

# IDF2012

INTEL DEVELOPER FORUM

Security and Services in the  
AGE OF TRANSPARENT  
COMPUTING



Sponsors of Tomorrow.™





THROW ME THE STATUE







# IDF2012

INTEL DEVELOPER FORUM

A CONFERENCE FOR  
YOU



# THE ERA OF UBIQUITOUS COMPUTING







# SOFTWARE INDUSTRY





# INNOVATION MARKET COST





AVERAGE APP REVENUE  
**\$1,200 - \$3,900**  
PER MONTH

**33%**  
OF ALL APPS MAKE  
**\$100 - \$500**  
PER MONTH

**63%**  
OF ALL APPS MAKE  
**<\$5,000**  
PER MONTH







MARKETING ACCOUNTS FOR

**50%**

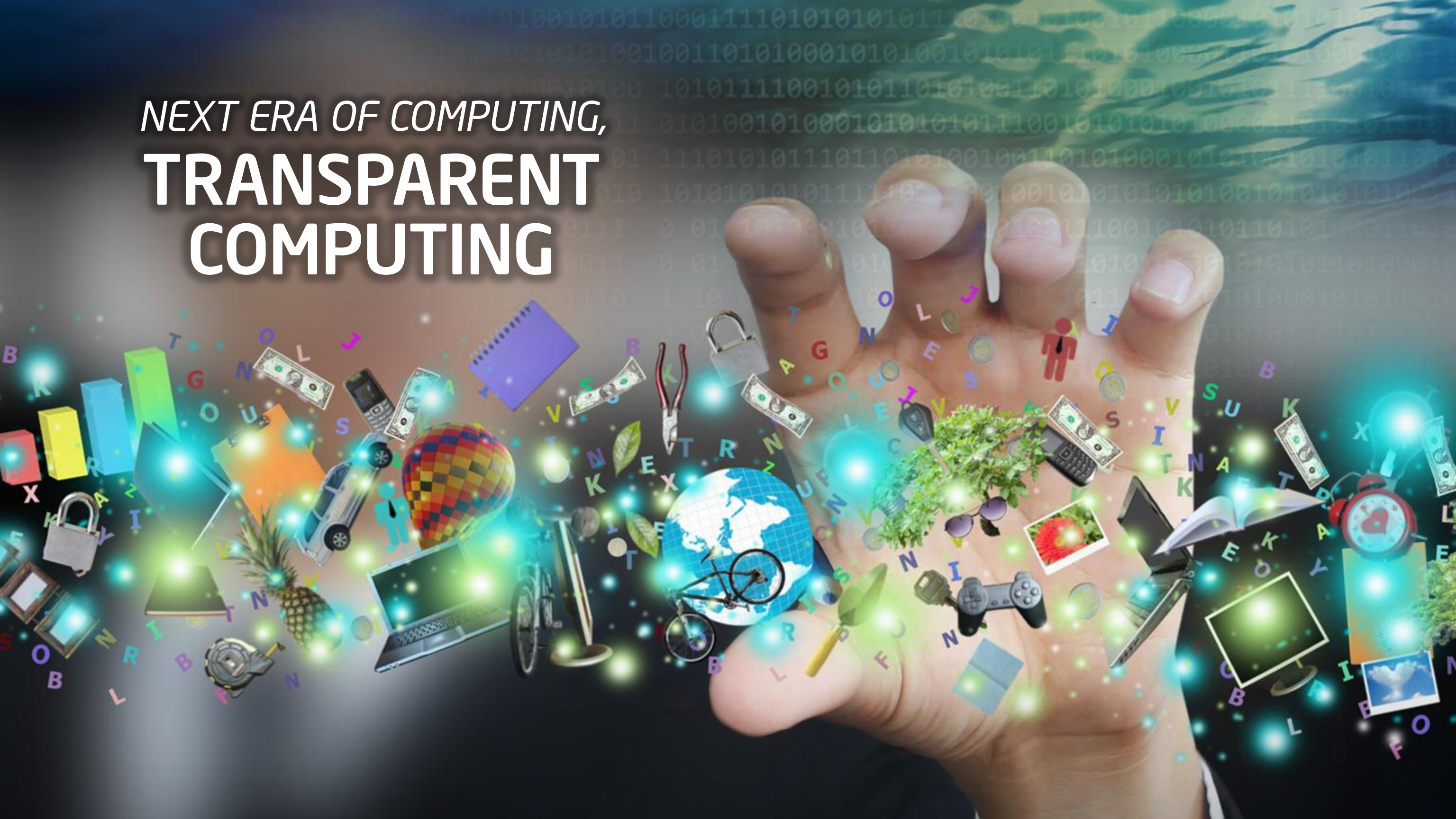
OF PRODUCTION COSTS

**76%**

STOP USING AN APP AFTER  
3 MONTHS



*NEXT ERA OF COMPUTING,*  
**TRANSPARENT  
COMPUTING**





A CROSS PLATFORM  
**LANGUAGE**

FLEXIBLE  
**CLOUD**

ROBUST  
**SECURITY**

*THREE KEY ELEMENTS OF*  
**TRANSPARENT  
COMPUTING**





# HTML5







# INITIATIVES AND TRENDS THAT MOVE US TOWARD **TRANSPARENT COMPUTING**



**40%**  
OF APP DEVELOPERS  
ARE USING HTML 5

ANOTHER  
**40%**  
ARE PLANNING  
TO USE HTML 5

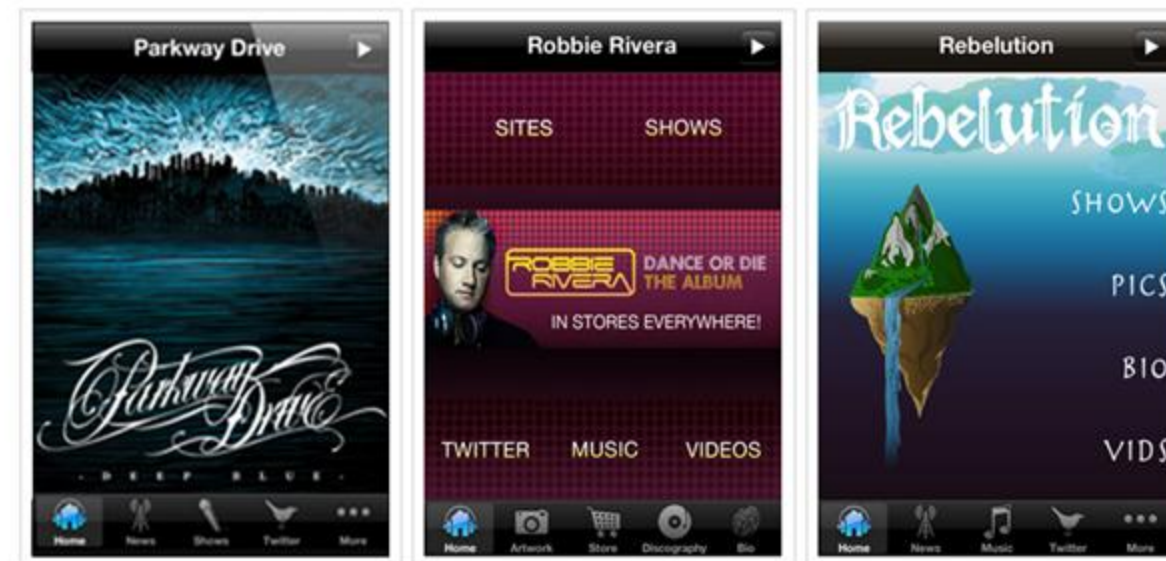






## Stay connected to your fans with a MobBase app

Build, manage, and update your own custom app for iPhone, Android, and the mobile web





# RIVER TRAIL PARALLEL EXTENSIONS





The image shows a perspective view of a server room with multiple rows of server racks. The racks are dark with glowing blue and green lights. The background is a dark blue gradient with a pattern of binary code (0s and 1s) in a lighter blue color. The text 'INTEL CLOUD SERVICES PLATFORM' is overlaid in the center-right of the image.

# INTEL CLOUD SERVICES PLATFORM



# Intel® Trusted Execution Technology





# CLOUD TRANSFORMS IT



EMC<sup>2</sup>



# SECURE COMPUTING





# SECURE COMPUTING





# IMPORTANT SECURITY UPDATE

McAfee is alerting all VirusScan Enterprise customers to implement a mandatory security hotfix to ensure the latest protection. For details, visit the McAfee KnowledgeBase

[Visit the McAfee KnowledgeBase](#)



**Michael DeCesare**  
*Co President*  
McAfee

Aug 20, 2012 | [New Version of McAfee Mobile Security Provides Advanced Priv...](#)

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ded solutions  
r protection for the



port

## Prevent Database Threats Across All Vectors

Build a critical last line of defense for your sensitive databases

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## Security Sized Right

Scalable, easy-to-manage solutions for your small business

[Learn More](#)

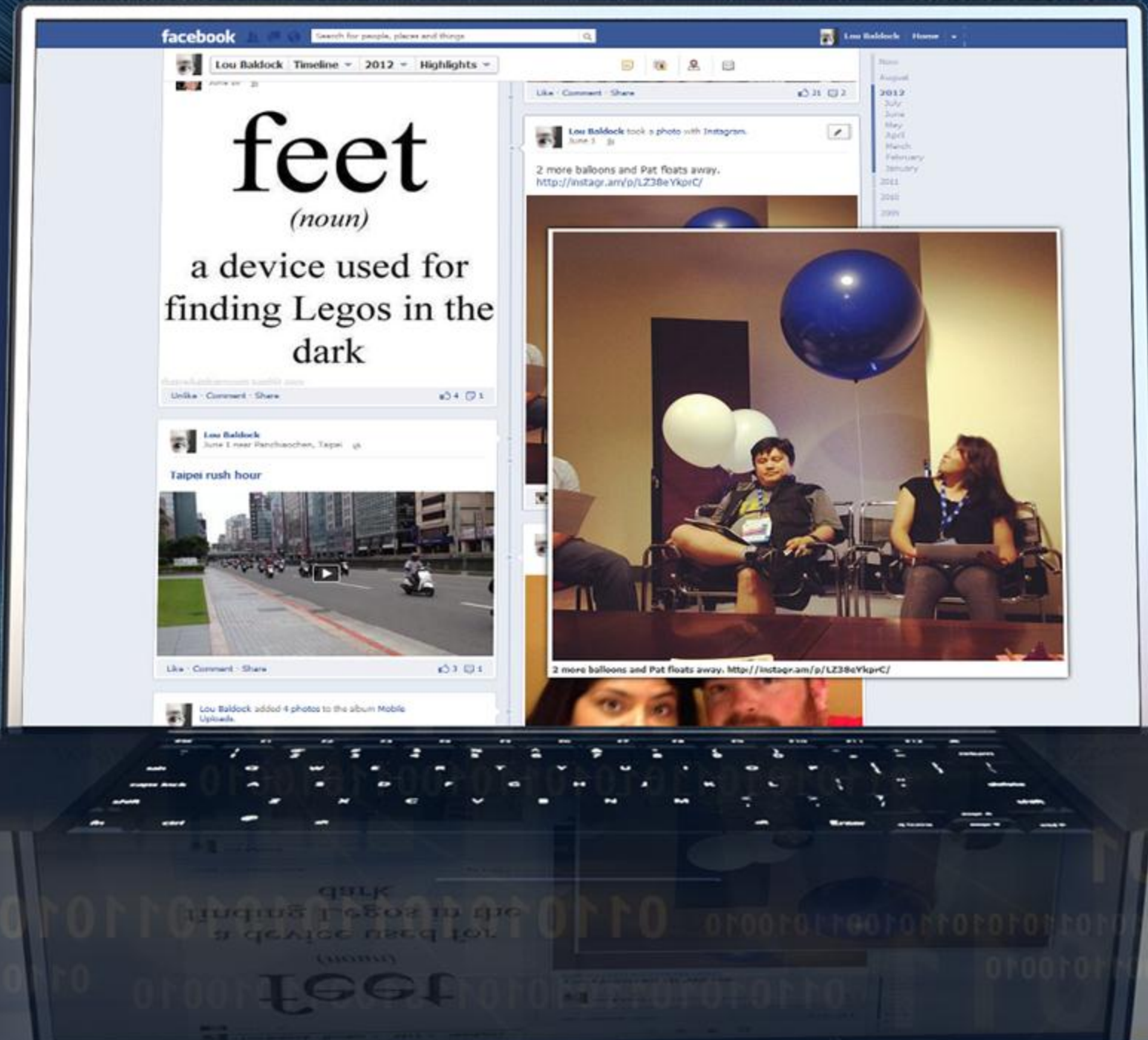


# THINKING ABOUT SECURITY





# facebook®





# THINKING ABOUT SECURITY



MALWARE







# INTRODUCING THE INTEL DEVELOPER ZONE



Intel® Cloud API

http://software.intel.com/en-us/developer-services

Intel® Software | Communities | Resources | Developer Tools

Intel® Developer Zone | What can we help you find today? | UserFirst Name (3) | Dashboard | Logout

INTEL® DEVELOPER ZONE | Providing the tools, code, community support, and sales opportunities you need to

## Welcome to the Intel® Developer Zone

Unleash your competitive edge. Get the tools and resources to develop, market and sell your software.

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- ULTRABOOK™** > Get guides and tools to code and distribute apps for the next generation of mobile PCs.
- ANDROID\*** > Deliver innovative apps for mobile and tablet devices powered by Intel® Architecture.
- BUSINESS** > Build software for our premium business platform with tools, resources, and a support community.

Intel® Developer Zone

Home > Dashboard

## Welcome, UserName

Here are today's recommendations for you:

- Have ideas or advice to share? Start Blogging About it! Find out More >
- Lorem ipsum dolor sit amet consectetur >
- Lorem ipsum dolor sit amet consectetur >
- More recommendations >

My Profile | My Organization | AppUp | My Services

Profile Information | My Content | Black Belt Activity | Manage Notifications

### MY PROFILE INFORMATION

Last Updated 11-Oct-2010  
Change Password

### BLACK BELT STATUS

FirstName LastName



# INTRODUCING THE INTEL DEVELOPER ZONE



Helping You Enhance  
User Experiences



Cross-platform  
Development



Opportunities To  
Grow Your Business





- ### Categories
- New Arrivals
  - Featured Apps
  - Intel Learning Series
  - Books
  - Business
  - Comic Books
  - Education
  - Entertainment
  - Finance
  - Games
  - Health
  - Lifestyle
  - Music
  - Maps and Navigation
  - News

### Top Paid

 <b>Angry Birds Rio</b> ★★★★★ 225 <b>\$ 4.99</b>	 <b>Rajshri Kids</b> ★★★★★ 2 <b>\$ 0.99</b>	 <b>Bollywood Movies &amp; TV Shows</b> ★★★★★ 3 <b>\$ 0.99</b>	 <b>Angry Birds</b> ★★★★★ 1 <b>\$ 4.99</b>
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# Intel AppUp<sup>SM</sup>

### Top Free

 <b>Fruit Ninja Lite</b> ★★★★★ 517 <b>Free</b>	 <b>Glow</b> ★★★★★ 45 <b>Free</b>	 <b>Alchemy Classic</b> ★★★★★ 123 <b>Free</b>	 <b>My Little Artist</b> ★★★★★ 1 <b>Free</b>	 <b>TSGO Wars</b> ★★★★★ 1 <b>Free</b>
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**CROSS-PLATFORM  
DEVELOPMENT**  
**[WWW.INTEL.COM/SOFTWARE](http://WWW.INTEL.COM/SOFTWARE)**





*THE ERA OF*  
**TRANSPARENT  
COMPUTING**

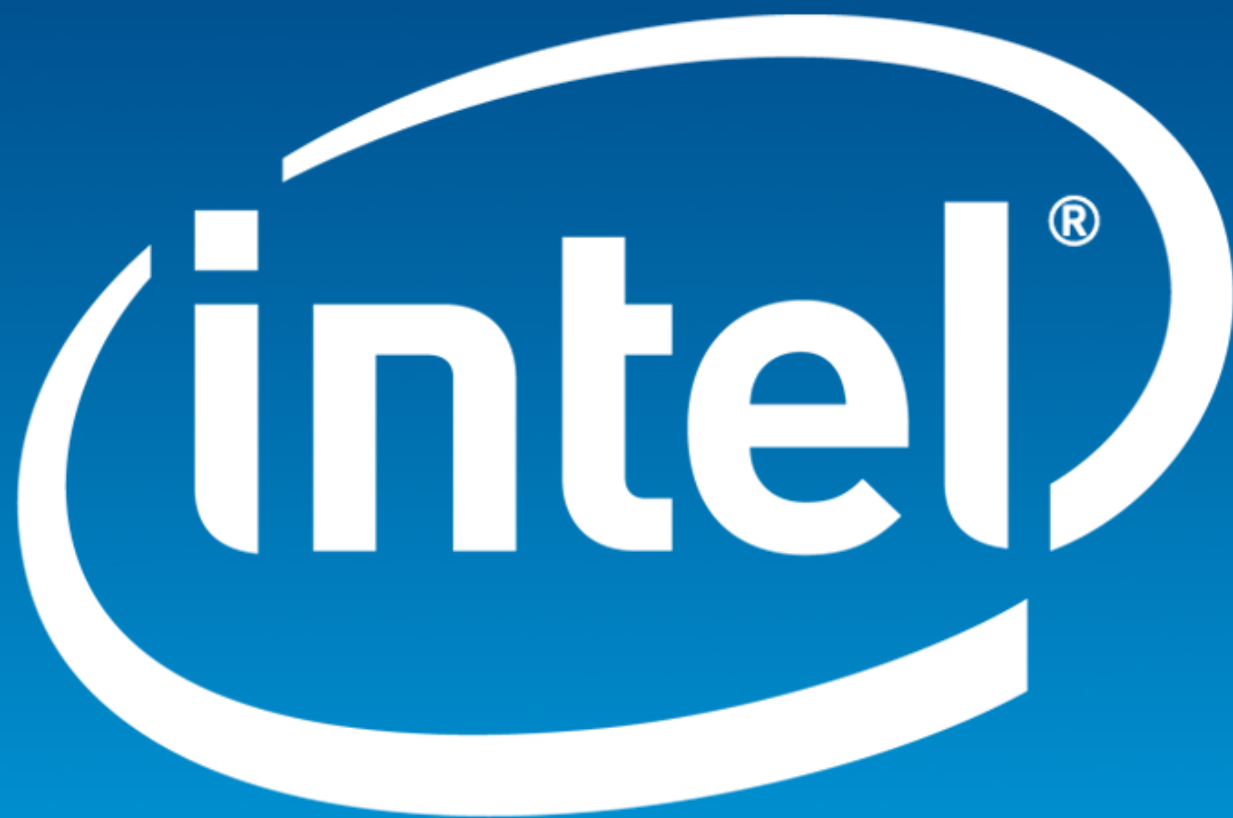




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