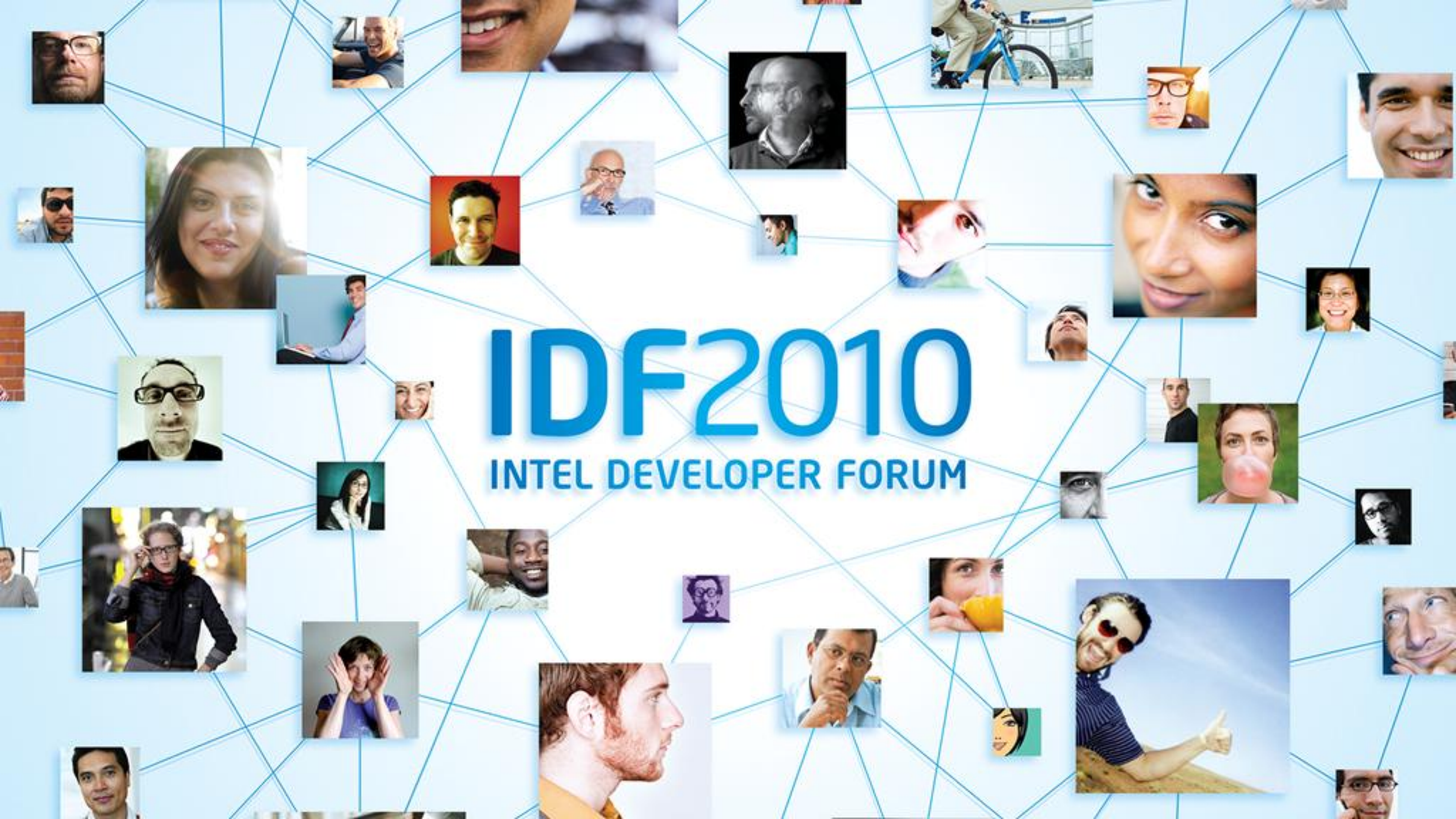

IDF2010
INTEL DEVELOPER FORUM

Intel's Transformation

Computing Essentials

The Evolution of Smart

Sponsors of Tomorrow™

PCs

GROWING RAPIDLY

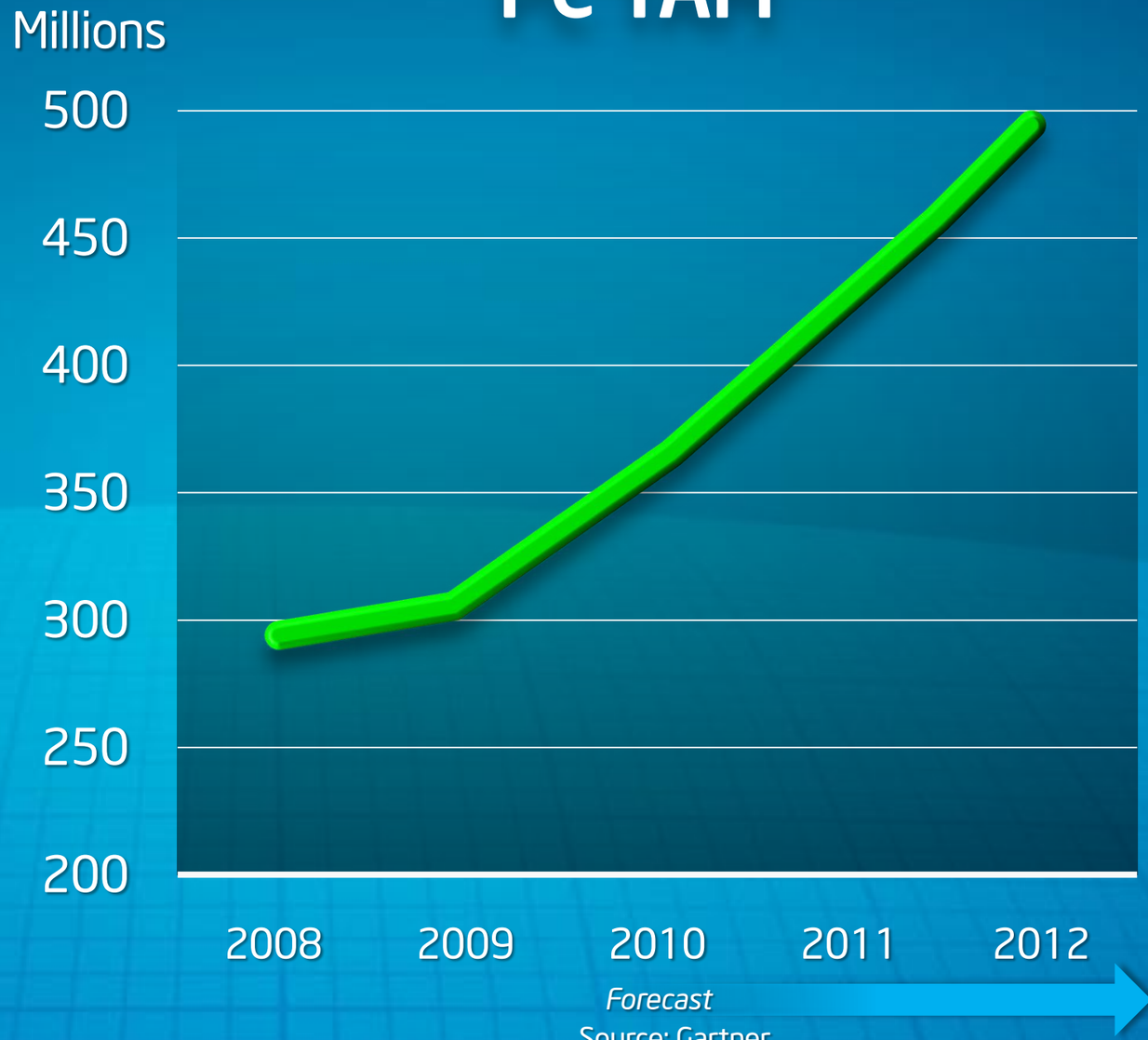
Billions of Untapped Users

2010

1M

PCS /DAY

PC TAM



Source: Gartner

Global PC Forecast and Shipments Quarterly Statistics: Database, 7 September 2010

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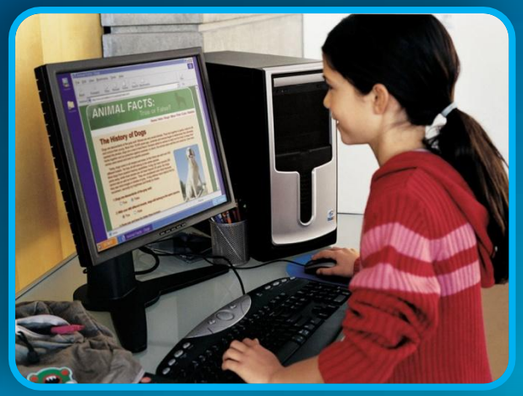
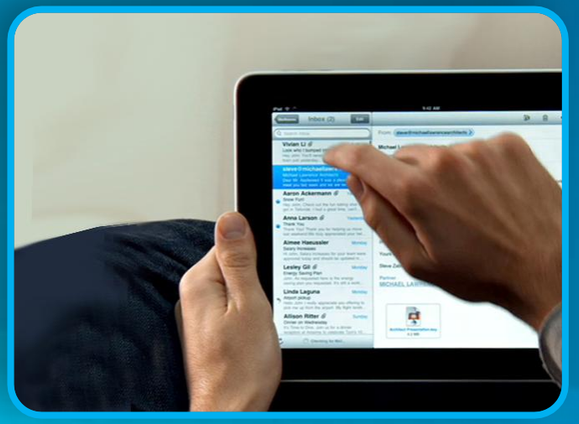
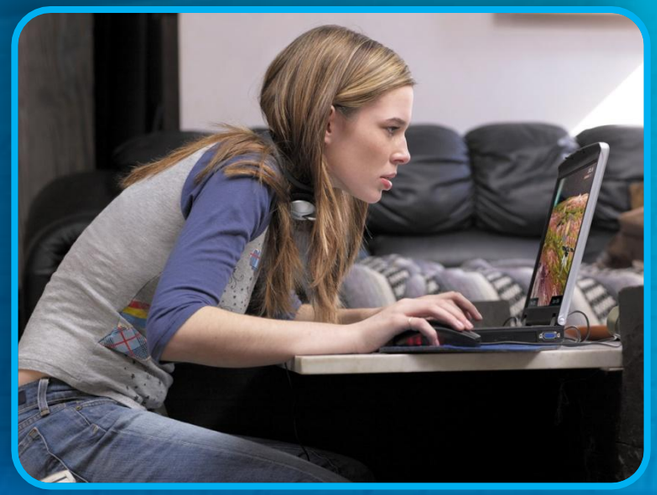
Proliferation of
SMART DEVICES







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intel®

A Continuum of Personal Computing Experiences

Desktops | Laptops | Netbooks | Personal Devices | Smartphones | Smart TVs | Embedded

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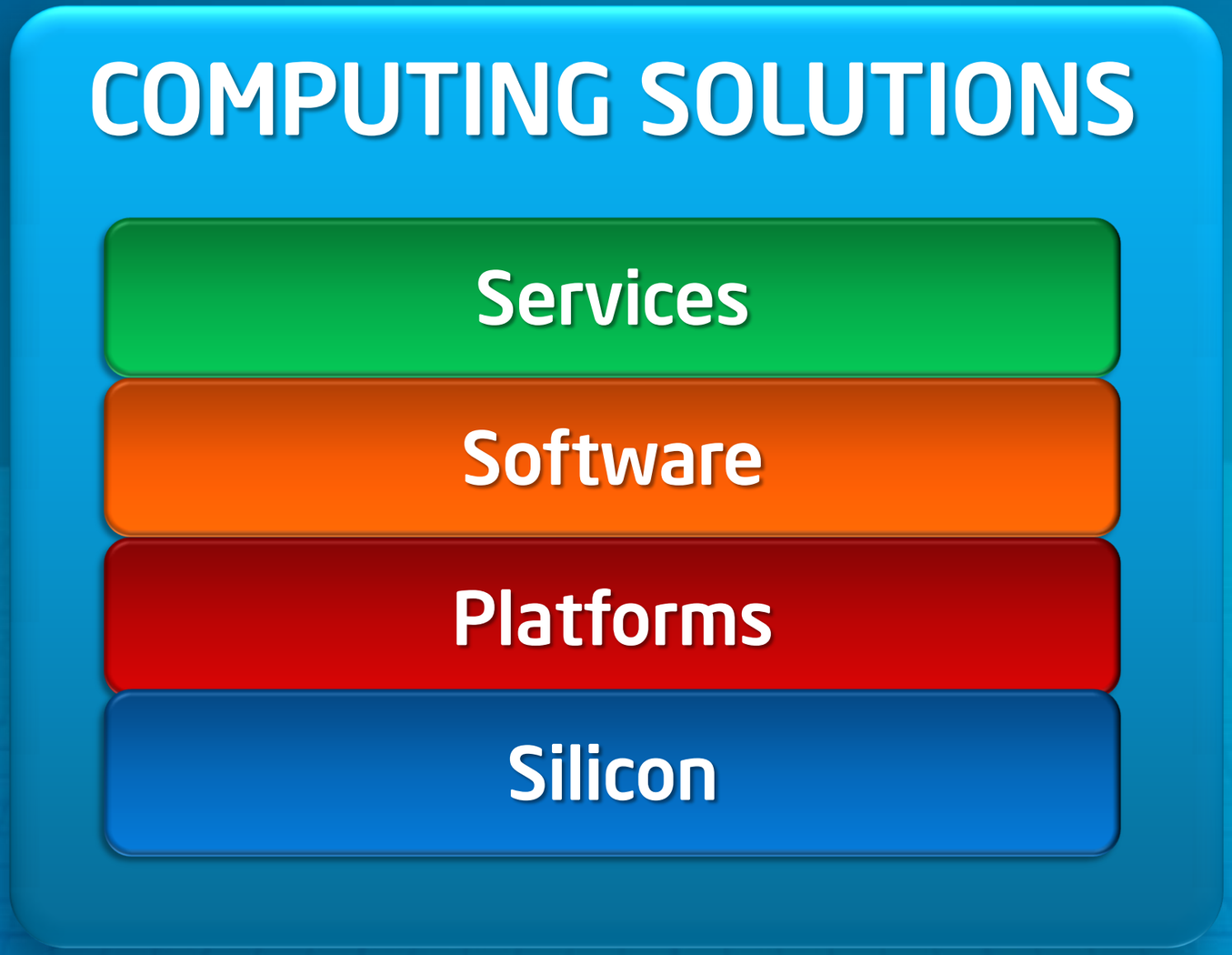
INTEL
Circa
2000

CHIP COMPANY

Silicon

Sponsors of Tomorrow™
intel

INTEL TODAY


COMPUTING SOLUTIONS
Services
Software
Platforms
Silicon

INTEL TODAY

COMPUTING SOLUTIONS
Services
Software
Platforms
Silicon
WIND RIVER

Intel's Transformation

Computing Essentials

The Evolution of Smart

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Three Pillars of Computing

Energy-Efficient
PERFORMANCE

SECURITY

Internet
CONNECTIVITY

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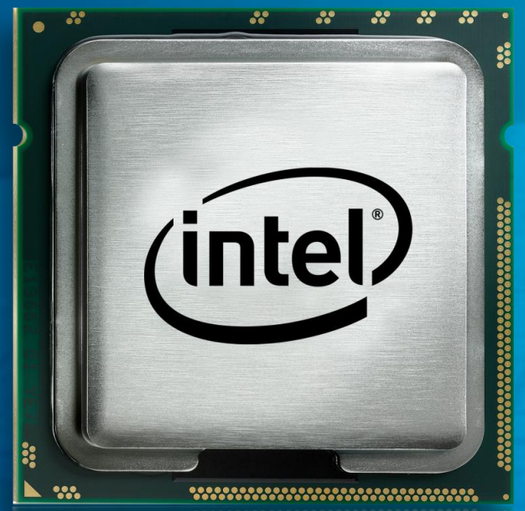
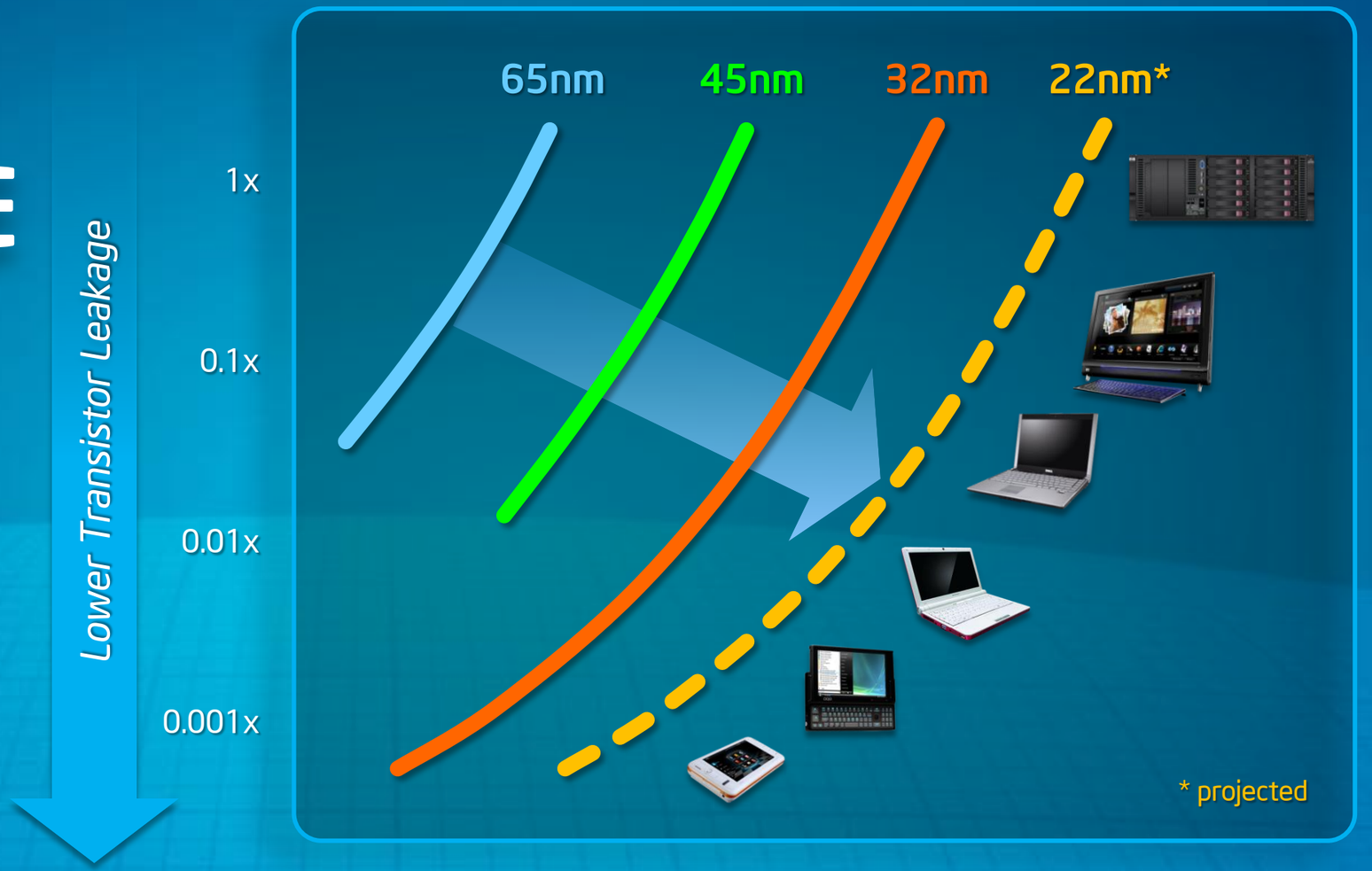
Energy-Efficient
PERFORMANCE
Built on Moore's Law





Source: Intel

Sponsors of Tomorrow™ intel

SECURITY

Intel® vPro™ Technology

McAfee®

Capabilities Across The Continuum

Sponsors of Tomorrow™

intel®

Internet
CONNECTIVITY

Wi Fi™

wimax

Lte™

Infineon
Wireless Solutions Business

3G

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Investing in

PLATFORM CAPABILITIES

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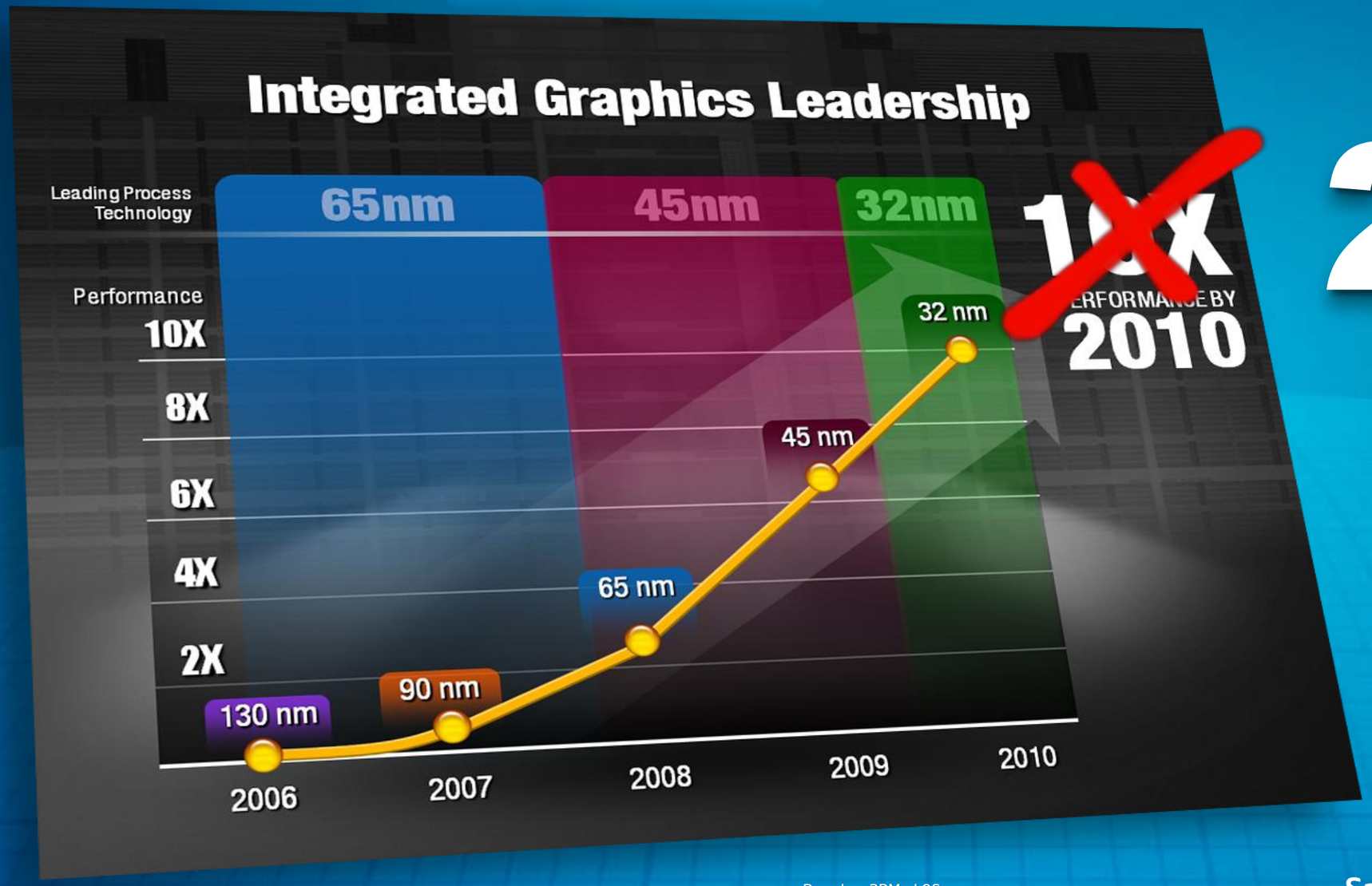
IDF 2007



25X

Based on 3DMark06

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Leadership Platforms in
VISUAL COMPUTING

Sponsors of Tomorrow™

intel®

Enabling Rich
SOFTWARE ENVIRONMENTS

Port of CHOICE

MeeGo™

Intel® App Up℠

Sponsors of Tomorrow™

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A Continuum of Solutions based on
INTEL ARCHITECTURE

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Intel's Transformation

Computing Essentials

The Evolution of Smart

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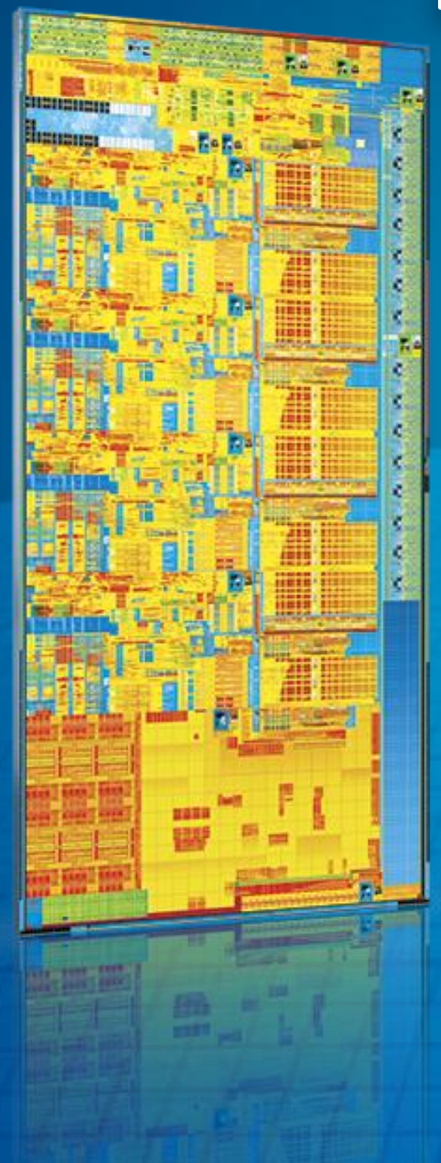
2nd Generation Intel® Core™ Processors Are REVOLUTIONARY for PCs



intel inside™ CORE™ i7

intel inside™ CORE™ i5

intel inside™ CORE™ i3

Visibly Smart

Smart Performance + Visual Experience

Sponsors of Tomorrow™ intel®

Smarter

DATACENTERS

Sponsors of Tomorrow™

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The Future of "SMART"

Smart PC's

Smart Personal Devices

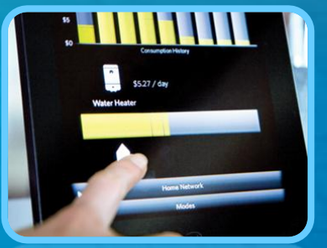
Smartphones

Smart TVs

Smart In-Vehicle Infotainment

Smart Digital Signage

Smart Home Energy Management



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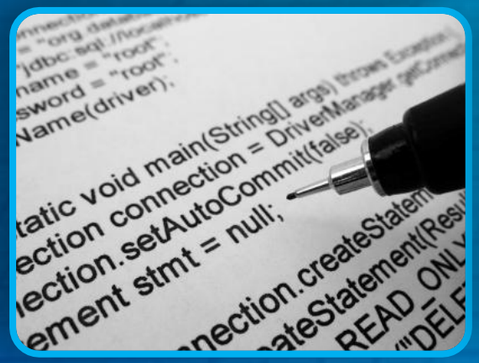
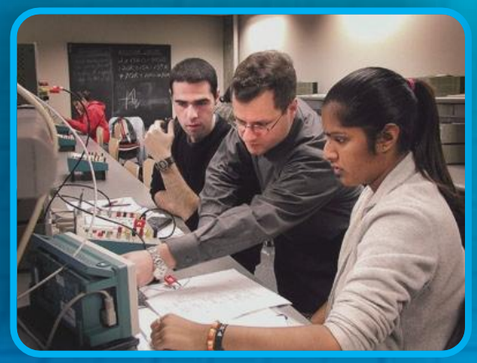
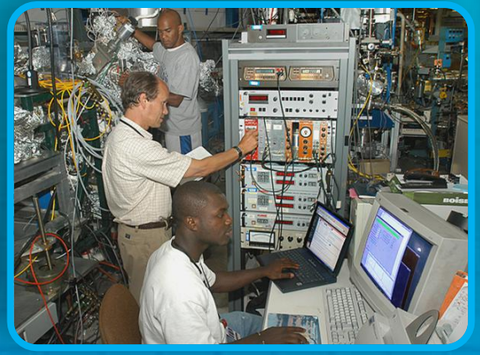
Focus on DEVELOPERS







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COMPUTING 2020*

50 TRILLION
Gigabytes Of Data

2 TRILLION
Financial Transactions

31 BILLION
Connected Devices

4 BILLION
Connected People

25 MILLION
Applications

Source: IDC
IDC Directions 2010, ICT Outlook: Recovering Into a New World, Doc.# DR2010_GS2_JG, March 2010
*forecast

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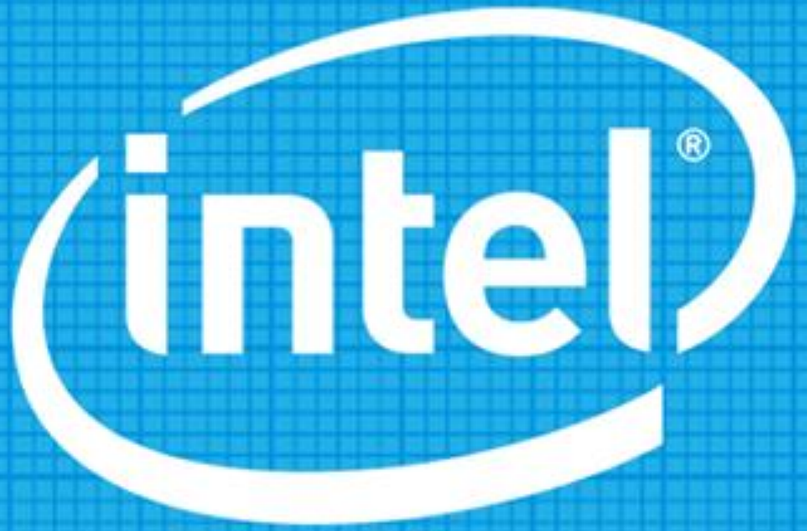

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