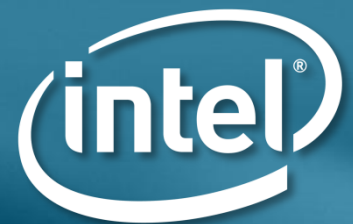


# Bringing Future Compute Experiences to Life

Horst Haussecker

Director, Experience Technology Lab  
Interactions & Experiences Research  
Intel Labs

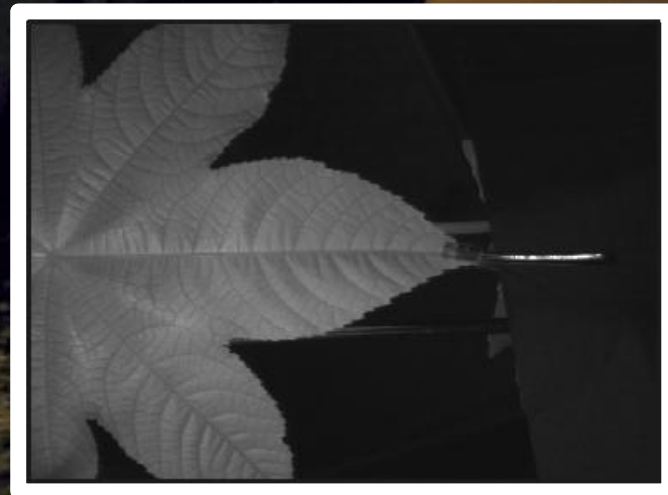
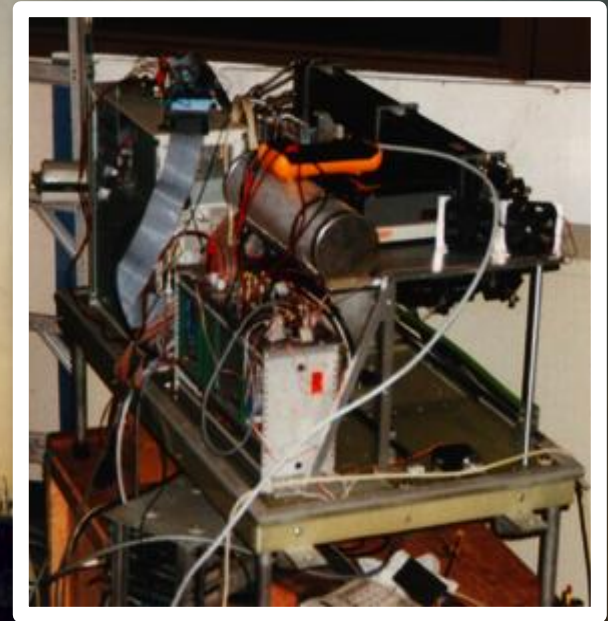
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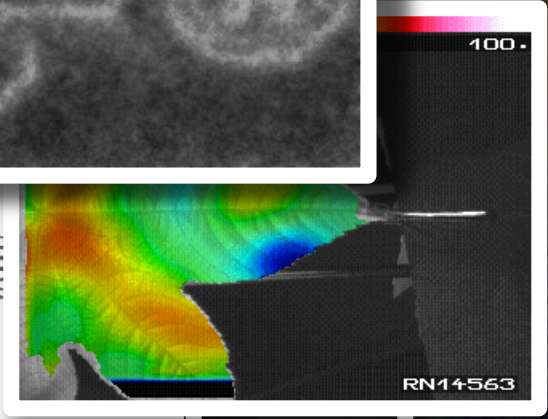
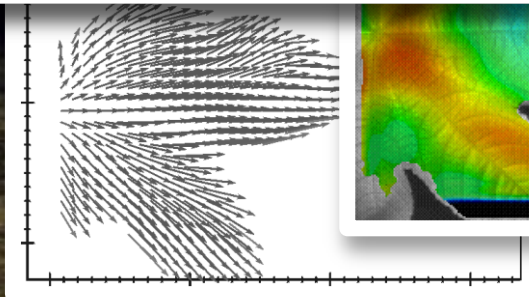
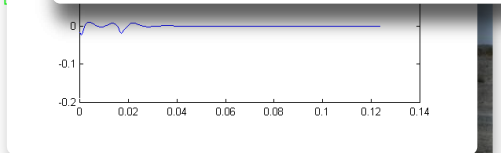
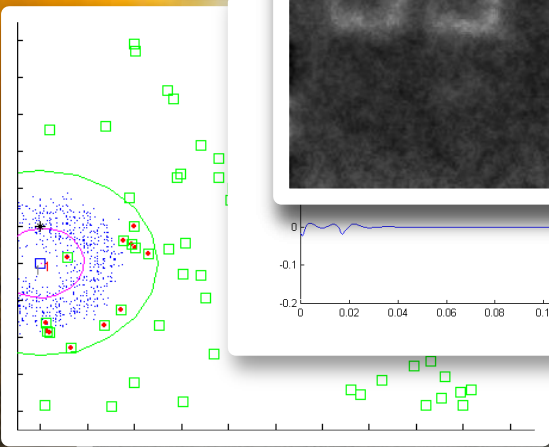
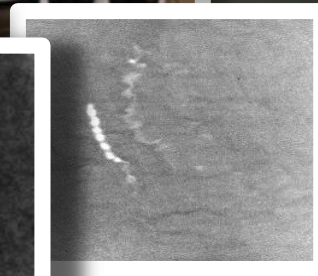
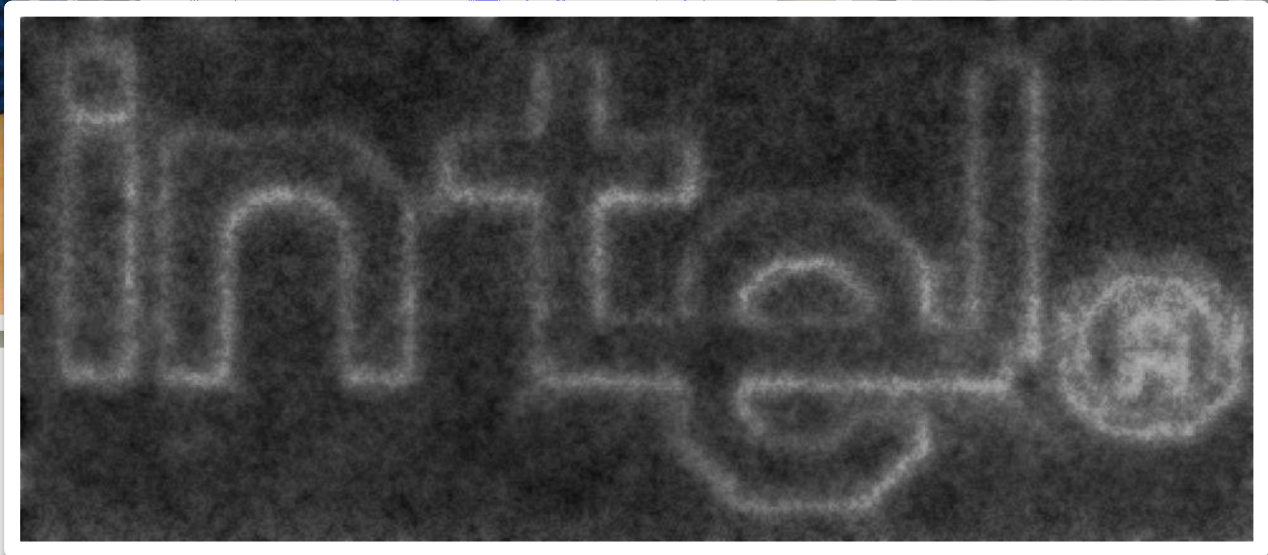
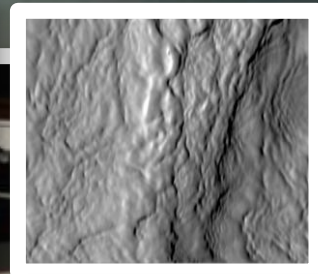
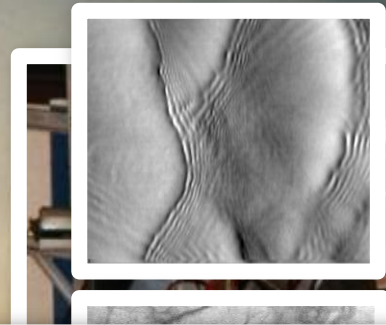
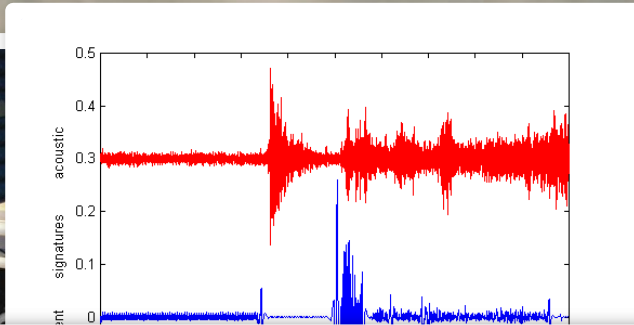
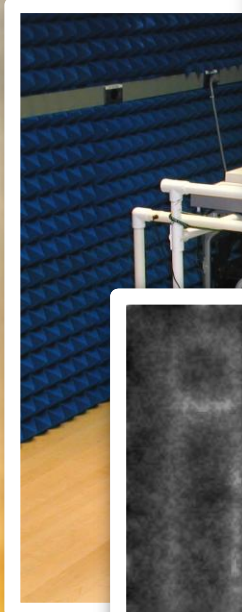
# overview

- about me
- our charter
- areas of expertise
- our approach
- take away

# from ships to chips



# from ships to chips



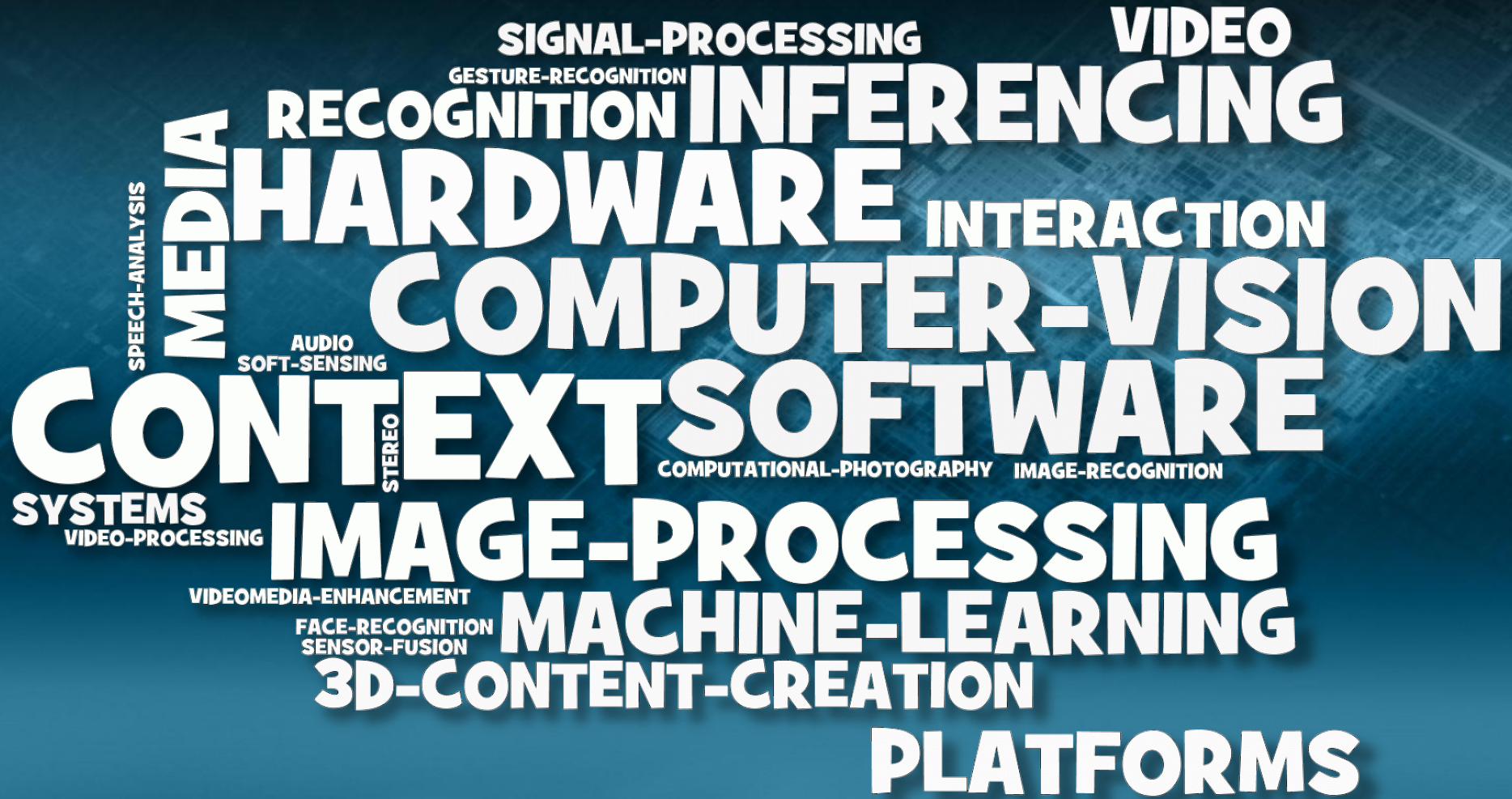
# what I learned

- 1) solve real - not academic - problems
- 2) use an interdisciplinary approach
- 3) you can do amazing things if you just try
- 4) don't vomit into the wind!

# our charter

*“Creating technologies that will be at the core of our next generation user experiences”*

areas of expertise



# breadth of expertise





# depth of expertise

example: mobile augmented reality

1) location & orientation



2) take photo

3) recognize image



4) draw overlay / show context

# depth of expertise

example: mobile augmented reality

- Real-time image acquisition
- User Interface, information display
- Real-time tracking for live AR overlay

Front-end  
Prototyping  
Platform



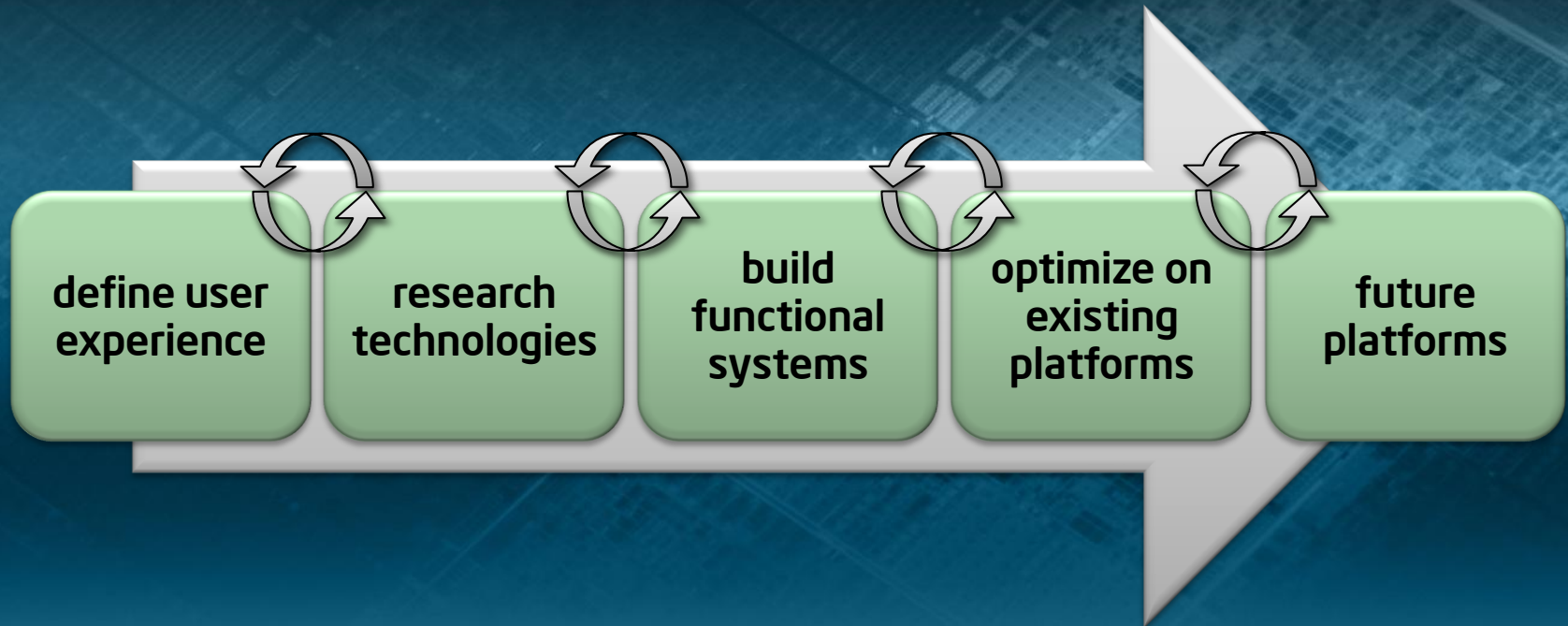
Wireless

the wrong approach



**GOT A NAIL?**

# our approach



exploring by building: no solutions in search for problems!

# benefits

- 1) experience insight and design drive technology
- 2) technology informs experience insight and design
- 3) early development and iteration across discipline
- 4) technology development designed for people
- 5) clear path from consumer value to platforms

# take away

- 1) ability to deliver complete user experiences
- 2) technology solutions for real problems
- 3) broad and deep technical expertise
- 4) close interaction between user experience insights, design, and technology teams

thank you!



# Demo Showcase

- 1) OASIS
- 2) Classmate Assist
- 3) Mobile Augmented Reality
- 4) Multi-App Framework for TV
- 5) Cloud-based Ray Tracing for Games
- 6) Facial Recognition
- 7) Context Aware Vehicle



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