



Douglas L. Davis

Vice President, Intel Architecture Group
General Manager, Embedded and Communications Group







REACH UP TO 130MPH ON THE TRACK

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



GIVE YOU A BETTER WORKOUT AT THE GYM



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ENABLE TAXIS TO CHANGE ADVERTISEMENTS ON THE GO

TAXI



A modern living room with a red sofa, a black coffee table, and a small white storage device on the table. The room features a dark rug, a floor lamp, and a black shelving unit in the background.

STORE TERABYTES
OF PHOTOS, VIDEOS
AND MEMORIES



WHAT DO ALL THESE DEVICES HAVE IN COMMON?



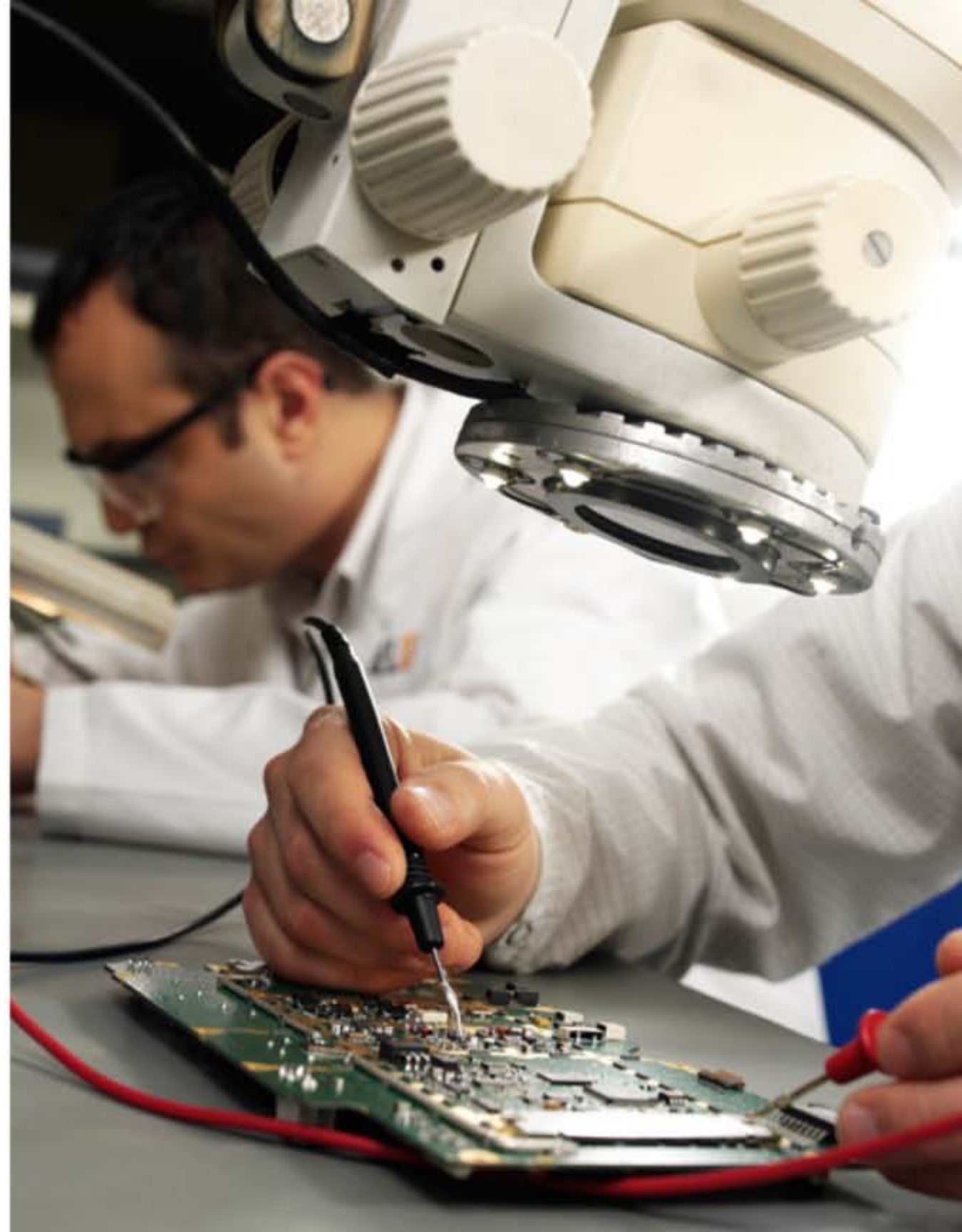
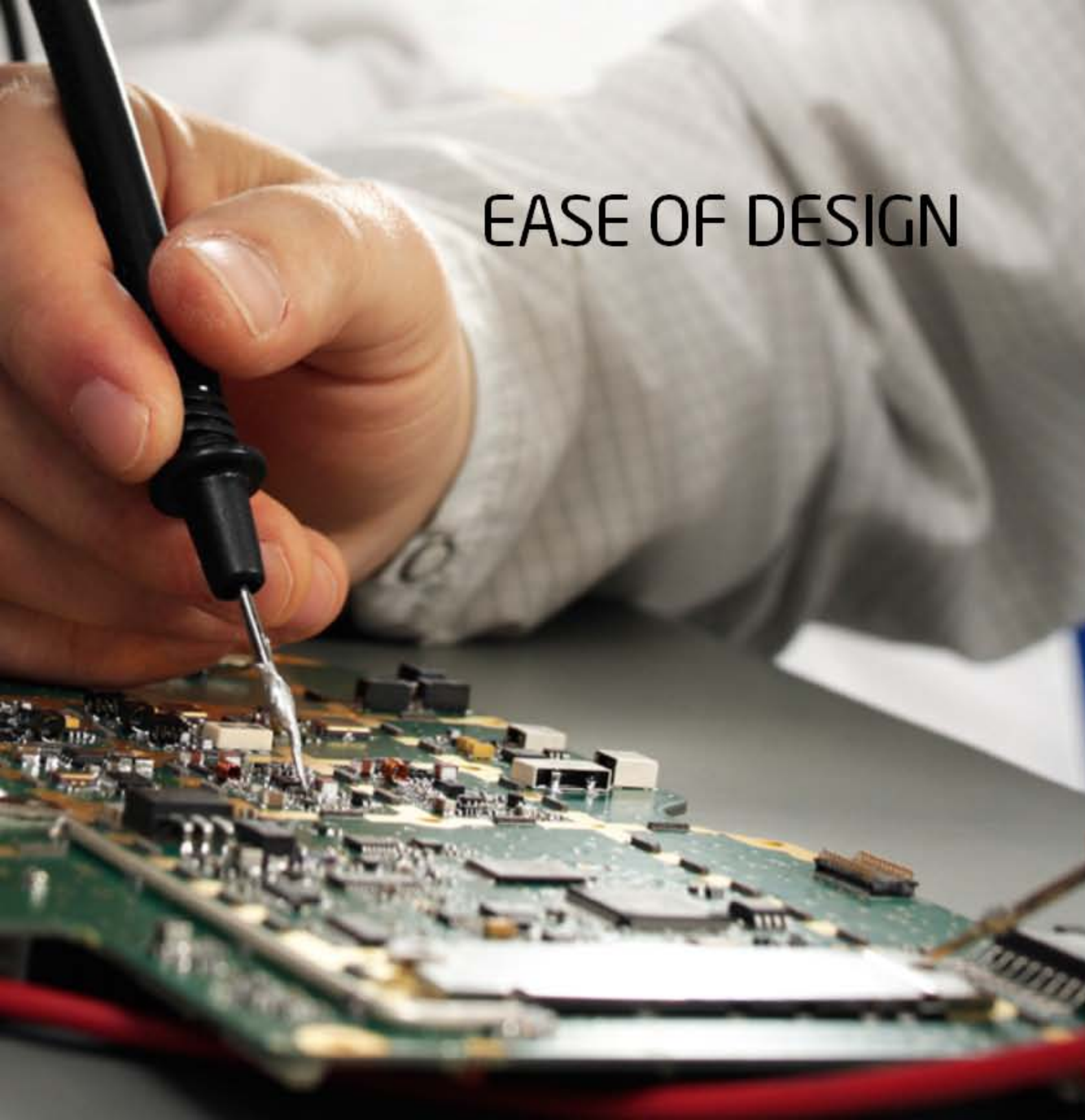
INTERNET
CONNECTED



PORT OF CHOICE



EASE OF DESIGN



MOTION CONTROL

PROGRAMMABLE

ENCRYPTION

SEQUENTIAL RELAY

MONITORING

3D

VIDEO ANALYTICS

STORAGE

VIDEO

DECODING

COMMUNICATIONS

ENCODING



INTELLIGENT

TRANSACTION

GRAPHICS

TRANSCODING

VOICE OVER IP

COMPRESSION

CONNECTIVITY

POWER EFFICIENCY

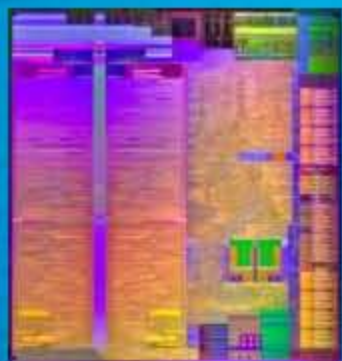
MEASUREMENT

NETWORKING

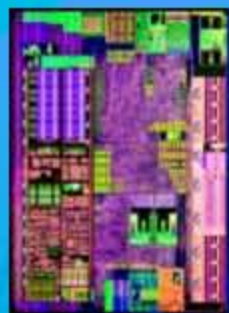
POWER MANAGEMENT

DIAGNOSTICS

ONE ARCHITECTURE, MULTIPLE SEGMENTS



D-SERIES
ENTRY DESKTOPS



N-SERIES
NETBOOKS



Z-SERIES
HANDHELD/TABLETS



CE-SERIES
CONSUMER
ELECTRONICS



E-SERIES
EMBEDDED



CONSUMER ELECTRONICS



UNRESTRICTED ACCESS TO THE ENTIRE INTERNET



EXTENSIBLE VIA APPLICATIONS AND SERVICES



INTUITIVE AND HIGH-QUALITY USER EXPERIENCE

THE ERA OF SMART TV



THE

ECOSYSTEM IS

JUST GETTING

STARTED





BARB EDSON
SENIOR DIRECTOR OF MARKETING
WINDOWS EMBEDDED
MICROSOFT CORPORATION

2008
CE 3100



2009
CE 4100



2010
Groveland

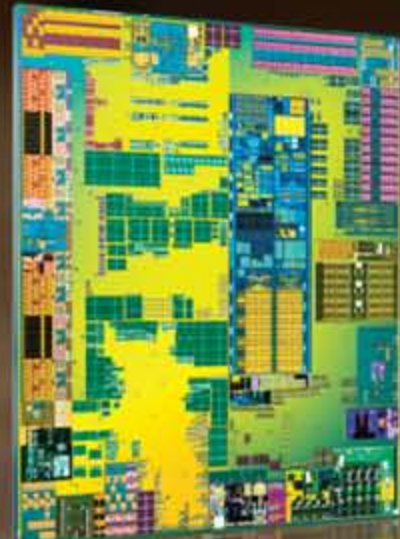


PERFORMANCE

INTERNET CAPABILITY

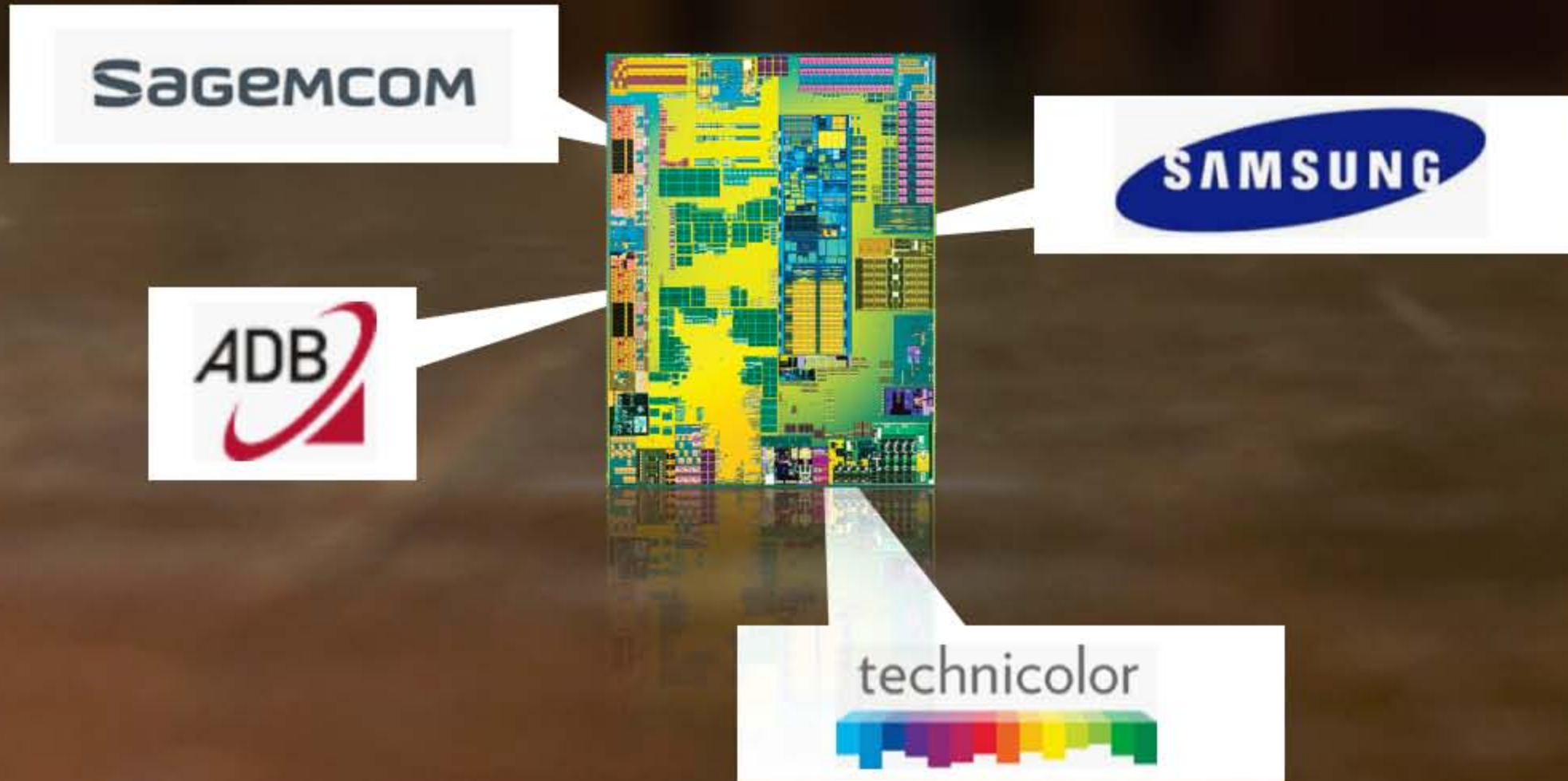
HIGH-QUALITY A/V AND 3D GRAPHICS

LEADING THE
CE INDUSTRY
TRANSFORMATION



**INTRODUCING:
INTEL® ATOM™ PROCESSOR
CE 4200 SERIES**

LEADING THE CE INDUSTRY TRANSFORMATION



Sagemcom

ADB

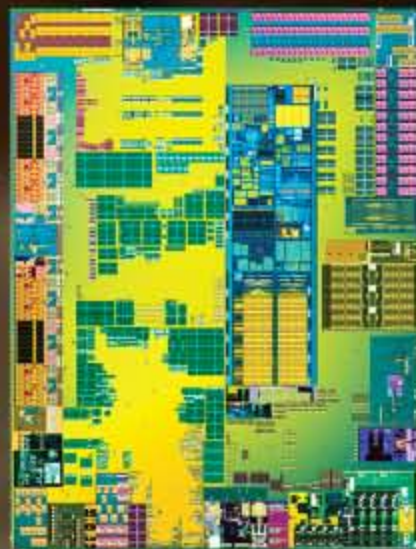
SAMSUNG

technicolor



BASED ON INTEL® ATOM™
PROCESSOR AND 45NM

INCREASED TRANSPORT
STREAMS FOR NEXT GENERATION
GATEWAY DESIGNS



H.264 ENCODER FOR
ADVANCED USAGE MODELS

INTEGRATED POWER
MANAGEMENT FEATURES

INTEL® ATOM™ PROCESSOR CE 4200 SERIES

MOBILE DEVICES



INTEL® ATOM™ FUELING INNOVATION ACROSS MOBILE DEVICES



BREAKTHROUGH PLATFORM FOR HANDHELDS



INTEL ATOM Z6XX SERIES



Range of
Form Factors



Uninterrupted
Battery Life



Fast and
Responsive



Amazing Visual
Experience



Full Internet
Experience



 **MSI WINDPAD* 100**



MeeGo **INVENTEC X3T***



 **FIC TYCOON***



 **LG UX10***



MeeGo **OPENPEAK OPENTABLET 7***



MeeGo **CZC P10T***



TABLET MOMENTUM CONTINUES



MeeGo **QUANTA REDVALE**



 **EXOPC SLATE***

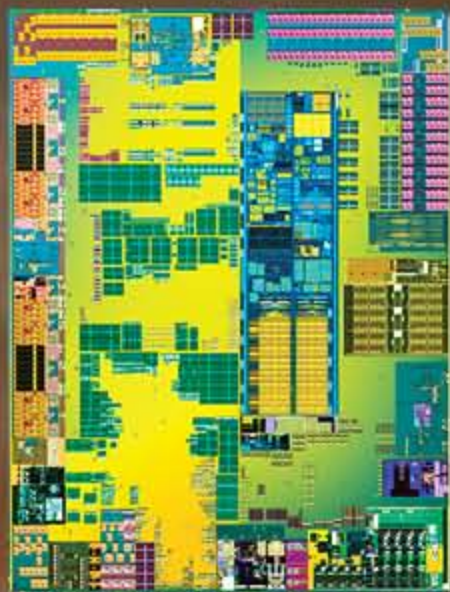


 **CISCO CIUS**



 **NEOFONIE WETAB***

OAK TRAIL FOR TABLETS



OS PORT OF CHOICE

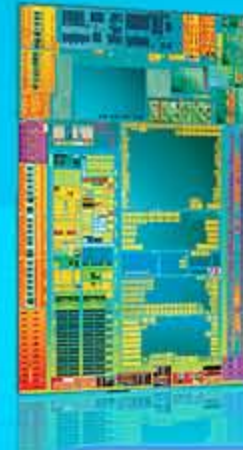
THINNER, MORE
INNOVATIVE
FORM FACTORS

LONGER
BATTERY LIFE

RICH MEDIA AND GRAPHICS



OAK TRAIL ECOSYSTEM EXPLODING



NETBOOK INNOVATION JUST GETTING STARTED

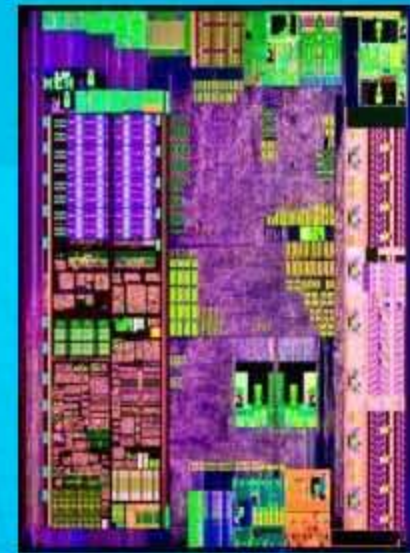
CUSTOMIZED



FORM FACTOR



DUAL CORE
PERFORMANCE



INTEL® ATOM™ N550 PROCESSOR

Sponsors of Tomorrow™ 

2010 DEVELOPER FORUM

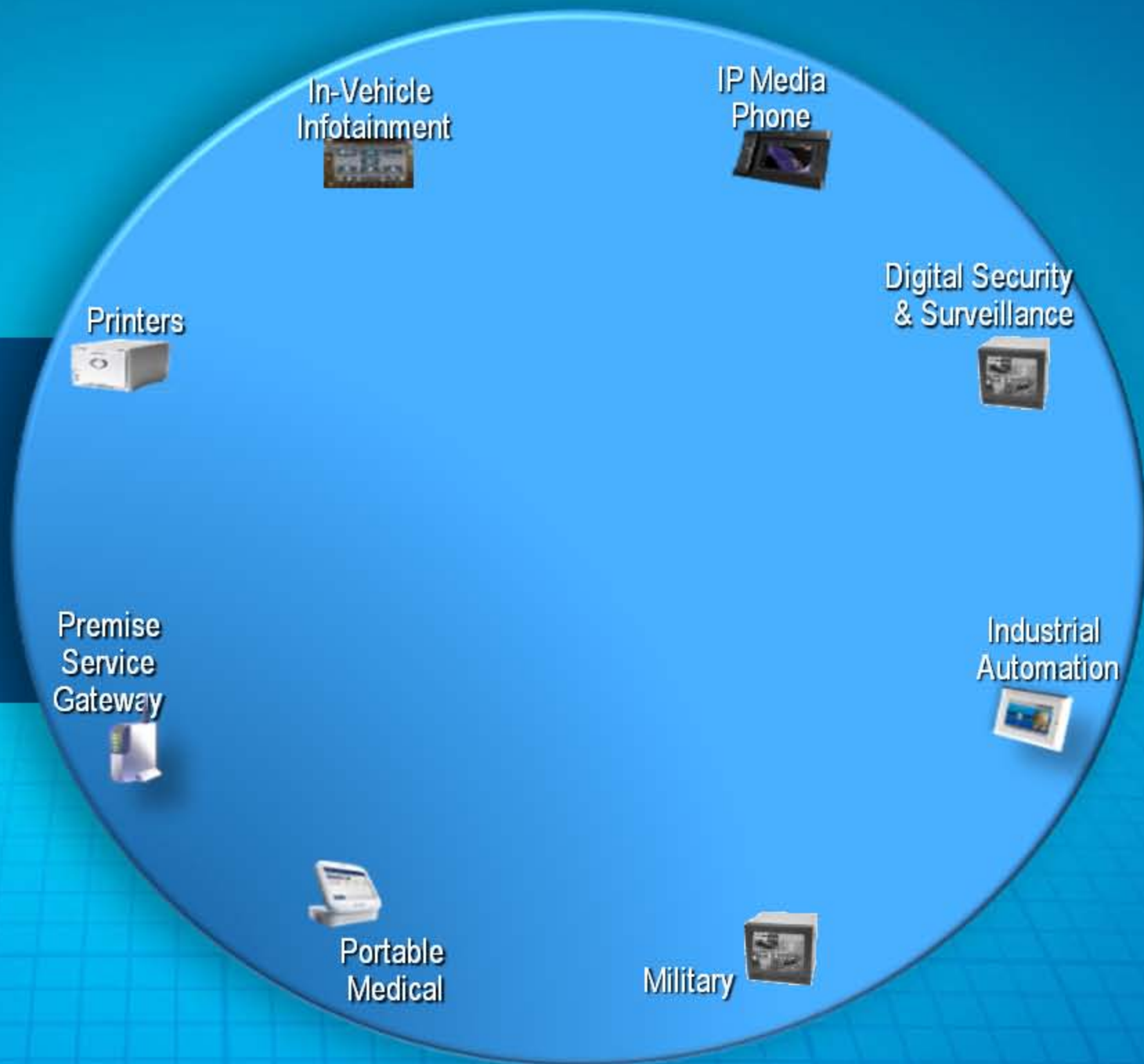
**DAVID ZAVELSON
SENIOR MANAGER OF
PRODUCT MARKETING
ULTRAMOBILE DEVICES
DELL CORPORATION**



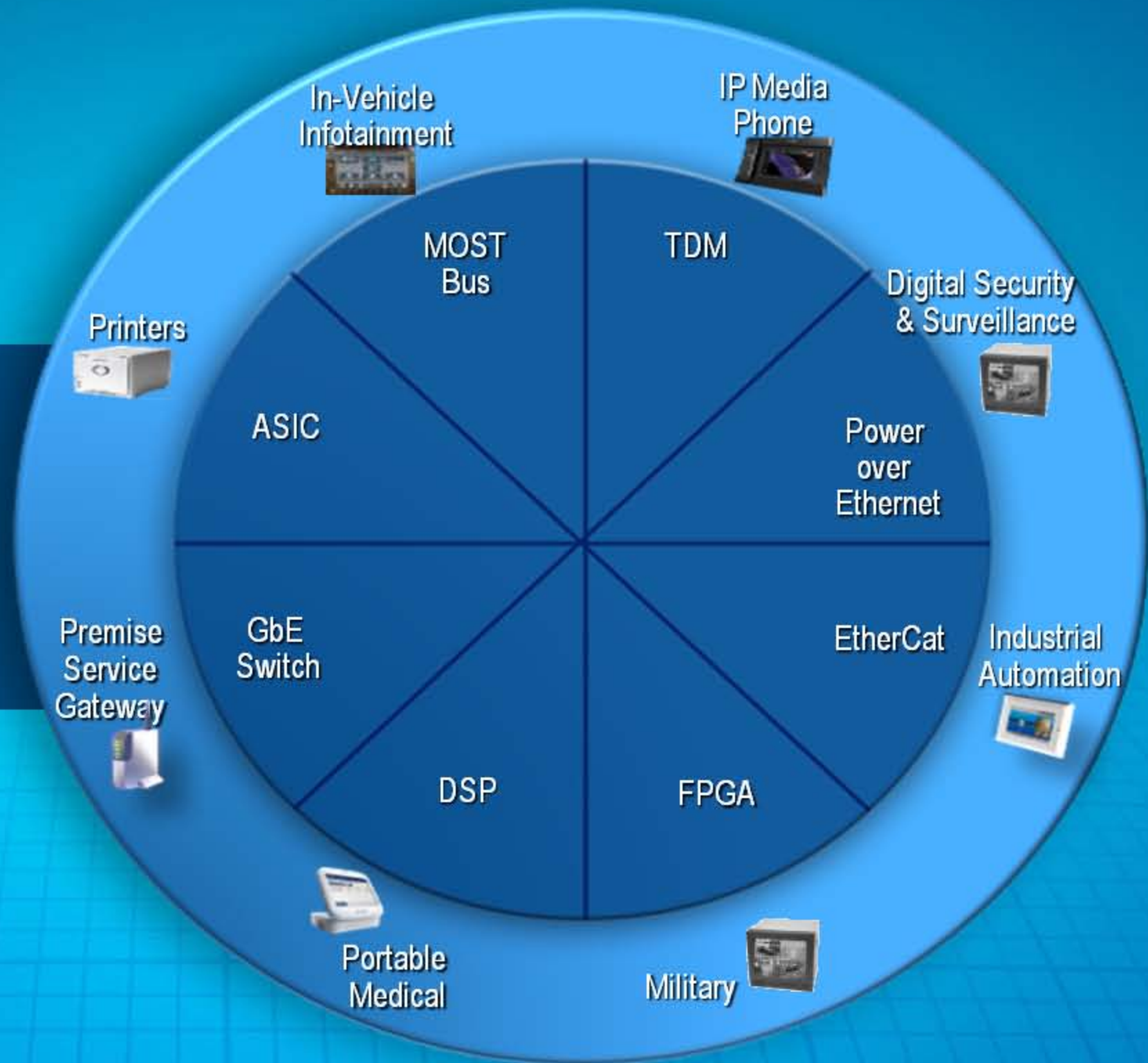
EMBEDDED



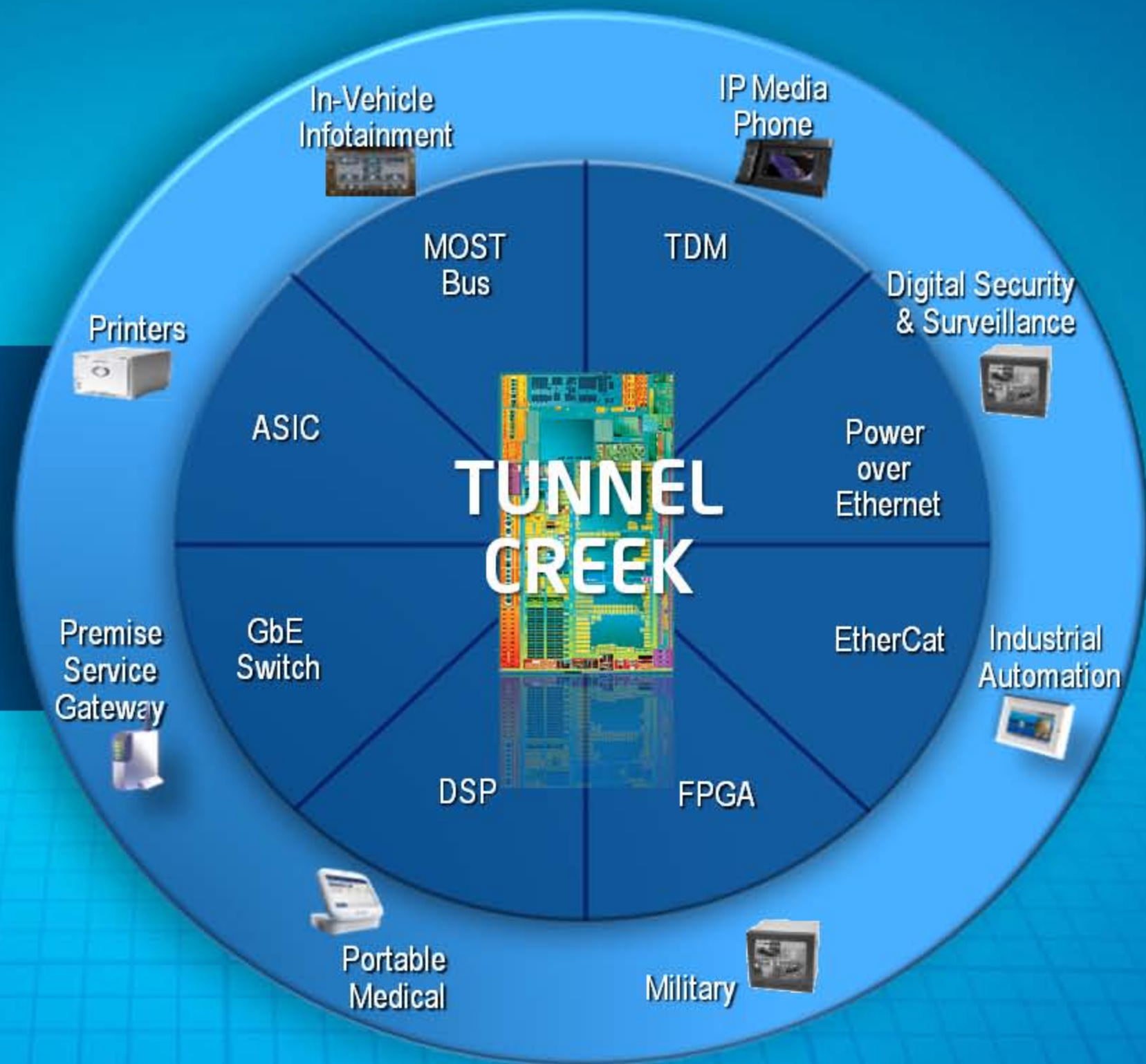
#1 CHALLENGE HOW TO MASTER THE FRAGMENTATION

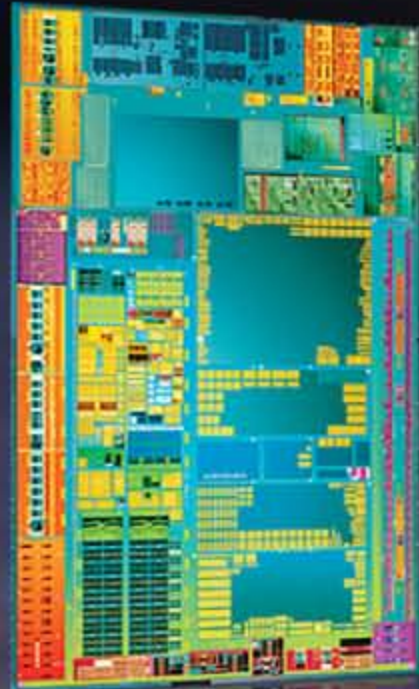


#1 CHALLENGE HOW TO MASTER THE FRAGMENTATION



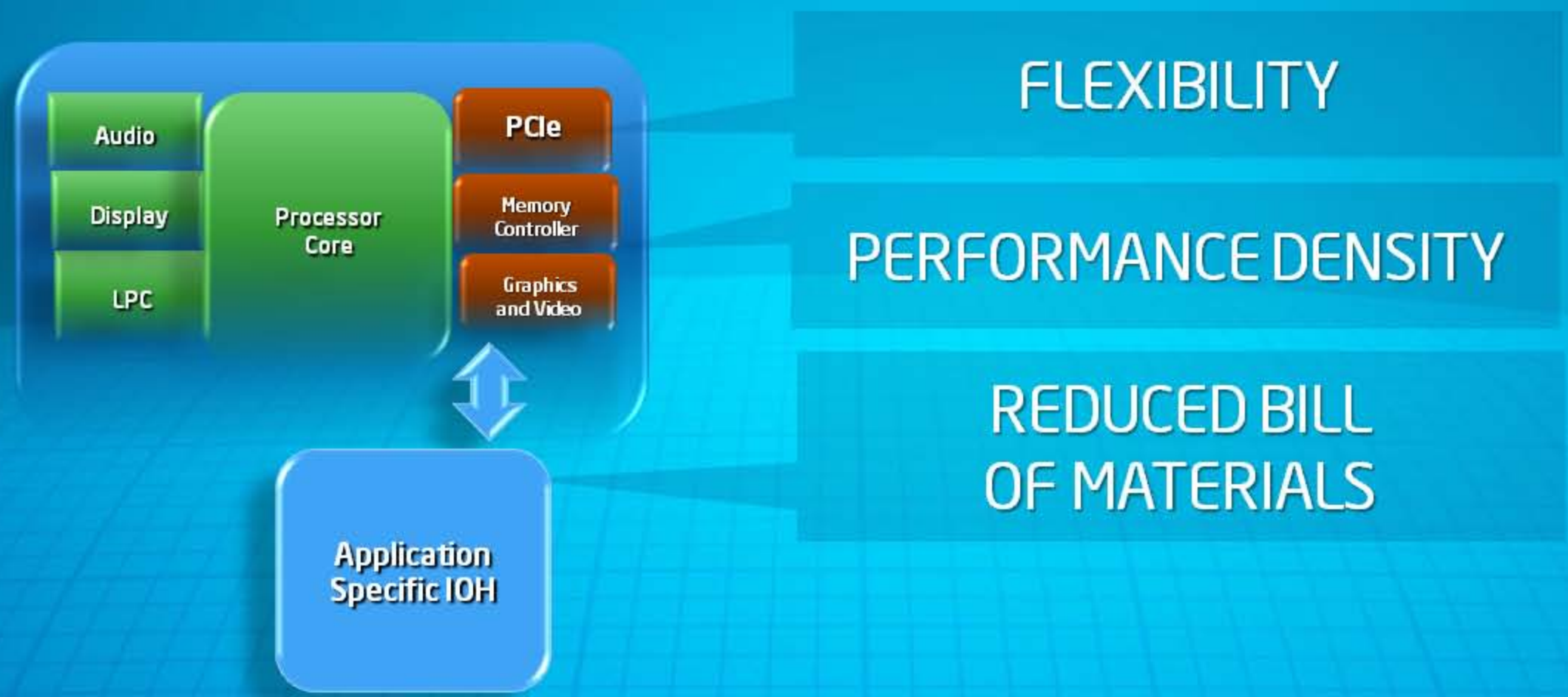
#1 CHALLENGE HOW TO MASTER THE FRAGMENTATION





**INTRODUCING:
INTEL® ATOM™ PROCESSOR
E600 SERIES**

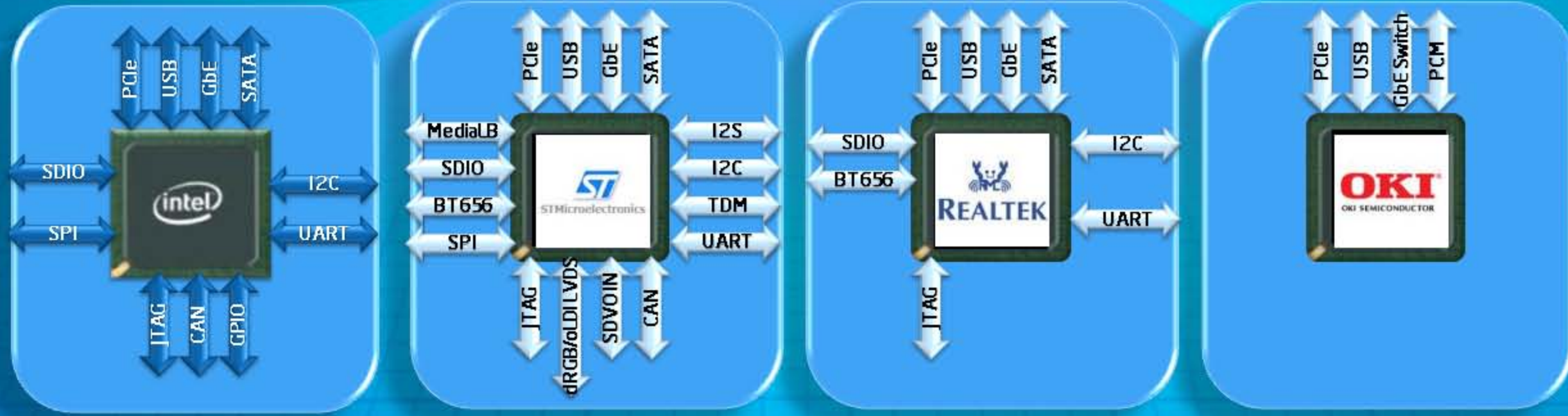
INTEL® ATOM™ PROCESSOR E600 SERIES



INTEL® ATOM™ PROCESSOR E600 SERIES



INTEL PLATFORM CONTROLLER HUB EG20T



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IDF2010

INTEL DEVELOPER FORUM

**UPTON BOWDEN
ELECTRONICS PRODUCTS GROUP
VISTEON CORPORATION**



WHAT'S NEXT?



...TO SUPPORT MULTIPLE I/O
SKUS WITH ONE FOOTPRINT?

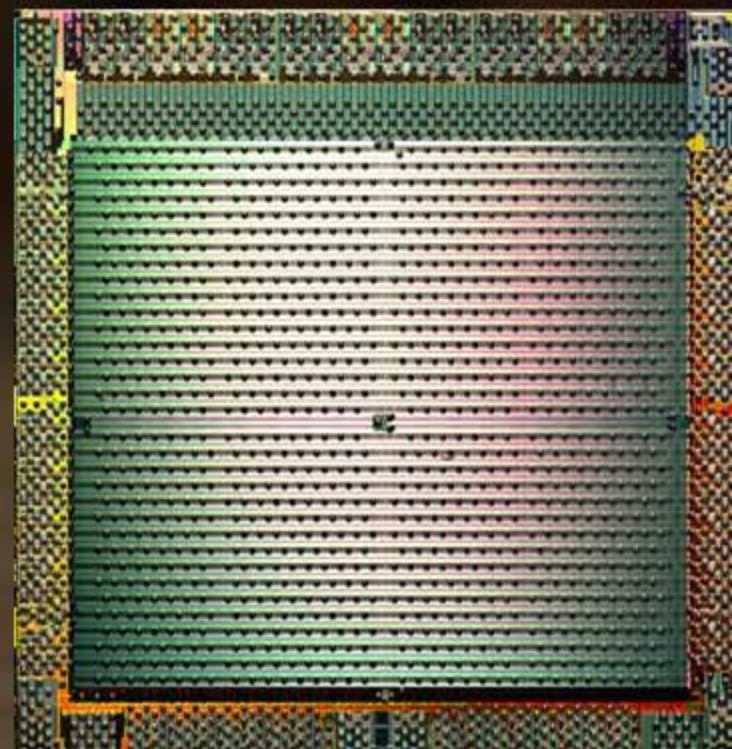
...TO CHANGE
PLATFORM
DEFINITION LATER
IN THE DESIGN
CYCLE?

FLEXIBILITY...

...TO DESIGN
PROPRIETARY
FEATURES INTO
YOUR SOC?



INTEL® ATOM™ E600
PROCESSOR SERIES



INTEL® ATOM™ E600
PROCESSOR SERIES

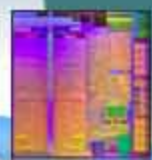
ALTERA®
FIELD PROGRAMMABLE GATE ARRAY



COMING 1H'2011
STELLARTON
CONFIGURABLE INTEL® ATOM™ PROCESSOR



D-SERIES



N-SERIES



Z-SERIES



CE-SERIES



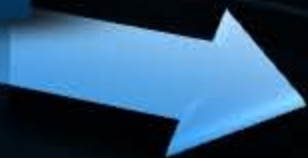
E-SERIES



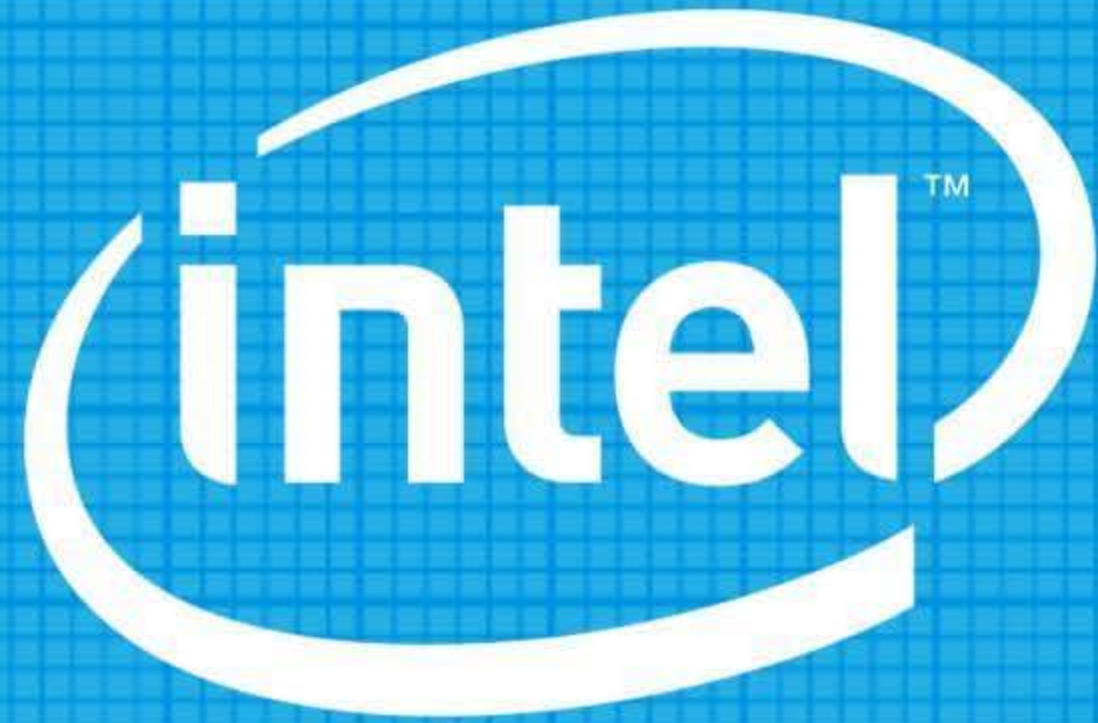
45NM BONNELL

32nm
SALTWELL

22nm
NEXT
GENERATION
CORE







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