



Renée J. James

Senior Vice President
General Manager, Software and Services Group

LIFE IS ABOUT EXPERIENCES...



GREAT TECHNOLOGY
CREATES GREAT
EXPERIENCES



FEEL (VERB),
UNDERGO AN EMOTIONAL SENSATION OR
BE IN A PARTICULAR STATE OF MIND.

PRINCETON DICTIONARY

1881...



Joy.



Melancholy



Indifference.

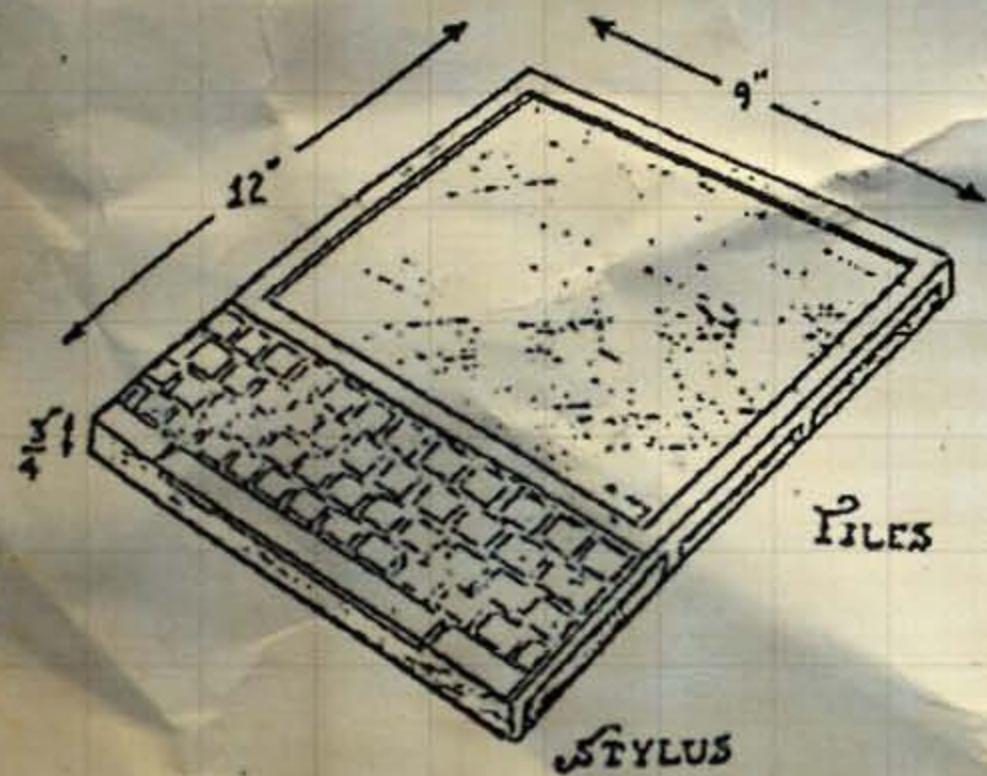


Astonishment.

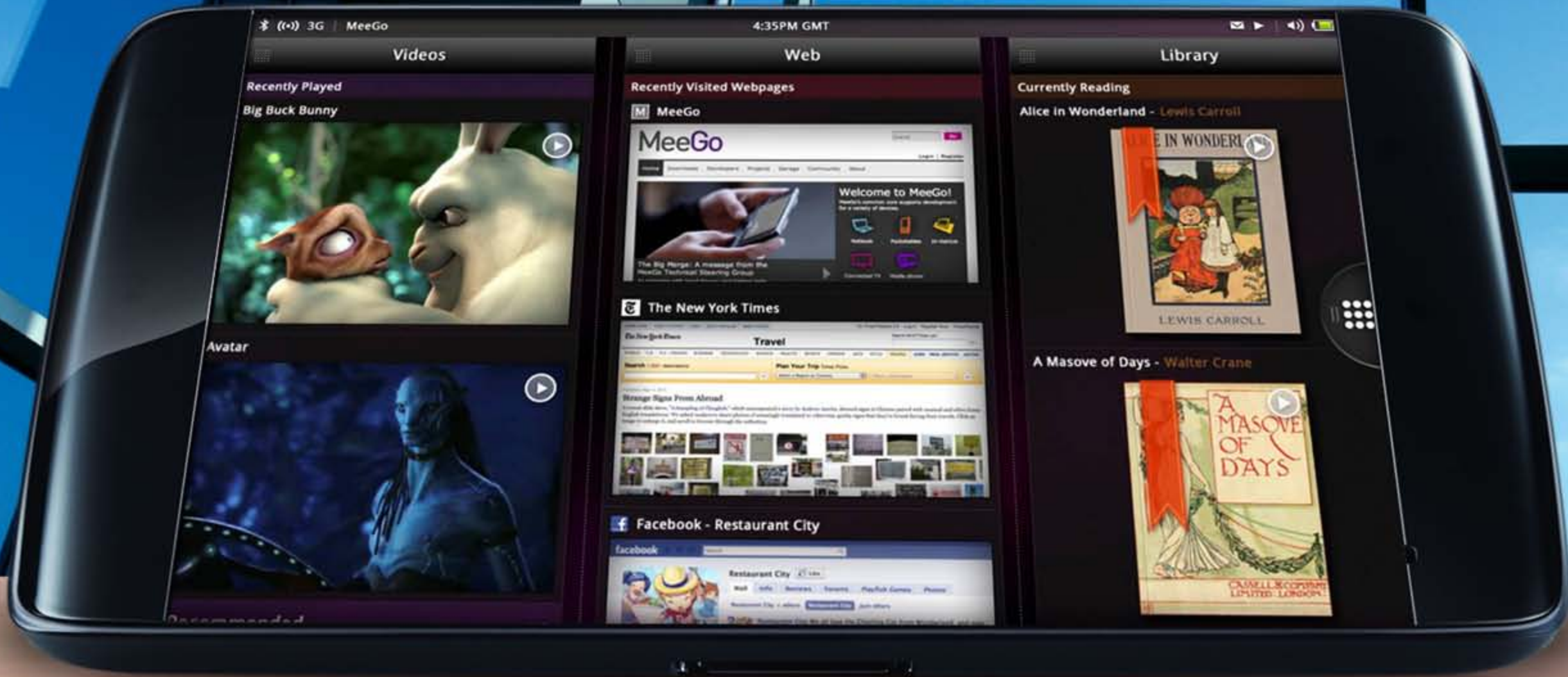
1982... :-)

TODAY...





THE EVOLUTION OF TABLET COMPUTING



3G | MeeGo

4:35PM GMT

Signal strength, 3G, MeeGo, 4:35PM GMT, battery icon

Videos

Web

Library

Recently Played

Recently Visited Webpages

Currently Reading

Big Buck Bunny

MeeGo

Alice in Wonderland - Lewis Carroll



Avatar

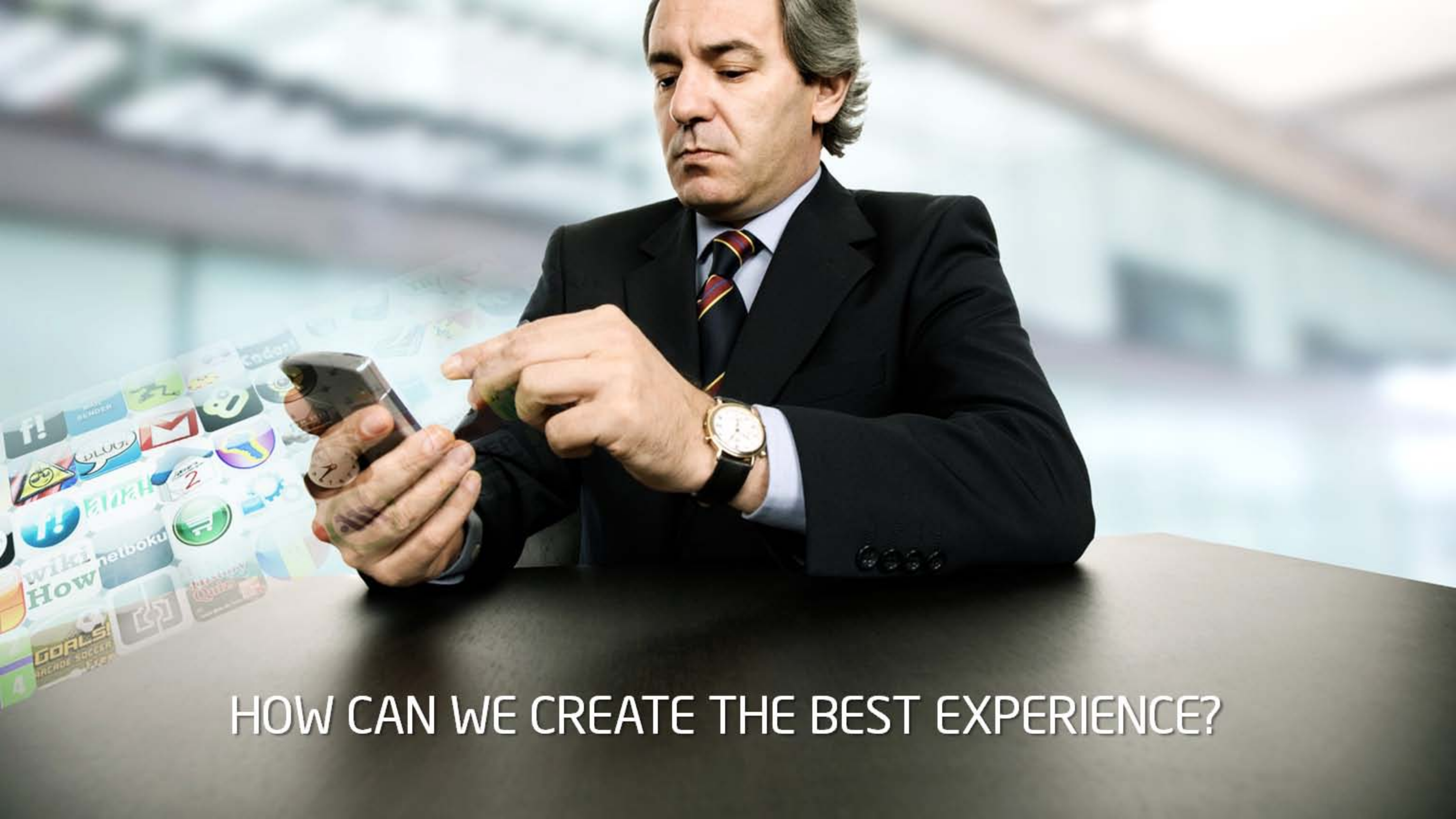
The New York Times

A Masove of Days - Walter Crane



Facebook - Restaurant City





HOW CAN WE CREATE THE BEST EXPERIENCE?



8 THE BEST EXPERIENCES ARE
BUILT ON INTEL ARCHITECTURE



INTEL'S SOFTWARE STRATEGY

ENSURE DEVELOPERS
AND CONSUMERS
HAVE THE BEST
EXPERIENCES
ON IA DEVICES





PERFORMANCE

VISUAL
COMPUTING

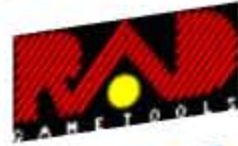
CONNECTED
DEVICES

PERFORMANCE

CILK
ARTS



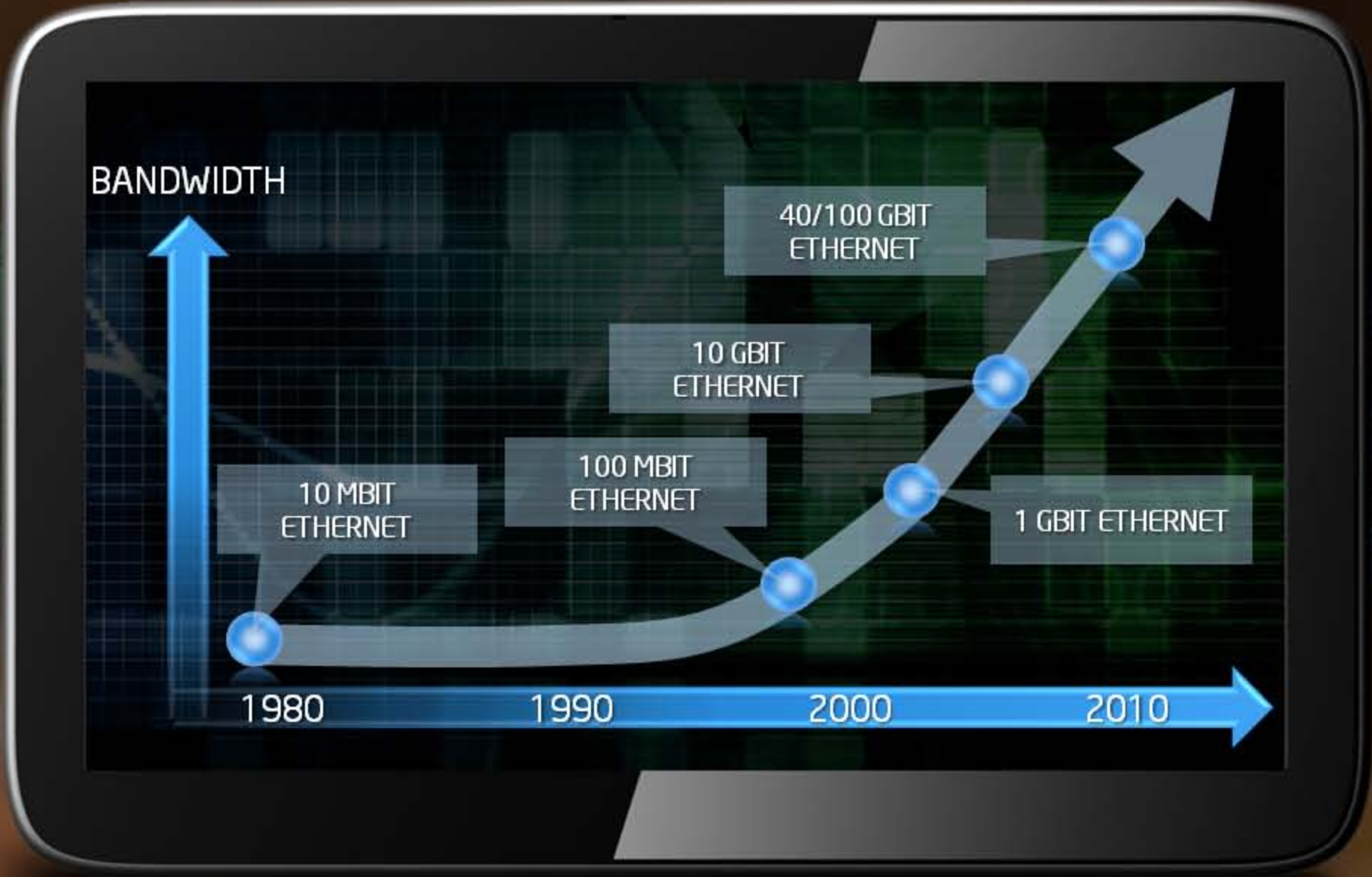
VISUAL
COMPUTING



CONNECTED
DEVICES

WIND RIVER





WIND RIVER™



NETWORK ACCELERATION PLATFORM: A SOLUTION THAT SCALES WITH CORES



PERFORMANCE

VISUAL
COMPUTING

CONNECTED
DEVICES

CILK
ARTS



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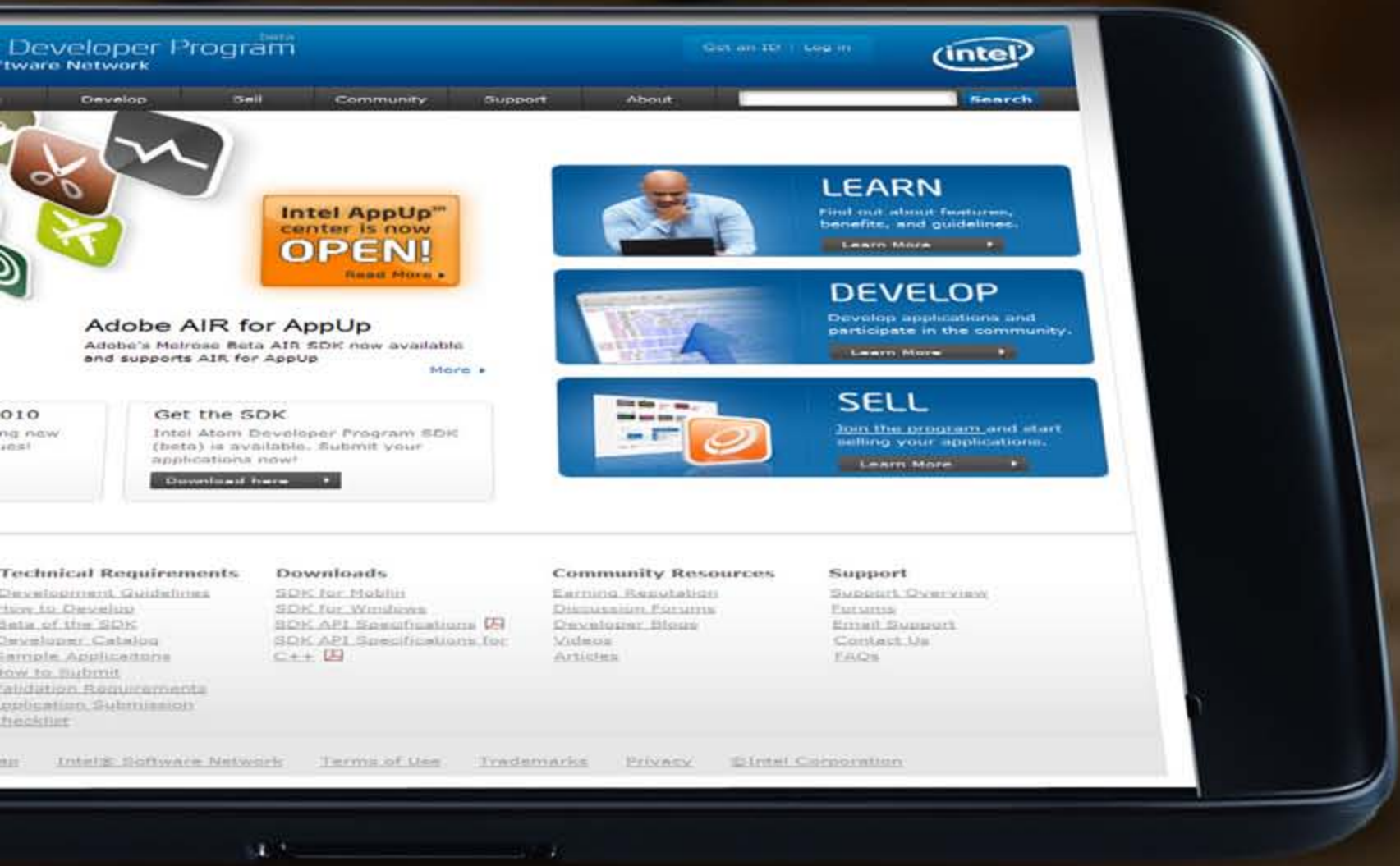


havok

havok

virtutech

WIND RIVER



THE SCOPE OF INTEL'S DEVELOPER PROGRAMS



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SELL
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Adobe AIR for AppUp
Adobe's Melrose Beta AIR SDK now available and supports AIR for AppUp
[More](#)

010
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Get the SDK
Intel Atom Developer Program SDK (beta) is available. Submit your applications now!
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Technical Requirements

- [Development Guidelines](#)
- [How to Develop](#)
- [Date of the SDK](#)
- [Developer Catalog](#)
- [Sample Applications](#)
- [How to Submit](#)
- [Validation Requirements](#)
- [Application Submission Checklist](#)

Downloads

- [SDK for Mobile](#)
- [SDK for Windows](#)
- [SDK API Specifications](#)
- [SDK API Specifications for C++](#)

Community Resources

- [Earning Reputation](#)
- [Discussion Forums](#)
- [Developer Blogs](#)
- [Videos](#)
- [Articles](#)

Support

- [Support Overview](#)
- [Forums](#)
- [Email Support](#)
- [Contact Us](#)
- [FAQs](#)

7,900,317 Developers Using the
INTEL SOFTWARE NETWORK



235 Countries



22,803 Members of
the Intel Software
Partners Program





2,209 Universities in
Academic Program

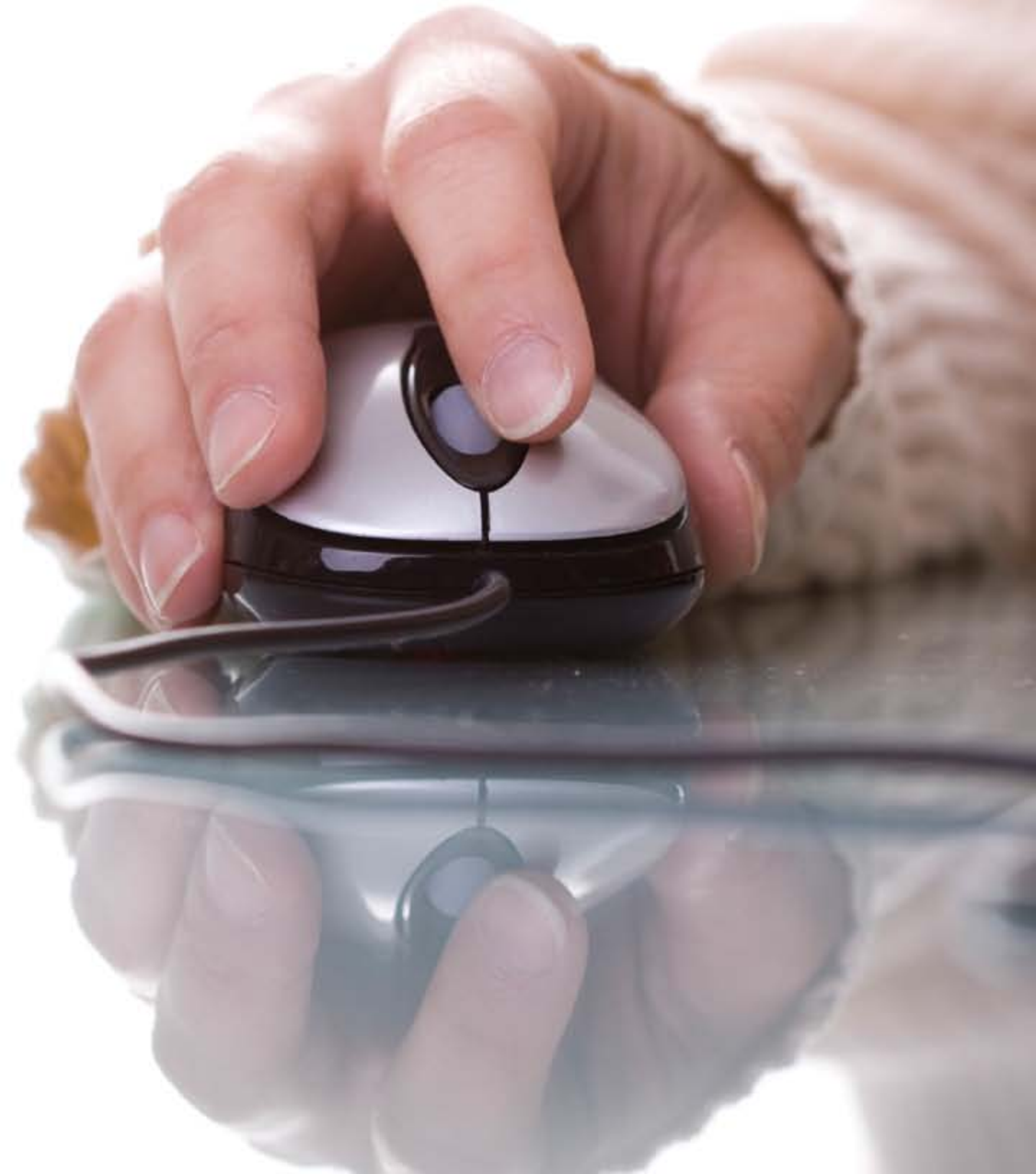


332,414
Students Trained

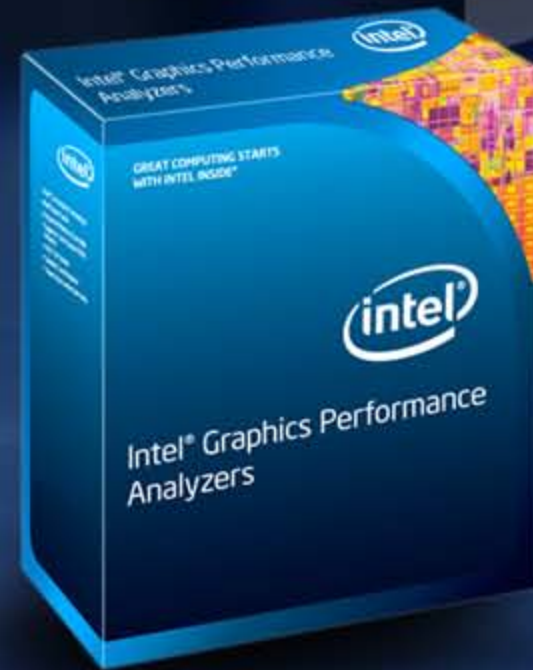
PORT OF CHOICE



DEVELOPER TOOLS



90+ Developer Tools



Multiple
Language
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Parallel Tools For Client and Server

WIND RIVER

Embedded
Product Support

Leadership Graphics
Support



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Havok Behavior

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and tools for the creation of
dynamic character behaviors
within a game



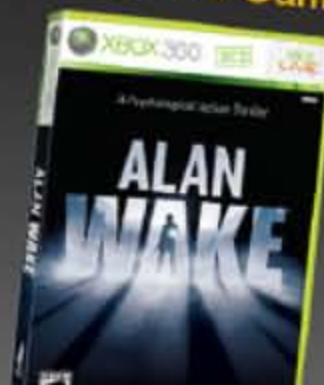
News

Jun 24, 2010

Havok Behavior Powers Newly
Announced E3 Game Title, Kung
Fu Rider™

The Havok™ Behavior™ tool has
been used in the recently unveiled
action game title, Kung Fu Rider™.
The title which was revealed for the
first time last week at E3 and is
available exclusively for the
PlayStation3 computer
entertainment system and supports
the PlayStation Move motion
controller.

Featured Game



Announcements

Havok™ Middleware Wins!

Havok™ Physics won the
prestigious 2009 Frontline Awards
for best Middleware. Thank you to
editors of Think Services' Game
Developer magazine! For the official
press release, click [here](#). For a full
list of Havok awards, click [here](#).

gamedeveloper

IDF2010
THE INTERNATIONAL DEFENSE FORUM

ANDREW BOND
VICE PRESIDENT OF ENGINEERING
HAVOK





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23,000 Members





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and MeeGo*



Supports Runtimes



Awards for
Best Apps!

DF2010

GLOBAL DEVELOPERS FORUM

RICK VANNER
CO-FOUNDER
GAME CREATORS LIMITED







ISVs



OSVs



MeeGo™



OEMs/ODMs



Service Providers





IDF2010
INTEL DEVELOPERS FORUM

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CHIEF TECHNOLOGY OFFICER
4TIITOO AG

amino

DOMINIQUE LE FOLL
CHIEF TECHNOLOGY OFFICER
AMINO





REWARDING INNOVATORS



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- FIND
- LEARN

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Intel Atom™ Developer Program

If you are a developer, find everything you need to easily develop and sell applications for the Intel AppUp™ center here: Powerful tools—including an SDK, easy deployment and validation, Developer Catalog to buy and sell application components, Application Labs in addition to a vibrant online community for support.

- [Developer Forums](#)
- [Developer FAQ](#)

Support

- Have questions?** We've got answers.
- [Frequently Asked Questions \(FAQ\)](#)
- [Support Community](#)
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Elements 2010

Intel AppUp Elements: A freeform gathering

WIL WHEATON WILL BE THERE. WILL YOU?

Hear guest speaker, actor, author, and champion of geek culture Wil Wheaton.



Photo by: WW Wheaton

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San Francisco Marriott Marquis
September 15th - 16th, 2010
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Important Links

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- [Contact Us](#)

Opportunity Knocks

Register by September 6th to get your registration fee waived (\$795 value)!

Join us for an extraordinary event both exclusive and stimulating: collaboration with fellow innovators, software developers, global entrepreneurs, industry experts, thought leaders, and more. Learn more about opportunities for application monetization as new device categories and platforms emerge. Share your skills and your apps in dynamic conversations with peers and influencers. Explore new possibilities for creativity and revenue across multiple platforms, runtimes, devices, storefronts, and distribution options. Register now to secure your seat at this invitation only event!

Drive the Future

Sessions, Unconference Discussions & Demo Showcase

Few other venues will offer you the opportunity to learn and share like Intel AppUp Elements 2010! Explore compelling topics related to application development interactively via sessions, unconference discussions, and App Labs. Drive the conversation and the direction for the future. Elements 2010 is a "must attend" to stay current, relevant and ahead of the game.

[View Agenda](#)

Collaborate

Speed Geeking & Peer Sourcing

Develop

Application Labs & Coder Challenge

Learn about the core of the AppUp Center, from the

Celebrate

Coder Comedy & Fun Games

Don't miss the evening festivities at Intel AppUp Elements 2010. Start your evening with a ferry ride to an



Intel AppUp

Welcome, Thomas Anderson



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- Business
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- Education
- Entertainment

FIRST ANNUAL Intel® AppUp™ DEVELOPER EVENT!





NEW CONTENT CONSTANTLY BEING ADDED

"APPUP IS OPENING UP A BRAND NEW MARKET FOR US EXPOSING A BROADER USER BASE TO ENGAGE WITH, WE ARE HIGHLY EXCITED ABOUT PARTICIPATING IN THIS OPPORTUNITY."

PETER CHAN, BUSINESS DEVELOPMENT, SEGA EUROPE LTD.

SEGA



"(INTEL) APPUPSM COULD STANDARDIZE GAMING APPS, THE WAY ITUNES STANDARDIZES MUSIC. FOR THE FIRST TIME EVER MOBILE GAMERS WHETHER ON NETBOOKS, PADS, SLATES, SMARTPHONES OR OTHER ACTIVE USE DEVICES HAVE A ONE STOP, ONE CLICK PLAY DESTINATION. ASPYR, ALONG WITH OUR PARTNERS ARE FIRST IN LINE TO MAKE DIGITAL GAME PURCHASING THIS EASY."

TED STALOCH,
EXECUTIVE VICE PRESIDENT, ASPYR MEDIA, INC.



"...WE'RE EXCITED TO WORK WITH INTEL TO OFFER OUR POPULAR NOOK SOFTWARE IN THE APPUP STORE FOR CUSTOMERS TO ACCESS AND ENJOY THE BEST EREADING SOFTWARE FOR THEIR NETBOOKS, COMPUTING AND MOBILE DEVICES."

JAMIE IANNONE, PRESIDENT OF BARNES & NOBLE DIGITAL PRODUCTS



THE SCALE AND REACH
OF INTEL ARCHITECTURE
LEADS TO THE BROADEST
OPPORTUNITY FOR DEVELOPERS



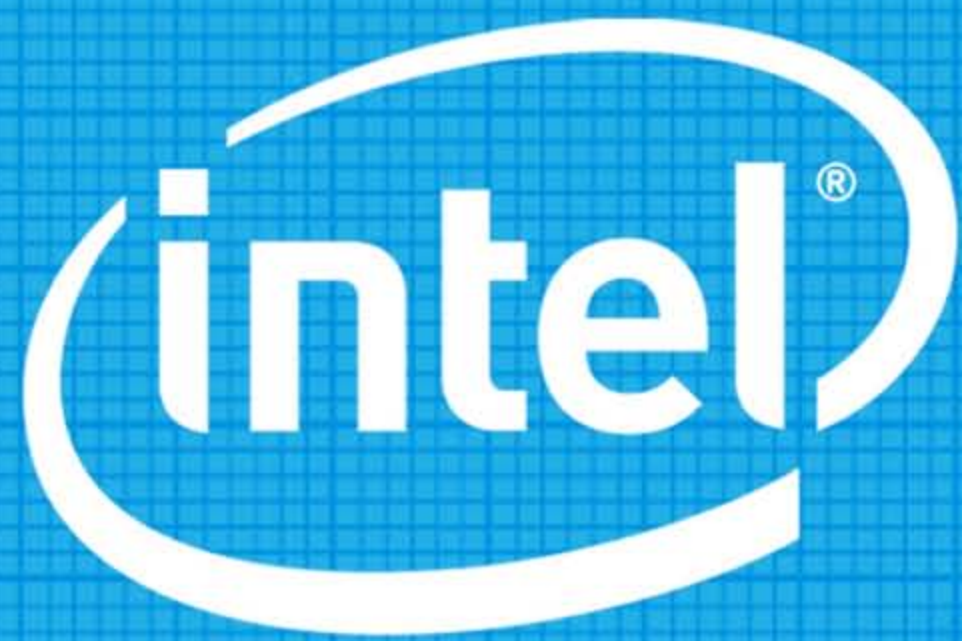


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