

IDF2012

INTEL DEVELOPER FORUM

A New Era of Personal Computing Experiences

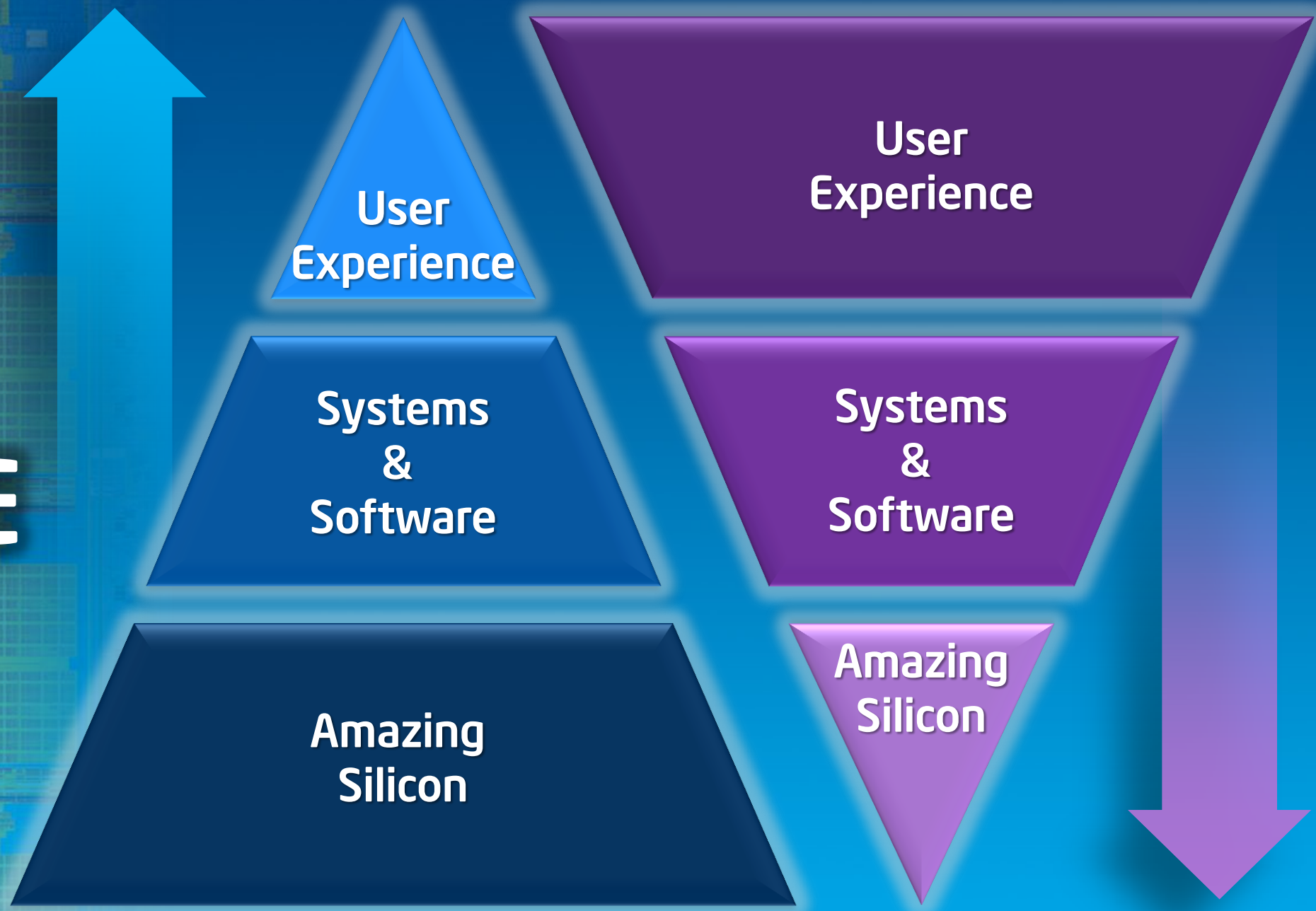
Kirk Skaugen
Vice President & GM
PC Client Group



Sponsors of Tomorrow.™



USER EXPERIENCE



Past

Today

New Personal Computing Experiences Coming to Intel Based PCs

Touch



All Day
Battery Life



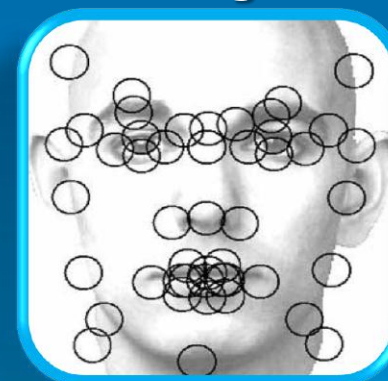
Wireless
Charging



Voice



Facial
Analysis



Gesture



Augmented
Reality



The Primary Computing Interface for Decades



Ultrabook™ with Touch



Microsoft®

Windows 8

When consumers are given a choice, touch was chosen ~80% of the time.¹



Intel is Leading the Transition to Touch



- Investing to jump start factories
- Enabling 3-5x forecasted demand
- Focused on high quality 13"+ panels
- Ensuring high quality touch experience

All Day Battery Life



Intel Wireless Charging

Wirelessly Charge Your Devices From Your Ultrabook™ or AIO

“Intel and IDT Team Up for Wireless Charging Technology Chips”

X-Bit Labs - August 2012

“Wireless Power is a tremendous growth area for consumer electronics and IDT is excited to be at the technical epicenter with Intel”

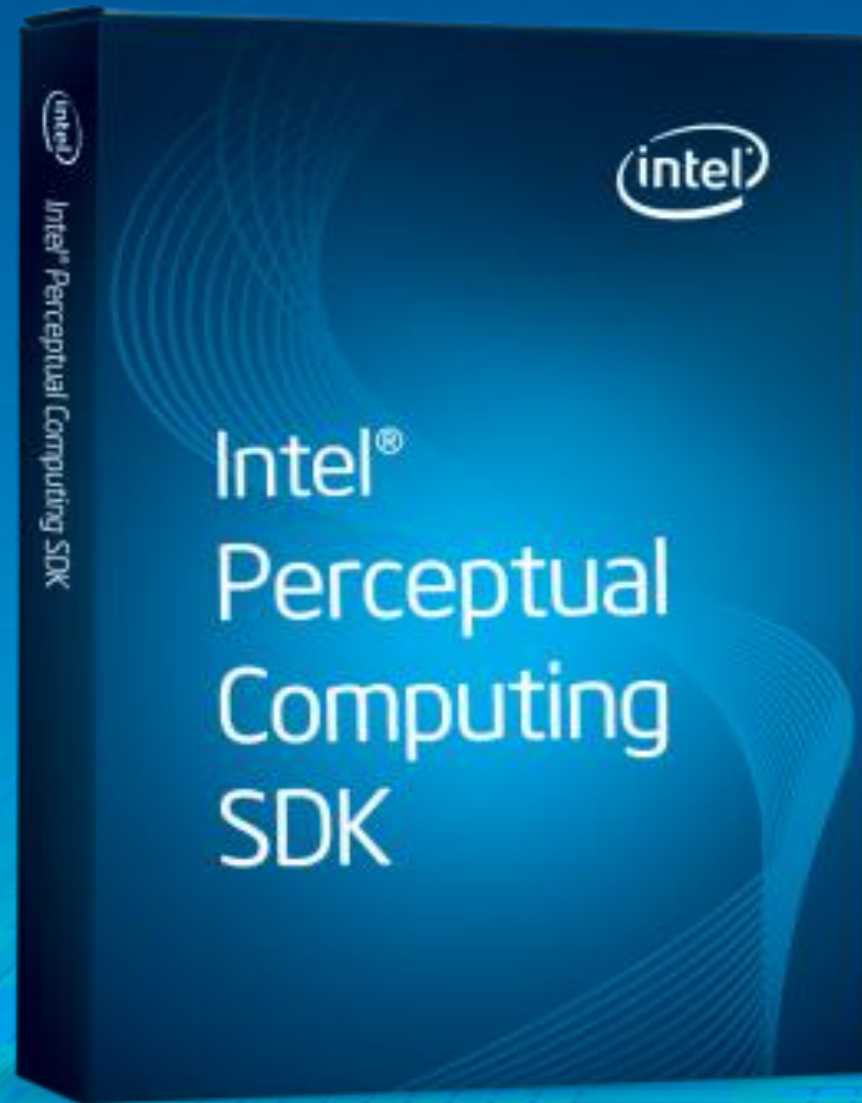
Ted Tewksbury, PhD - President & CEO IDT



Bringing Voice to the PC



Intel® Perceptual Computing SDK Beta



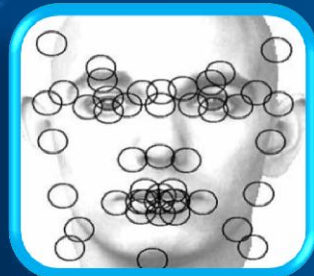
- BETA SDK: Free for Evaluation
- Perceptual Modes Support:
 - Face Analysis, Tracking
 - Finger Tracking
 - Close-Range Hand Gesture Recognition
 - Voice Processing
 - 2D, 3D Augmented Reality
- APIs:
 - High-Level API: For fast, easy programming
 - Low-Level API: For innovation and programming control

SDK Details



Close-range Depth Tracking (6 inches to 3 feet):

Recognize the positions of each of the user's hands, fingers, and joints and supporting static hand poses and moving hand gestures.



Facial Analysis:

Face detection and recognition (six and seven point landmark and attribution detection, including smiles, blinks, and age groups)



2D/3D Augmented Reality:

Combine real-time images from the camera and close-range tracking from the depth sensor with 2D or 3D graphical images.



Speech Recognition:

Voice command and control, short sentence dictation, and text to speech synthesis

CREATIVE®



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

Systems & Software

User Experience

Systems & Software

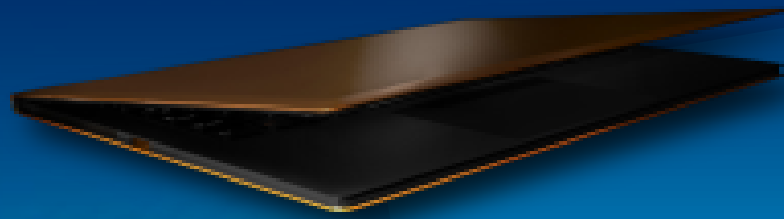
Amazing Silicon

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" >
<head>
<title>.com - /Title</title>
<meta http-equiv="imagetoolbar" content="no" />
<meta name="robots" content="no" />
<meta name="robots" content="no" />
<meta name="robots" content="no" />
<meta name="robots" content="no" />
<meta property="og:title" content=" " />
<meta property="og:type" content="website" />
<meta property="og:url" content="http://www.com/" />
<meta property="og:image" content="http://www.com/images/logo.png" />
<meta property="og:site_name" content=" " />
<meta property="fb:admins" content="6123456789" />
<meta property="og:description" content=" " />
<link rel="stylesheet" type="text/css" href="http://www.com/css/main.css" />
<link rel="stylesheet" type="text/css" href="http://www.com/css/print.css" />
<link rel="icon" href="http://www.com/favicon.png" type="image/png" />
<link rel="shortcut icon" href="http://www.com/favicon.ico" />
<link rel="alternate" type="application/rss+xml" href="http://www.com/feed/" />
<script language="javascript" type="text/javascript">
<script language="javascript" type="text/javascript">
```

Ultrabook™

2011

Category Introduction



2nd Generation
Intel® Core™ Processor

2012

Ramp: More, Better,
and into Mainstream



3rd Generation
Intel® Core™ Processor

2013

“The Notebook
Re-invented”



4th Generation
Intel® Core™ Processor

Ultrabook™

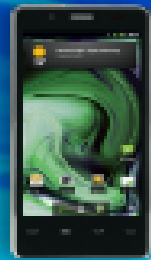
>140 Designs on
3rd Generation Intel® Core™ Processors



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

We Are Entering a More Mobile World

Smartphone



Tablet



Ultrabook™



Notebook



Consumption Usages

Creation/Productivity

Our Goal: Deliver The Best Experience

Ultrabook™ Convertibles Best of PC & the Best of a Tablet

Ultrabook™ Convertible

Smartphone



Tablet



Ultrabook™



Notebook



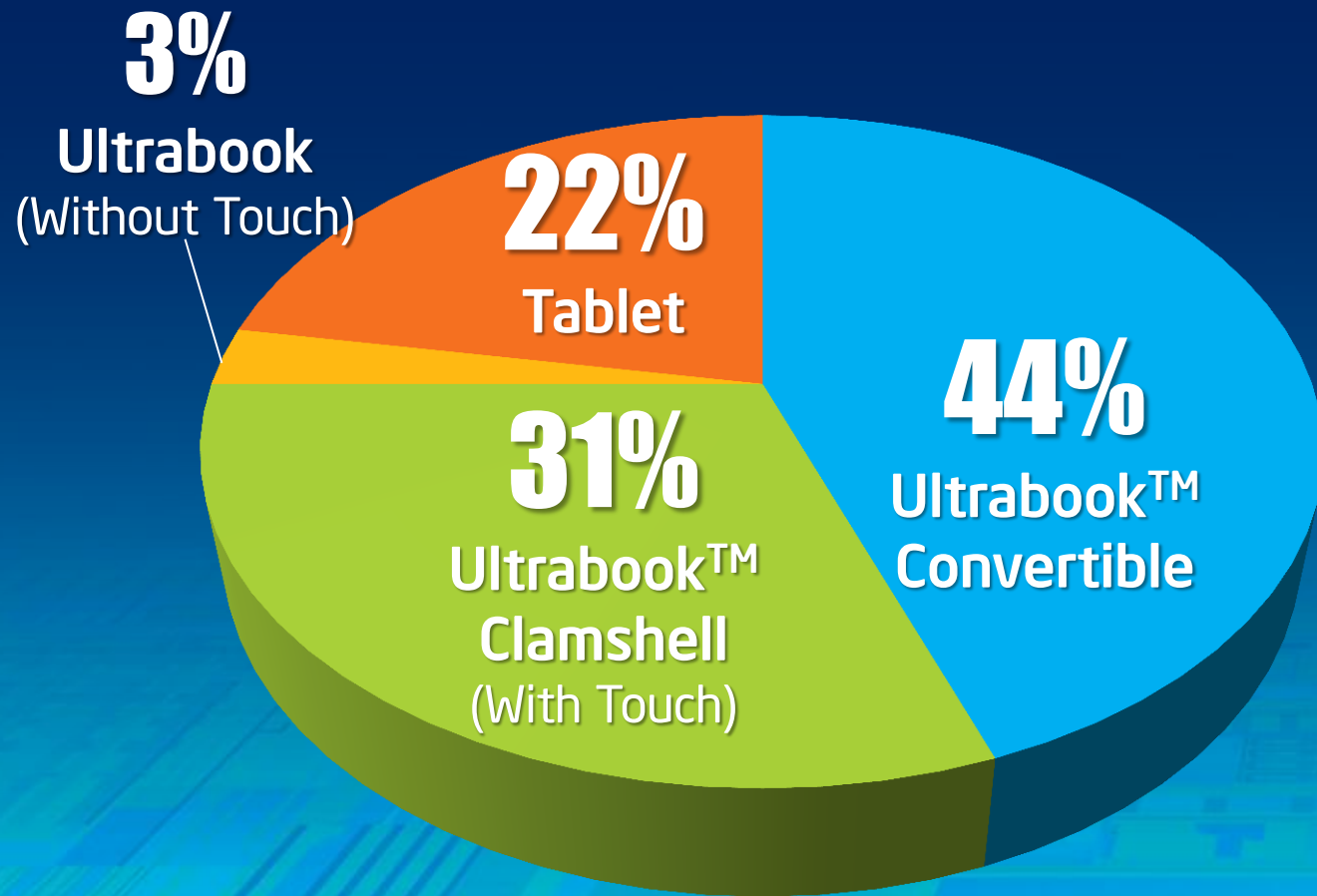
Consumption Usages

Creation/Productivity



Convertibles: Potential to Grow the Market

What will be your computing device of choice with Windows* 8?



“...what we wanted was a blend of the two products — the utility, connectivity and practicality of the Ultrabook, and the iPad’s touch capabilities...”

—Rob Enderle, Mar 28, 2012



DIRECTIONAL: Limited sample size after using devices for 60 days.

Source: *Windows* 8 Experience Study* (2012, Intel Corporation)

http://www.cio.com/article/703011/iPad_vs._Ultrabook_Picking_the_Perfect_Next_Gen_Laptop?page=2&taxonomyId=3045

Amazing Silicon

User
Experience

Systems
&
Software

Amazing
Silicon



Ultrabooks™

4th Generation Intel® Core™ Processors

Improved Performance*
Next Generation Graphics
Touch & Voice
Facial & Augmented Reality

Responsive

Mobile

All Day Battery Life¹
Always Fresh Data
NFC

Intel® Anti-Theft Technology 2.0
Intel® Identity Protection Technology
HW + SW based Security Features
Intel® vPro™ Processor Technology

Protected

Stylish

New Convertible Designs
High Resolution Displays

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

¹ Target 9 hours based on idle *Note: Power estimates are preliminary based on Q2'12 architectural pre-silicon projections and subject to change.

*vs Prior Generation.

2013: The Notebook Re-invented

Responsive Voice

Instant On

HD Camera

Always Fresh Data

Anti Malware Protection

All Day Battery Life¹

Full HD Display

Sensors

Facial Recognition

Touch

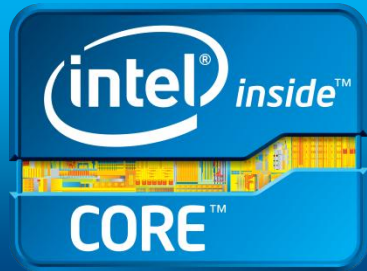
Convertible Form Factors

Amazing Performance & Visuals



¹ Target 9 hours based on idle *Note: Power estimates are preliminary based on Q2'12 architectural pre-silicon projections and subject to change.

Thinner, Lighter Systems with Longer Battery Life



17W → 15W



~ 10W



2W



Performance Meets Style

All-in-One Innovation and Investment



>65 AIO Designs on 3rd Generation Intel® Core™ Processors

Adaptive AIO

Stationary Computing Experience



Adaptive Computing Experience



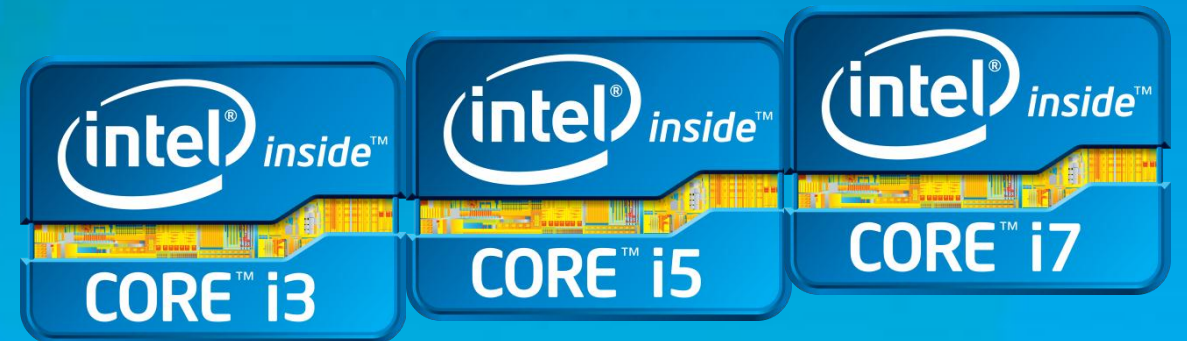
Adaptive Screen Brings Collaborative, Shared Experiences

Redefining the Traditional DT Experience!

Sony VAIO TAP 20



SONY



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

A man wearing a dark cap and a woman are looking at a laptop together in a modern office environment. The background is a blurred office space with glass partitions and ceiling lights. The right side of the image has a blue gradient overlay with white text.

Summary

Ultrabook™ with Touch Coming Soon

Ultrabook Convertibles:
Best of the Notebook & Best of the Tablet

4th Generation Intel® Core™ Based Platforms
Will Deliver New, Immersive Experiences

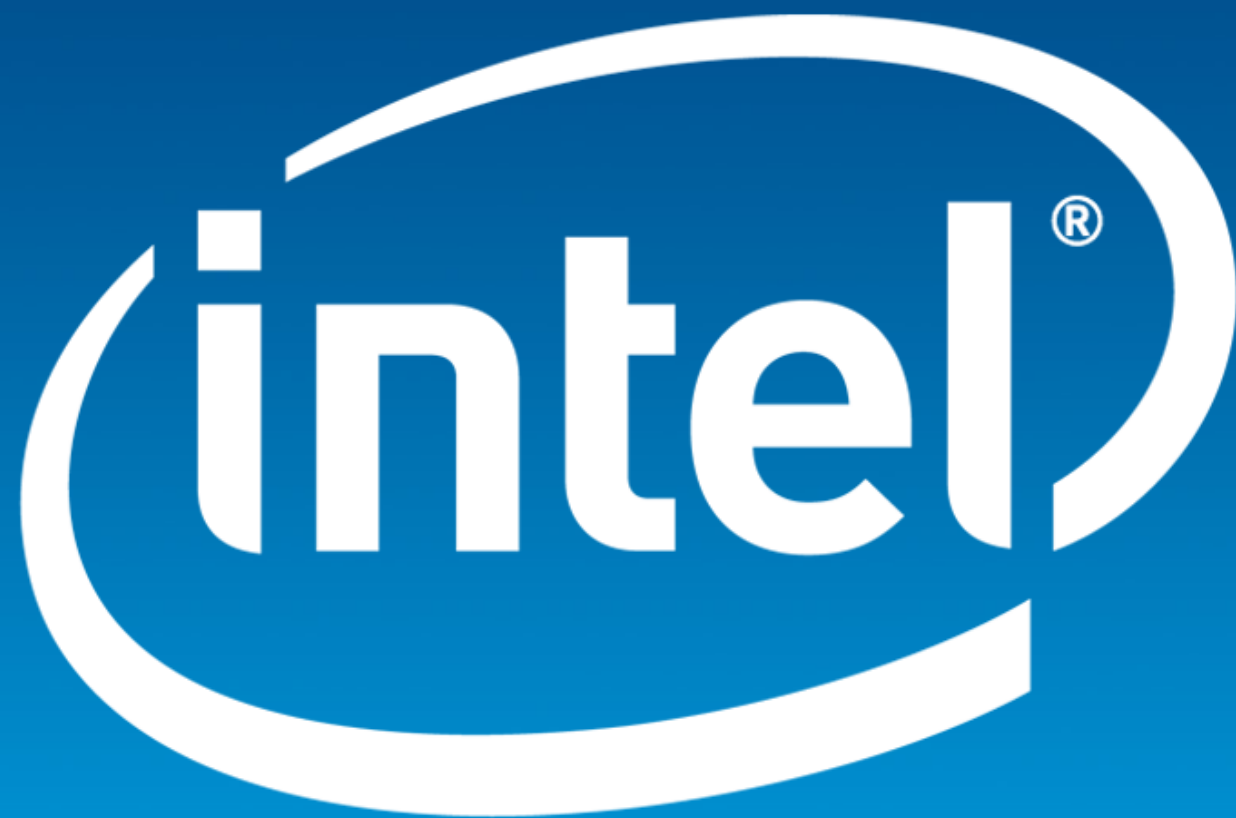
New Adaptive AIO Platforms Redefining
Desktop Computing

Questions & Answers



IDF2012

INTEL DEVELOPER FORUM



Sponsors of Tomorrow.™