



David Perlmutter

Executive Vice President
General Manager, Intel Architecture Group





**Everyone Has
DREAMS**

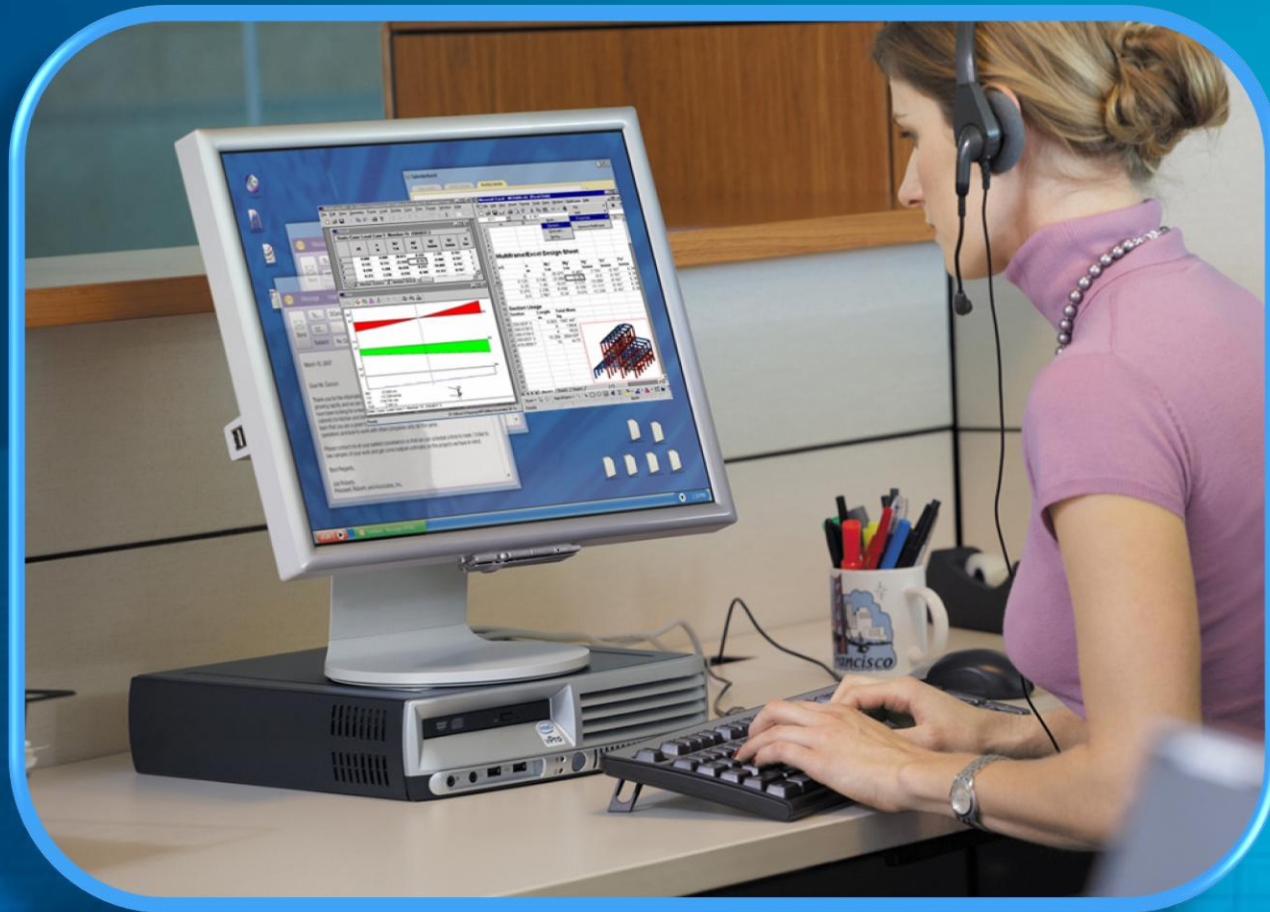
Sponsors of Tomorrow™ 



INNOVATIVE IDEAS
+
The CAPABILITY To Make It Real

The Daily COMPUTING EXPERIENCE Has Evolved

Data & Text



Audio, Video, Pictures



Sponsors of Tomorrow™



The Rise Of INTUITIVE COMPUTING





Francis MacDougall
CTO & Co-founder



ADVANCED CAPABILITIES For Mainstream Business



*Bringing
BUSINESS INTELLIGENCE
To More Businesses*

Sponsors of Tomorrow™ 

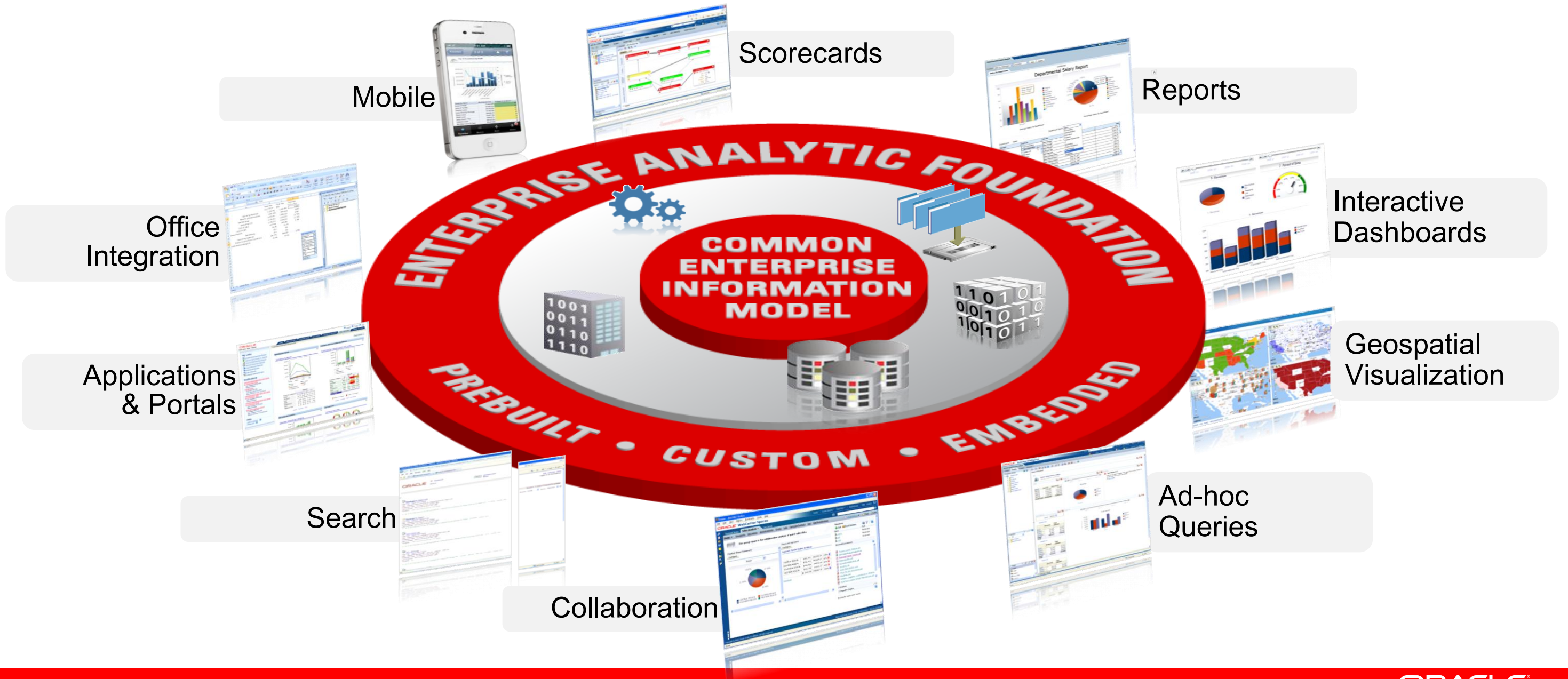


Paul Rodwick
Vice President
Product Management
Oracle Business Intelligence

ORACLE®

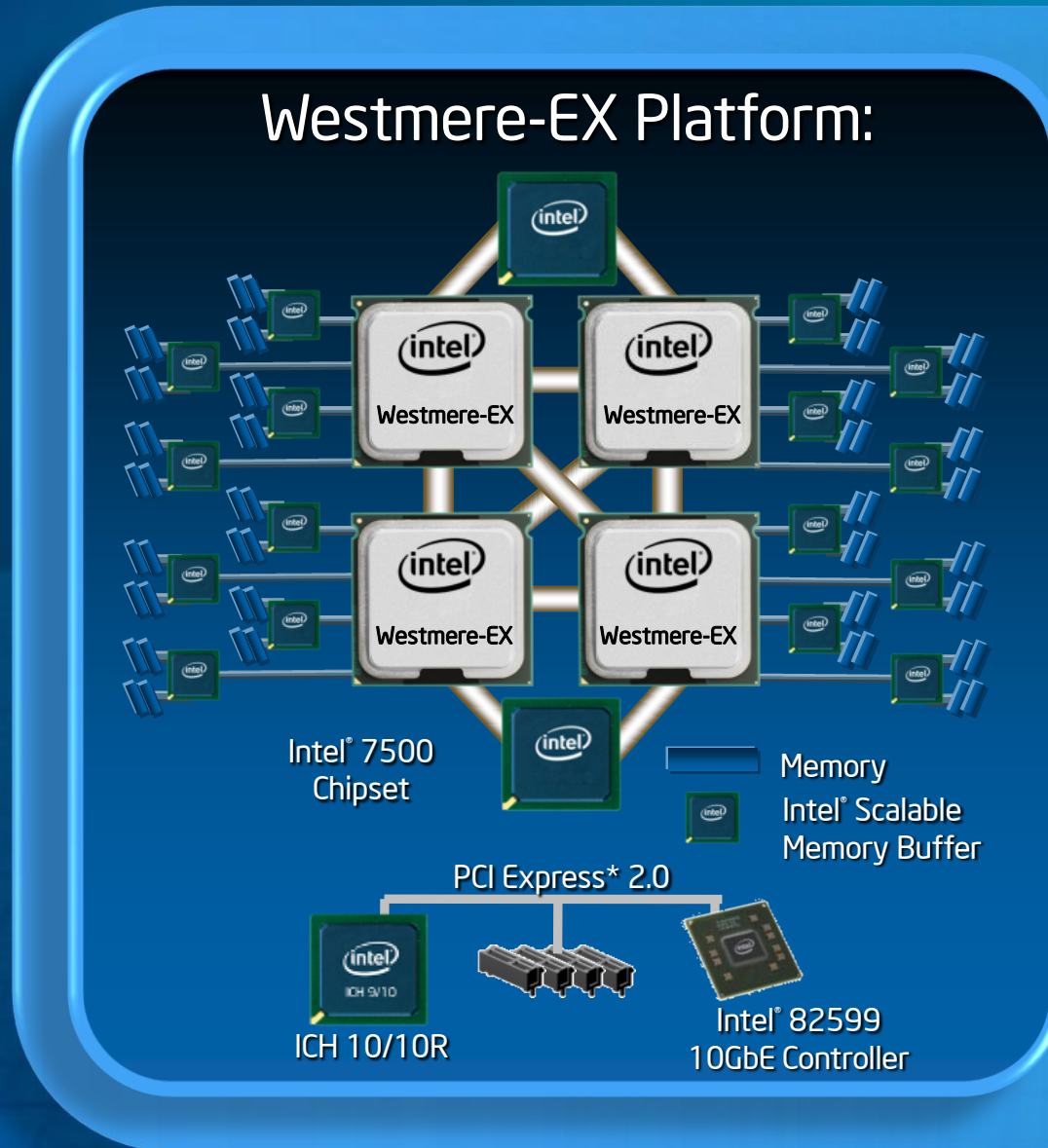
Oracle Business Intelligence

Complete. Open. Integrated.



WESTMERE-EX

New Levels Of Capabilities For The Scalable Enterprise



10 Core / 20 Threads Processor

2X the Memory Capacity*

Enhanced Security

Second Generation High-k Metal Gate (32nm)



Sponsors of Tomorrow™



*WSM-EX supports DIMM densities up to 32GB; this is double the 16GB DIMM maximum supported by Xeon 7500. For a typical 4-socket 64-DIMM slot system, the maximum memory capacity with Westmere EX is 2TB (64slots*32GB/slot)—double the 1TB (64 slots * 16GB/slot) of Xeon 7500.

Consumers Want REAL-TIME, HIGH-QUALITY Computing Too



Music Creation
and Listening



Video Editing
and Viewing



Picture Editing
and Viewing

But Even Simple Tasks Take TOO LONG



~1.5 Min To Fill
Your Music Player



~5 Min To Process
Your Video



~1.5 Min To Process
Your Pictures

Source: Intel® HDXPRT 2009 Test Suite on Intel® Core™ Duo processor T2250 and mobile Intel® 945GM Express Chipset

Edit Videos from your Camcorder: Time taken to edit 90 minutes of footage from a HD camera to create videos for publishing on YouTube, archiving on Blu-ray discs and Flash videos for sharing on your website.

Create Memories from your digital camera: Time taken to edit and process vacation photos and video clips from a 10 Mega-pixel Digital Camera with 4GB memory.

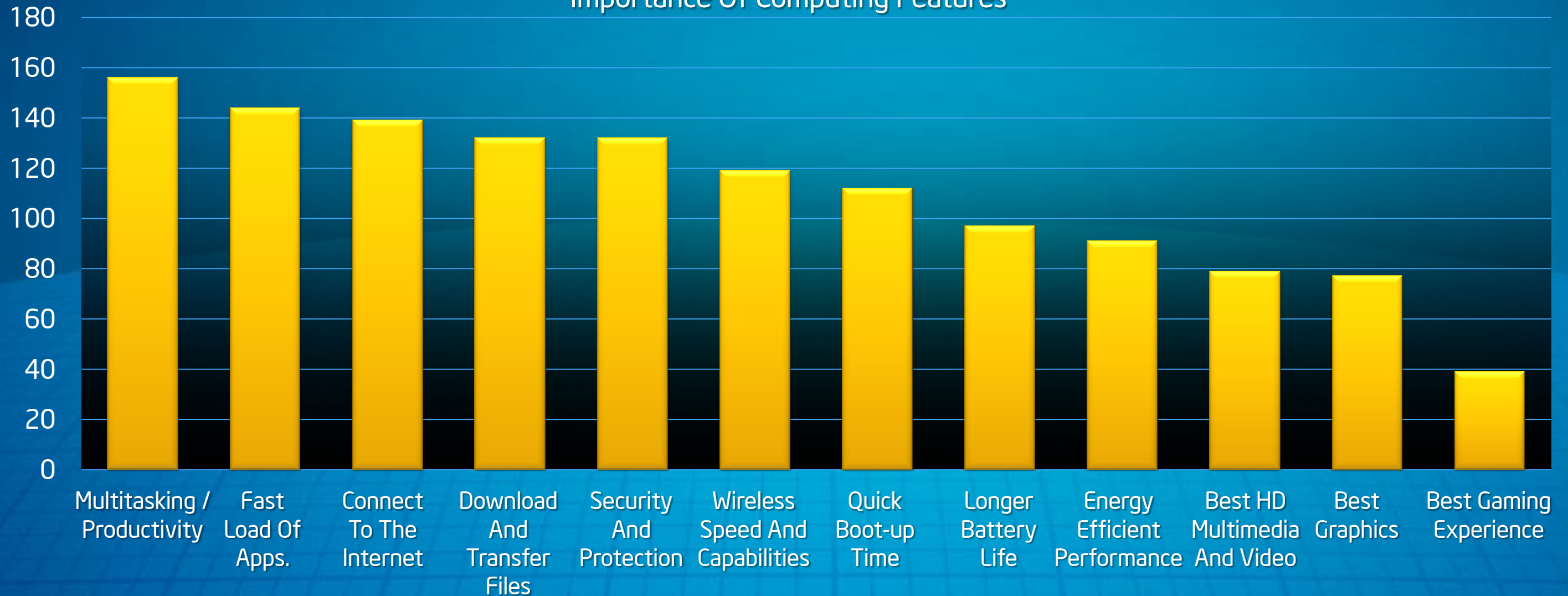
Fill up your iPod: Time taken to prepare 4GB of music and videos for a portable media player for enjoying on-the-go.

Sponsors of Tomorrow™ 

Users Want A SEAMLESS Computing Experience

Responsive, Connected, Visual, Efficient


Importance Of Computing Features



Sponsors of Tomorrow™ 



**Real-Time, High-Quality
Computing EXPERIENCE**

Sponsors of Tomorrow™ 

Intel's LEADERSHIP Architecture Roadmap

Tick

Tock

Tick

Tock

Tick

45nm

32nm

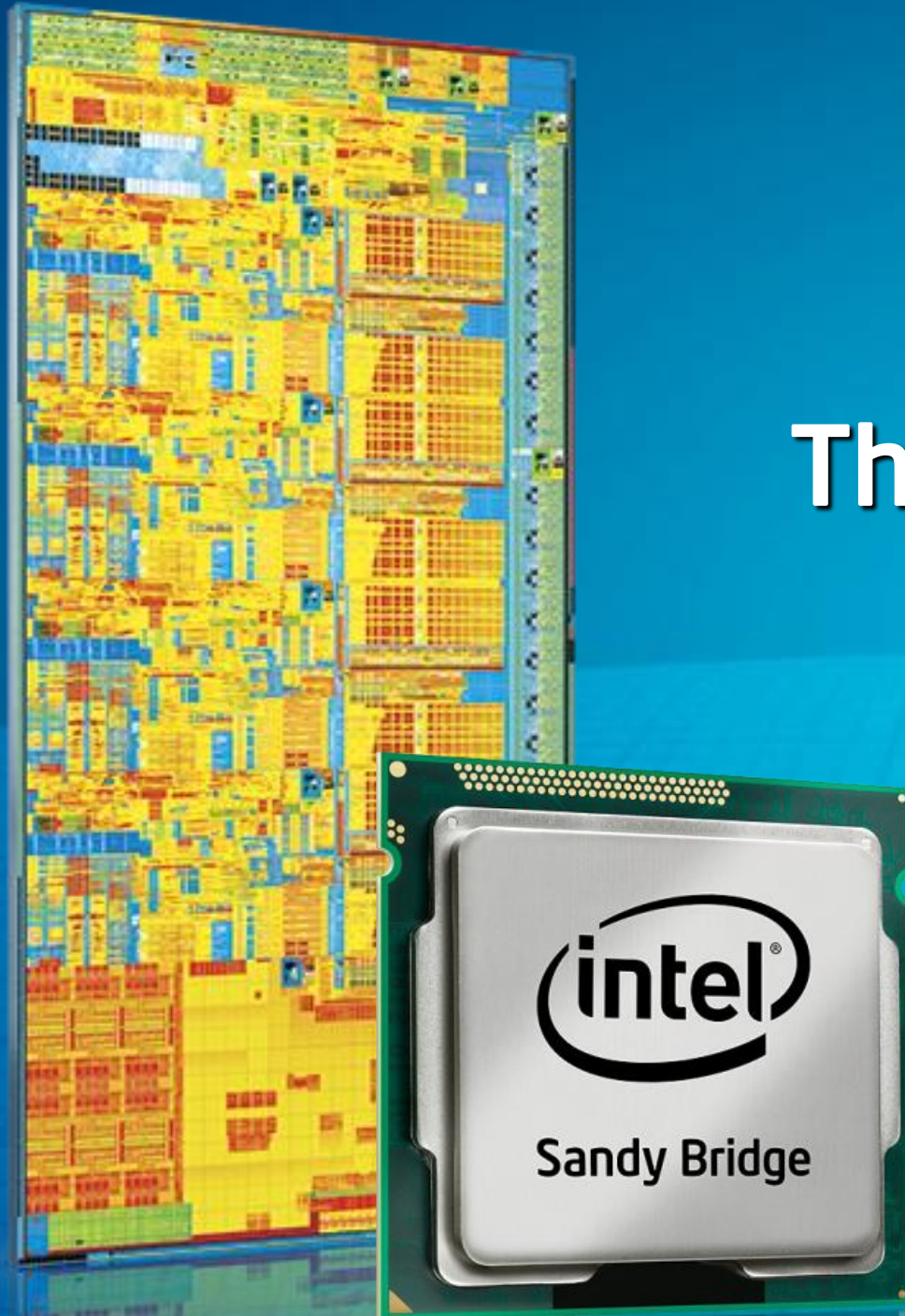
22nm



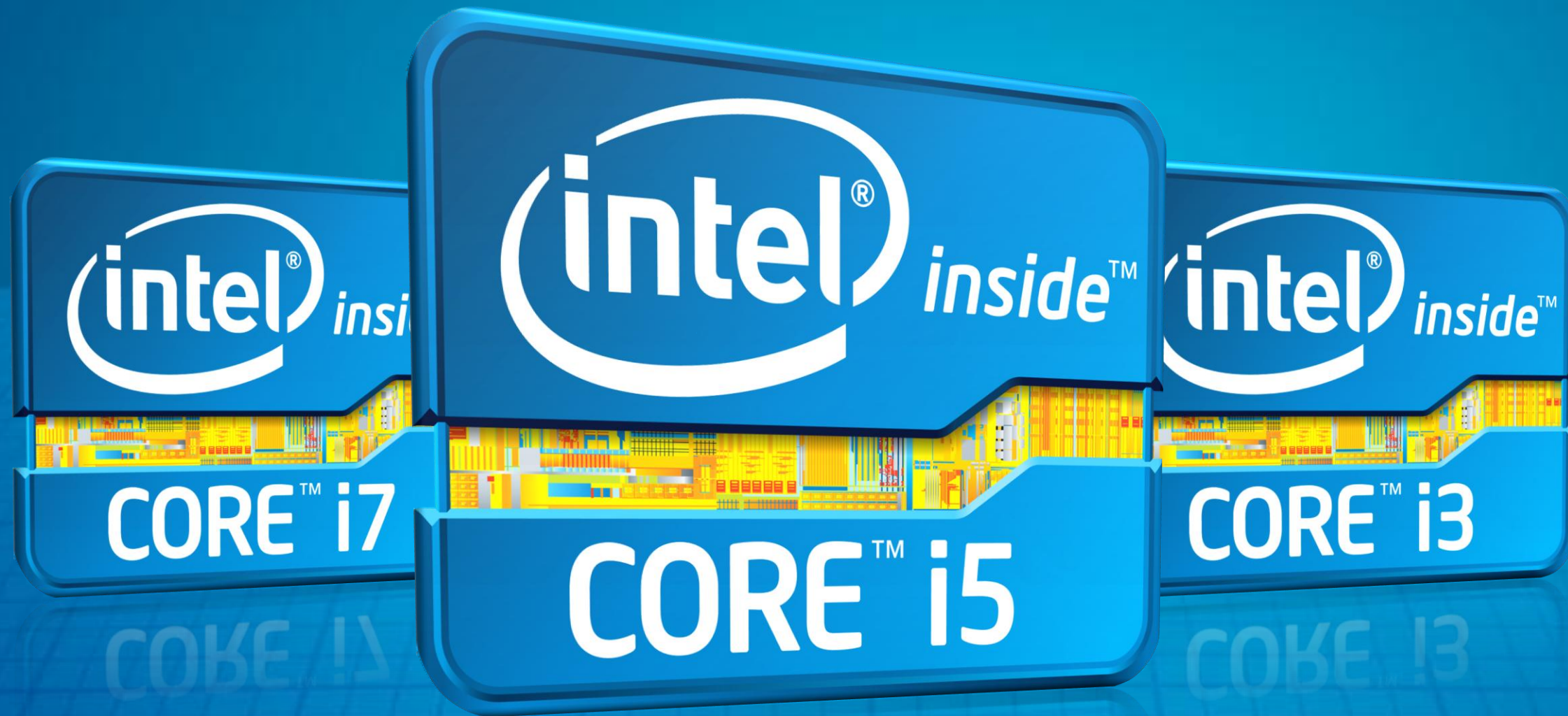
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SANDY BRIDGE: The Visibly Smart Architecture



2nd Generation Intel® Core™ Processor Family: The VISIBLY SMART Computing Solutions



Extraordinary Visual Technologies For A SEAMLESS VISUAL EXPERIENCE



Media Processing



Stereoscopic 3D Blu-ray



Image Quality Enhancement



Intel® Wireless Display



Mainstream 3D Gaming



Intel® Advanced Vector Extensions



The MEDIA ENGINE For Real-Time, High-Quality Content

Create & Edit

Synch & Share



Putting
**ADVANCED
COMPUTING**
In Everyone's Hands

SECURITY & TRUST Technology Built-in



Identity Protection &
Fraud Deterrence



Detection & Prevention
of Malware

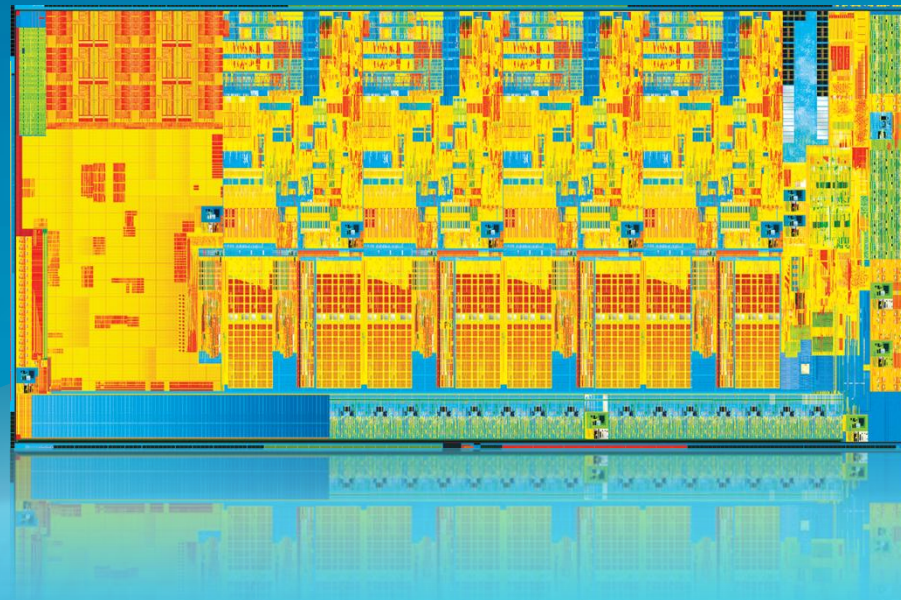


Securing Data
and Assets



Recovery and
Enhanced Patching

Sandy Bridge Architecture For The COMPUTE CONTINUUM



SERVER



WORKSTATION



DESKTOP



LAPTOP



EMBEDDED
Communications



EMBEDDED
Video



EMBEDDED
Digital Signage

The World COMMUNICATES On IA

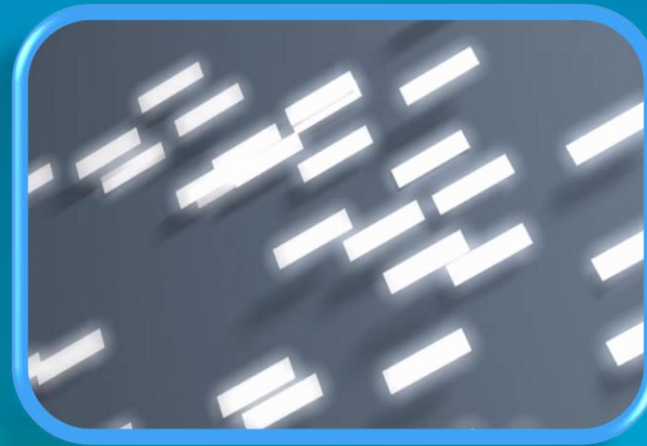
Consolidation of Four Workloads On One Architecture



Application Processing



Control Processing



Packet Processing



Signal Processing

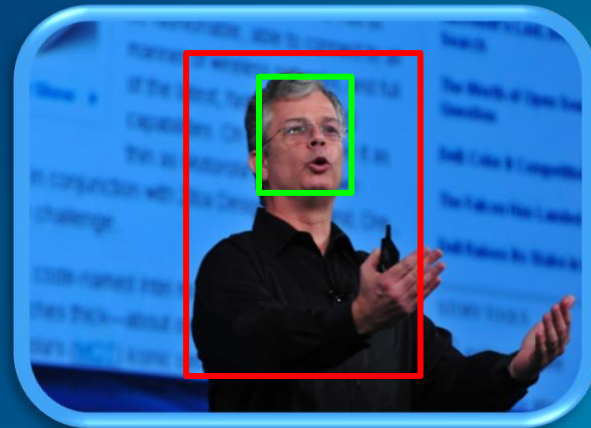


"Intel Architecture provides the computing capability and technology evolution required to address growing telecommunication demands. IA is providing Huawei horizontal platform solutions that fit across multiple product lines without the need of changing major system software elements, middleware, and application interfaces. This supports Huawei's strategy of using a single architecture across all its products."

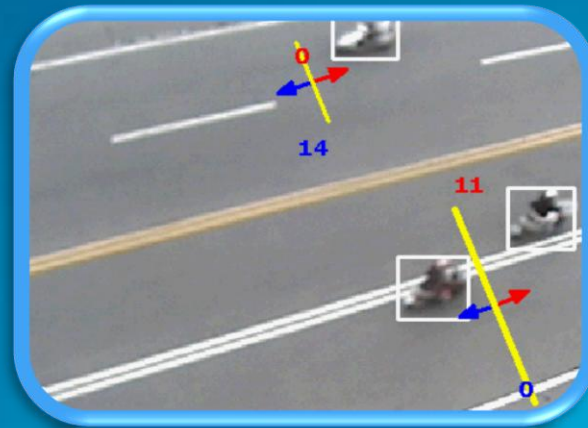


"Sandy Bridge architecture improves network capacity & spectrum efficiency, offering a unique value proposition in power efficiency, optimized utilization, and solution flexibility."

The REAL-TIME Value Of Video Analytics



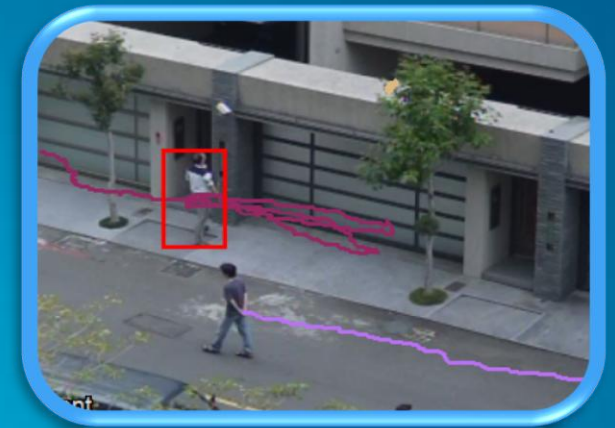
Face Detection



Vehicle Flow Counting



People Flow Counting



Loitering Detection



Virtual Fence



Missing And Left Object Detection

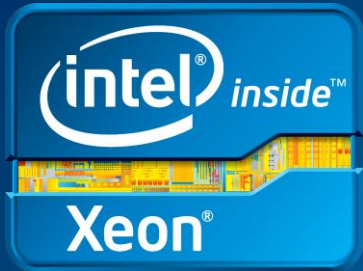


Car License Plate Recognition



Flame Detection





Sandy Bridge Architecture for SERVERS

2011

Future

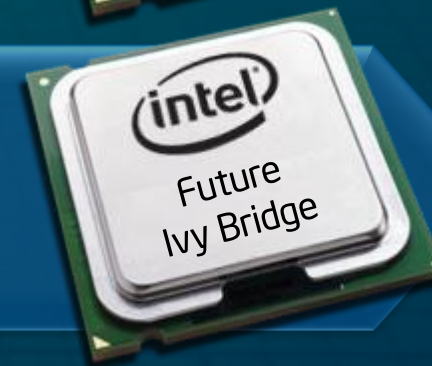
Expandable
4S & Above



Efficient
Performance
2S



Entry
1S



Sponsors of Tomorrow™



The Platform Of THE FUTURE



Jeff Bellinghausen
Founder & CTO



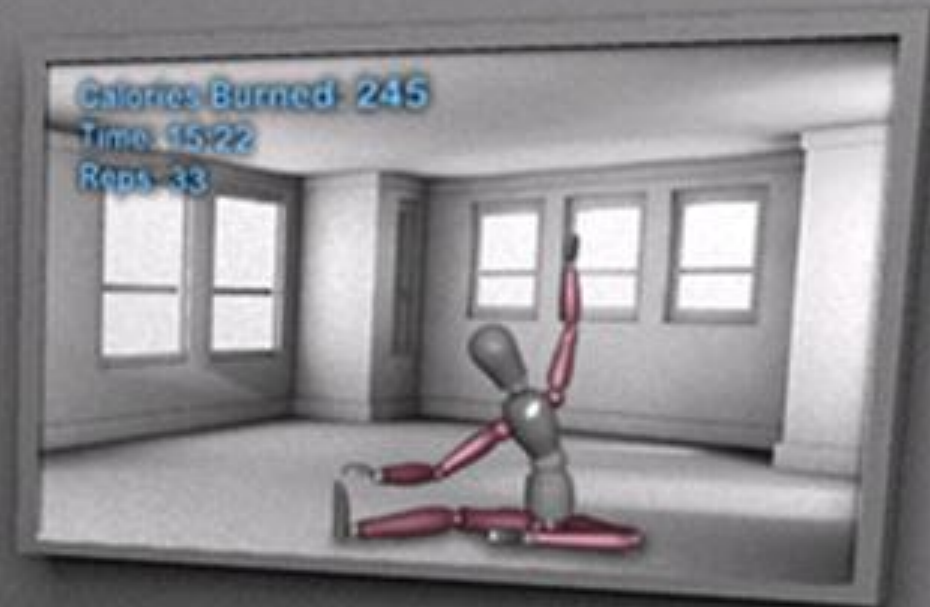
SIXENSE
ENTERTAINMENT, INC.



The PC As A GAME CONSOLE



The PC As An INTERACTIVE PORTAL



**The PC As Your
TRAINER**



The PC As Your PERSONAL DOCTOR



The SEAMLESS PLATFORM For Developers

Responsiveness



Visuals



Trust / Security



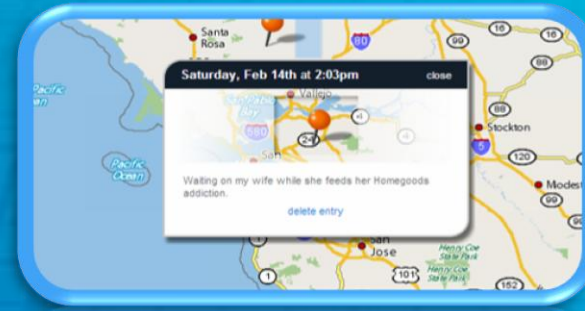
Physical Features



Connectivity



Location / 3D Position



Proximity

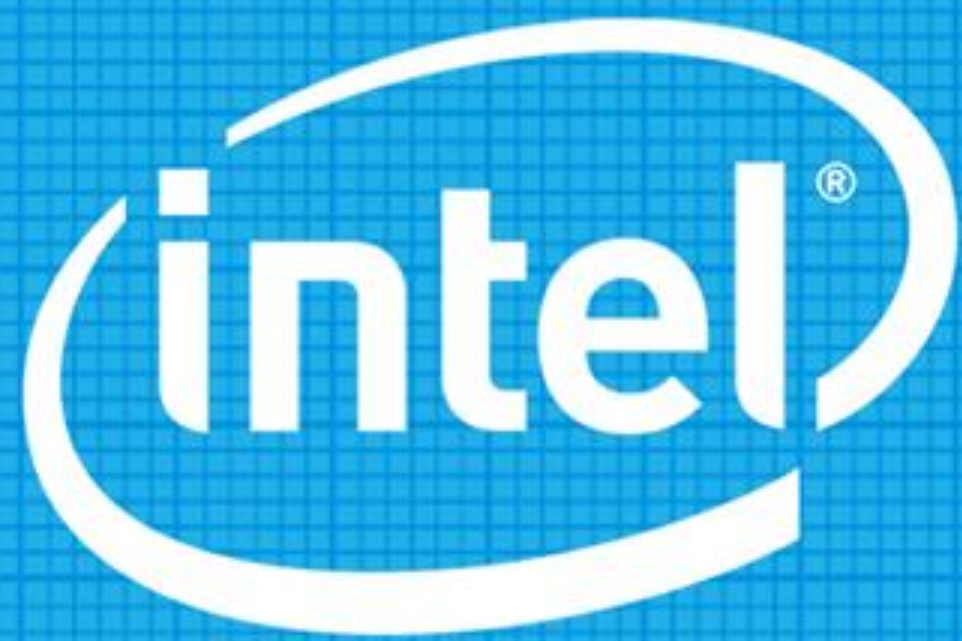


Sensing & Analysis



Intel Architecture: Defining The Next Generation Of Computing **POSSIBILITIES**





Sponsors of Tomorrow.™



IDF2010

INTEL DEVELOPER FORUM