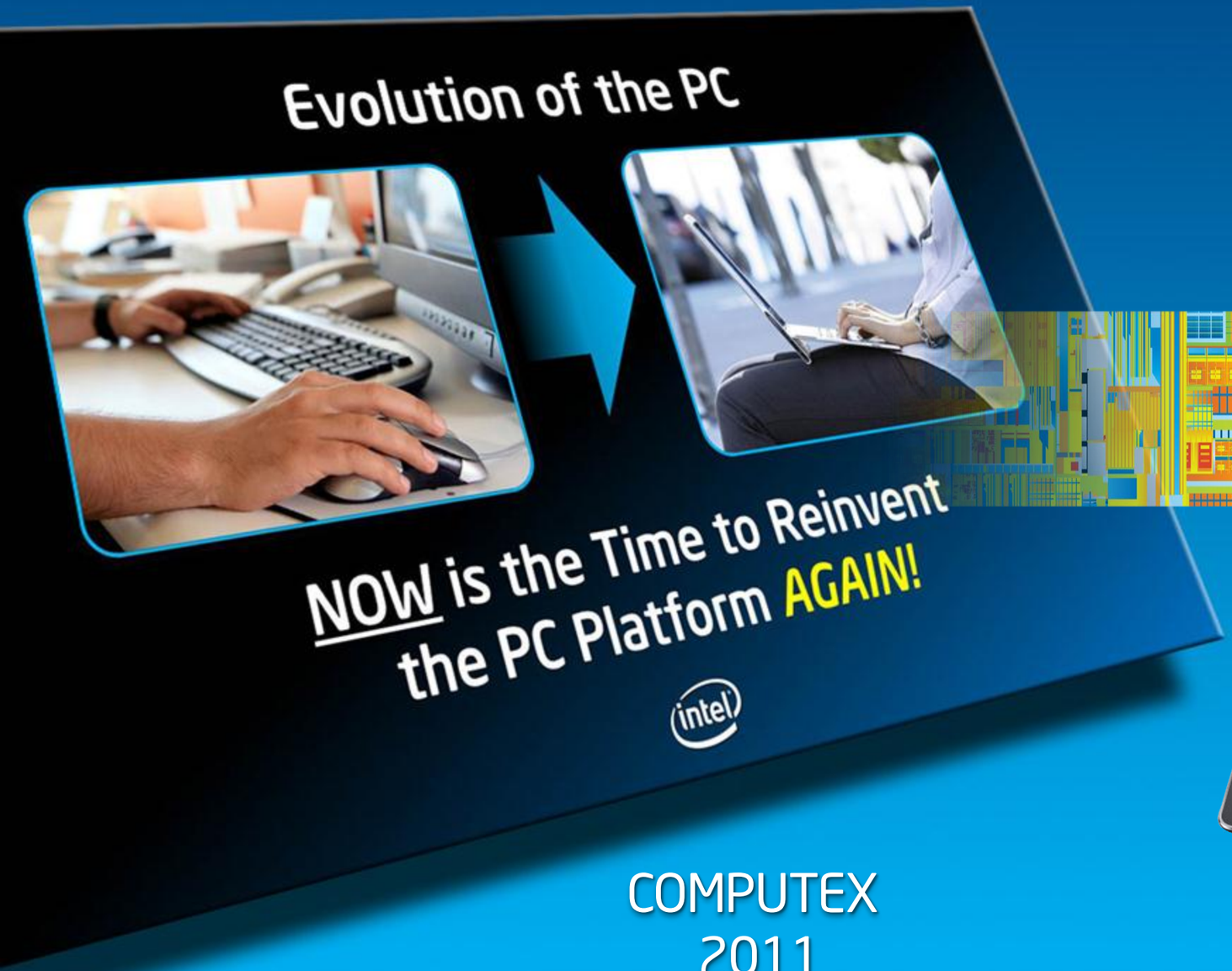
Wake Up and Go >8X Faster

Watch HD Movies 3X Longer

>50% Thinner
&
>50% Lighter

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. Performance SPECint=Ard47/HSW64 Graphics/media = Cyberlink 6.5 (ARD 155seconds) – (HSW 12 seconds) 6minute clip 1GB (1080p mov – mp4 ipod device) SEG 428 - Cyberlink 6.5: The workload file is a 6 minute, ~1GB, 1920x1080p, 23738 kbps, MOV video file that one would have obtained from an iPhone 4S. The file is transcoded to a smaller 640x360, H.264, .MP4 file for reduced file size during internet transfers or for viewing on a portable device with lower resolution such as an iPod. Up & Ready = Resume Ard19 sec vs HSW 3 sec . Battery ~3hours local HD playback – 8Hours local HD Playback Up and Running is cold boot = 60 sec (>30 seconds to boot) (19 Seconds Hibernate resume) (2nd and 3rd gen = 7 seconds). System ARD: Core i5-540M Battery: 47whr MM07 Productivity: 234 Reference: MarBOB Q3_2010_Mobile_Heat_Map_Reviewed.xls OEM system – HP DV6t Core i5 520M Performance Sysmark 07 Preview: 165 SPEC Int: 47. HSW Ultra i5 SPECint_rate – 64 Cyberlink 6.5: 12sSYSmark 2007 Preview – HSW i5 Ultra – ~175 . Other names and brands may be claimed as the property of others

THANK YOU!
謝謝



COMPUTEX 2011

TODAY

Other names and brands may be claimed as the property of others

SUMMARY

4th Generation Intel® Core™ Processor Family Launching Today

Delivering 2-in-1 Across a Broad Range of Form Factors and Price Points

Ultrabook™ 2-in-1:
A Tablet When You Want It and a Laptop When You Need It

The 2-in-1
Computing Experience

Question & Answers

Kirk Skaugen
Senior Vice President & General Manager
PC Client Group

Jason Chen
Vice President, Sales and Marketing Group
Country Manager, Intel Taiwan

Navin Shenoy
Vice President, General Manager
Mobile Global Platforms

The 2-in-1
Computing Experience