

# IDF2012

INTEL DEVELOPER FORUM

## Dadi Perlmutter

Executive Vice President  
General Manager, Intel Architecture Group  
Chief Product Officer



Sponsors of Tomorrow.™



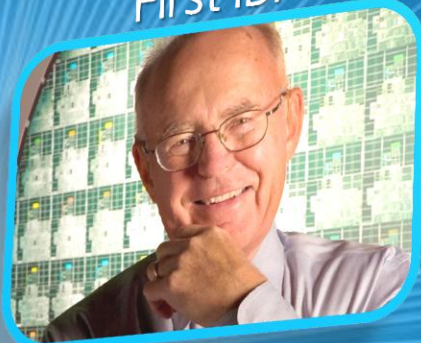


*This decade we will create and extend computing technology to connect and enrich the lives of every person on earth.*



# Celebrating 15 Years

1997  
First IDF



2003  
Intel® Centrino® Processor

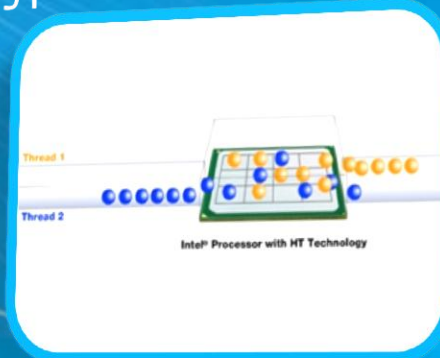


2009  
Big Things in Small Packages

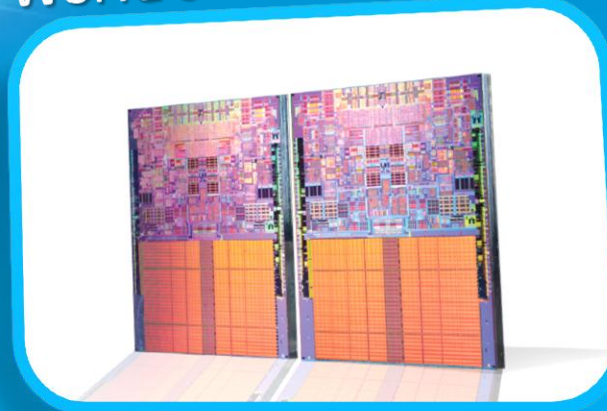


1997 Processors

2002  
Intel® Hyper-Threading Technology



2006  
World's 1<sup>st</sup> Quad Core



Devices and Experiences

2012

2011  
Android on Intel



# This Week In IDF

## Day 1

Reinventing Computing:  
Collaborating to Shape  
the Future from  
Datacenter to Devices



Dadi Perlmutter

## Day 2

Security and Services in  
an Age of Transparent  
Computing



Renée J. James

## Day 3

Connecting to  
the Future



Justin R. Rattner

- Expanding Intel roadmap in mobility and cloud
- Delivering “true interactive experience” across all devices
- Enabling transparent cross-platforms user experiences
- Developing wireless technologies for the future
- Collaborating to solve the world’s biggest challenges

# Reinventing Computing

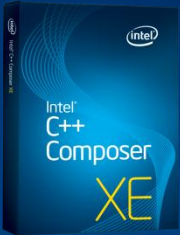
*Collaborating to shape the future from datacenter to devices.*



# The Intel Advantage

## Software & Services

11 Million Developers Target IA



WIND RIVER

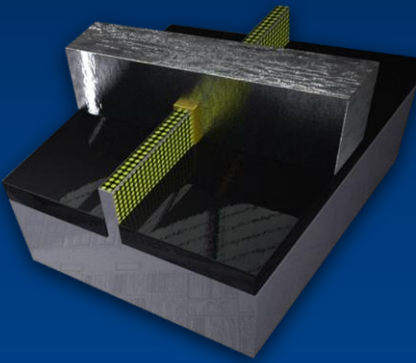
## Manufacturing

Second to None



## Transistors

The World's Best



## Architecture

1.5B Installed Base



# All Under One Roof

\* Other brands and names are the property of their respective owners.

# Mobile Devices, Internet of Things, and Services Drive Datacenter Explosion

**500M SHARES** 

**230M TWEETS** 

**86K HOURS OF VIDEO UPLOADED** **100M HOURS OF VIDEO WATCHED** 

**LONDON DATASTORE** 



*Data Creates Opportunities*

# Our Focus in Cloud and Mobility





# Datacenter Runs On Intel



Mission  
Critical

HPC

Big Data

Cloud

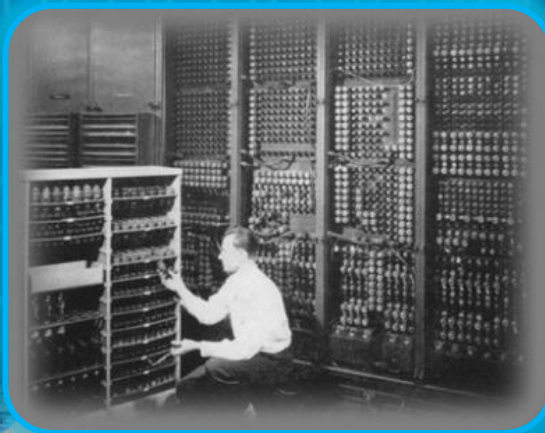
Enterprise

Small  
Business

Communications

Microservers

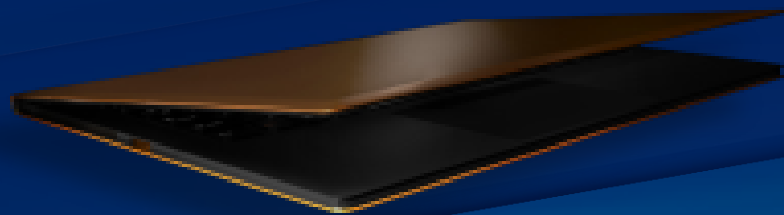
# Personal Computing Transformation



# Ultrabook™ Journey

2011

Introduce the Category



2nd Generation  
Intel® Core™ Processor

2012

Ramp: More, Better,  
and into Mainstream



3rd Generation  
Intel® Core™ Processor

*Moving to Mainstream: Faster, Thinner, Better*

# Ultrabook™ Journey

2013

2011

Introduce the Category



2nd Generation  
Intel® Core™ Processor

2012

Ramp: More, Better,  
and into Mainstream



3rd Generation  
Intel® Core™ Processor

Reinventing Mobility



4th Generation  
Intel® Core™ Processor

*Moving to Mainstream: Faster, Thinner, Better*

# Form Factor Innovation

Tablet/Slate



Ultrabook™  
Detachable



Ultrabook™  
Convertible



Notebook/Clamshell



**Intel® Core™ Processor: Great Performance with Cool Designs**

# New Platform Capabilities Enable New Experiences

Responsive Voice

Instant On

720p Camera

Always Fresh Data

Anti Malware Protection

All Day Battery Life

Full HD Display

Sensors

Facial Recognition

Touch

Convertible Form Factors

Amazing Performance & Visuals





Calendar

1234  
56789  
101112  
131415  
161718  
192021  
222324  
252627  
282930  
31

Search



Business solutions  
- money transfer  
- net banking  
- strategic planning  
- analytics  
- video conferencing  
- e-mail, file  
- database working

7

Entertainment  
- film  
- music  
- games  
- e-books  
- travel

5

Internet solutions  
- usability  
- business  
- e-commerce  
- design  
- mobile  
- applications

7



Select category

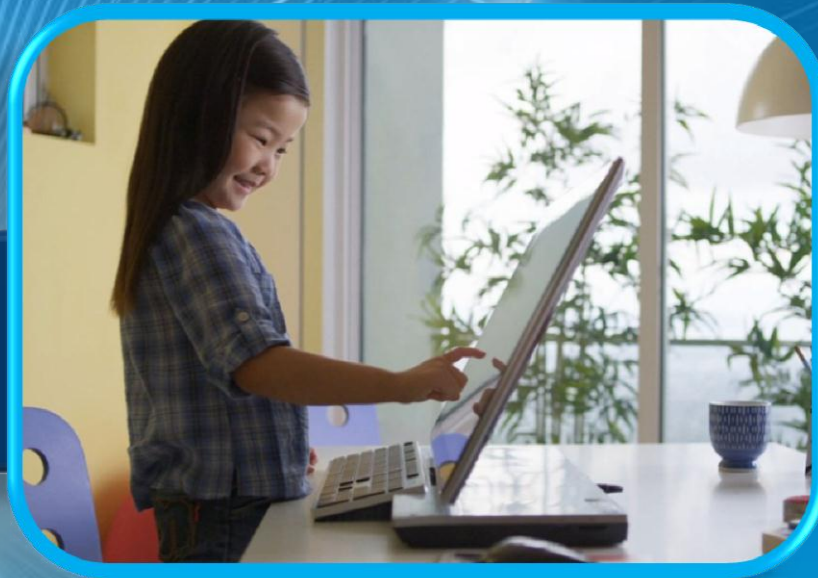
Finance Business Culture  
Weather Sport News Video  
Radio Technics Films  
Electronics Shopping Design  
Internet Maps Radio  
Travel Tech  
Entertainment Security  
Global Music Companies  
Graphics Vacancy  
Games People

# Redefining the Computing Experience



# The Rise of Natural Intuitive Computing

Now



Near Future



The Vision



*Providing Human-like Senses to Computing*



# "True Interactive Experience" Across All Devices



*Enabling Touch and Speech Everywhere*

Restart the computer

Search Bing

Search Amazon\* for sunglasses

Send a reply

Open Calendar

Volume Up

Open Skype

Turn on camera

Search Yahoo

Search Google for

Make a call to dad

Shuffle On

Play song



“What can I say?”

Check my Twitter timeline

Volume Down

Play movie

Search YouTube for

Go on mute

Post to Facebook

share this on twitter

Restart the computer

Search Bing

Open Calendar

Send a reply



# Innovating Ahead

# CREATIVE®



**SoftKinetic™**  
The Interface is You

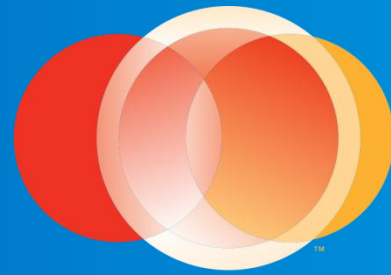


## Unlocking the Gesture Experience

# Natural Interactions



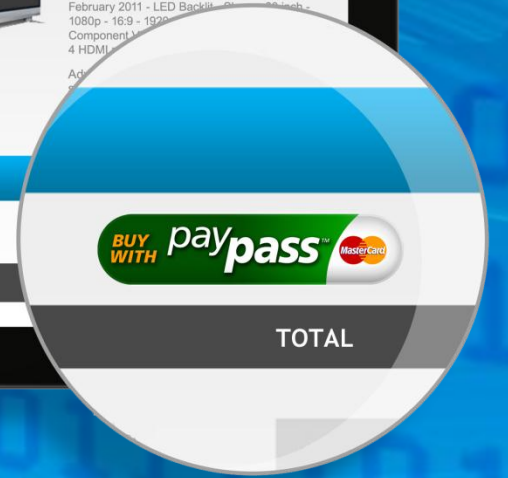
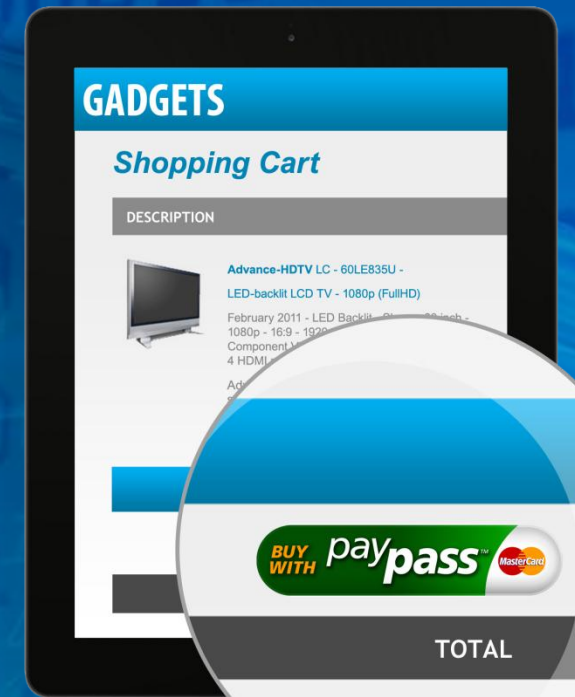
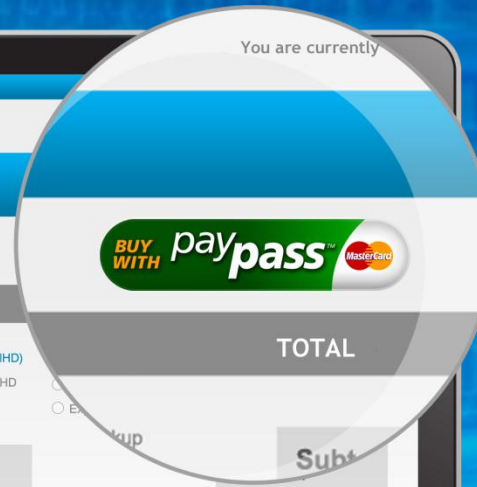
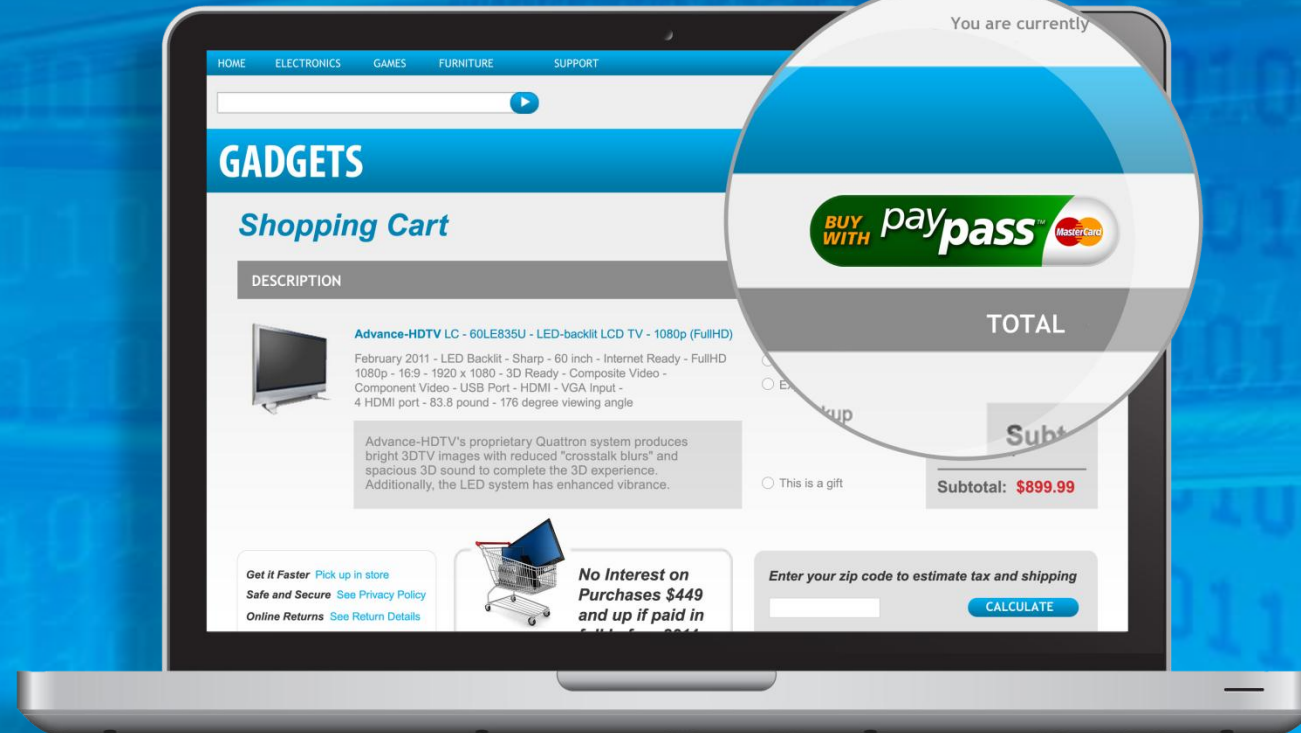
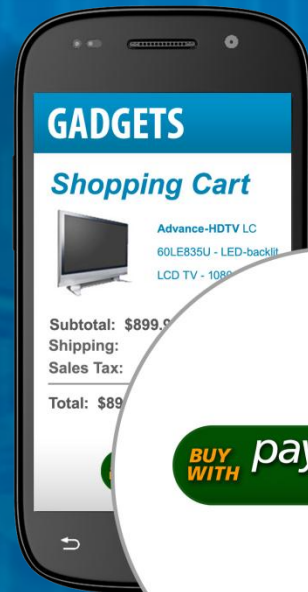
*Expanding the Definition of Computing*



**MasterCard**  
Worldwide

**Gary Flood**  
President,  
Global Products and Services

# PayPass™ Wallet by MasterCard®



# Simpler and Safer Online Shopping Experience

Password

Baseline  
Security

Intel® IPT®  
+  
Password

Improved  
Security

Intel® IPT®  
+  
NFC sensor

Improved Security  
Better Experience



# Seamless and Consistent Computing Experience



**intel** + **Microsoft**  
Windows 8

Compatibility

Manageability

Security

Personal Experience



# Delivering a Range of Intel Tablet Solutions

- “It just works”
- 20+ Intel® Atom™ design wins
- Intel Core™ processor designs starting
- Great performance & battery life
- Enhanced hardware security



# The Enterprise Ready Tablet



Seamless Integration and Manageability

# Performance that Suits Your Needs



# Intel Spans the Mobility Spectrum



Ultrabooks™



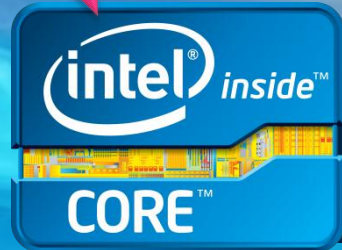
Convertible



Tablet

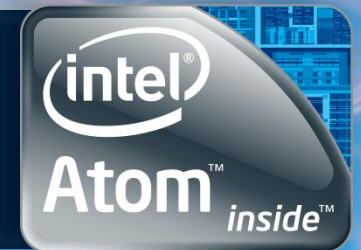


Smartphone



Best Performance and Outstanding Battery Life  
Best Visuals

Best Battery Life  
Thinnest and Lightest Form Factors



*The Best Choices for Every Mobile Experience*

# Silicon Innovations Shape Experiences



# 4th Generation Intel® Core™ Processor *Shaping the Coming Compute Experience*

Innovation  
**ACCELERATED**

Retargeted Silicon Design

New Power  
Management Framework

Efficient System Design

Mainstream Notebook  
Connected Standby Power



2011



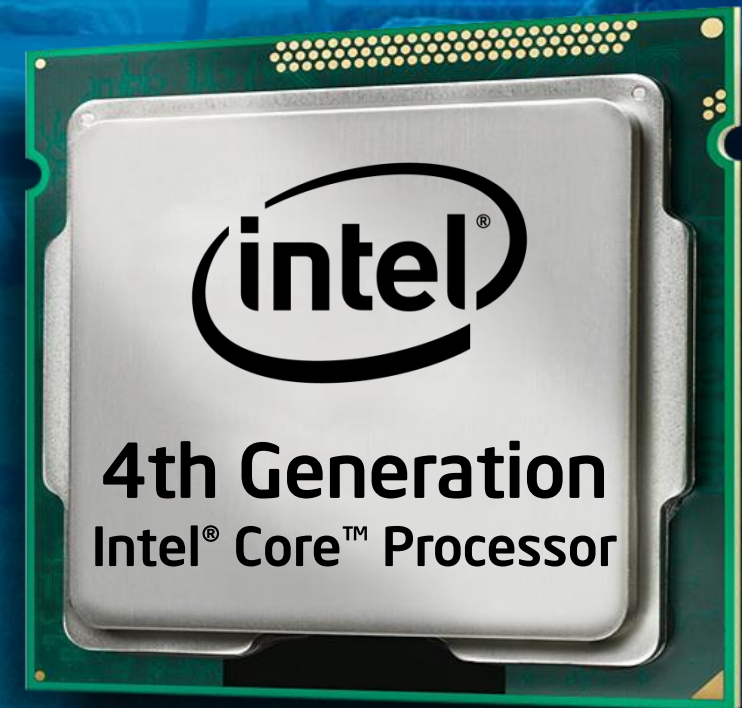
**20X!**

2013  
TARGETS

Uncompromised  
Performance

All Day Use

>10 Days of  
Connected Standby



*Redefining Experience*



Pushing New  
Limits with  
Low Power

“We Are Not  
Stopping Here...”



# *The Expanding Universe of Compute Possibilities*



*Shaping Experiences Everywhere*



# The First Wave — Smartphones with Intel Inside®



**lenovo**



**ZTE中兴**



  
**MEGAFON**



**LAVA**  
MOBILE PHONES



**orange™**

# Adaptive AIO

Stationary Computing Experience



Adaptive Computing Experience

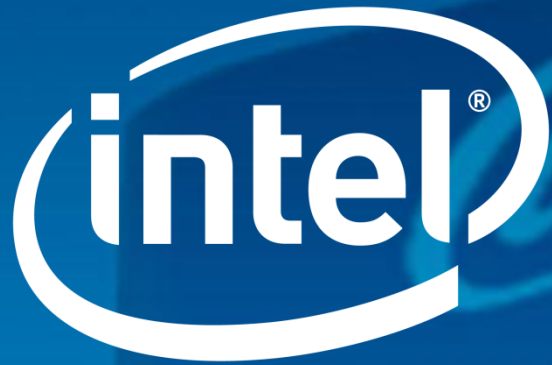


*Adaptive Screen Brings Collaborative, Shared Experiences*

*The Desktop Experience Redefined*

# The Age of Intelligent Systems

Powered by

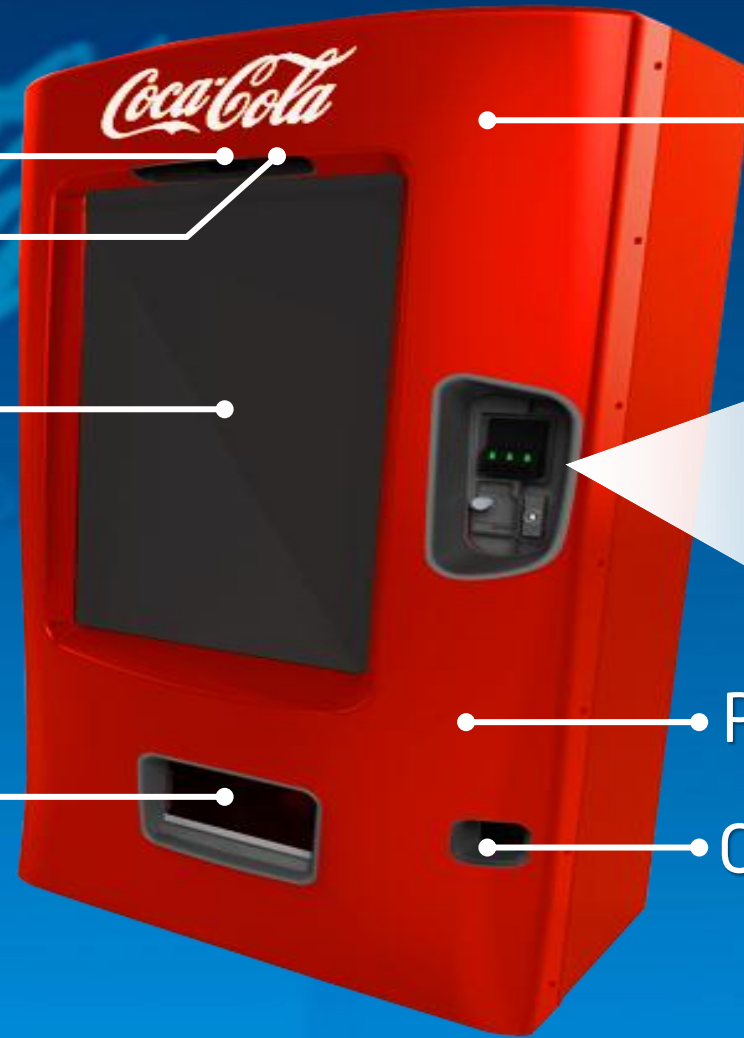


Microphone  
HD Camera 1080p  
LCD Multitouch 46"

Developed by



Dispenser



Wifi

QR Code Reader

Money Slot

PC i7

Change Holder

Lock

Reject Button

Bills/  
Coins Slot

*Redefining the Customer and Vendor Experience*



# Intel's Commitment to a Collaborative Ecosystem

# Collaboration as Fuel for Innovation

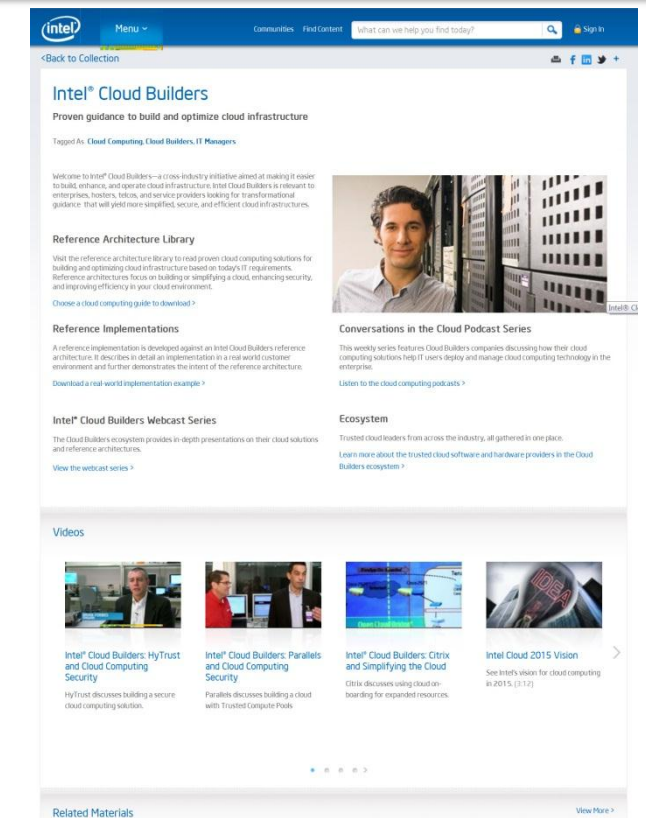
## IT Requirements & Open Standards



## Optimized Platforms

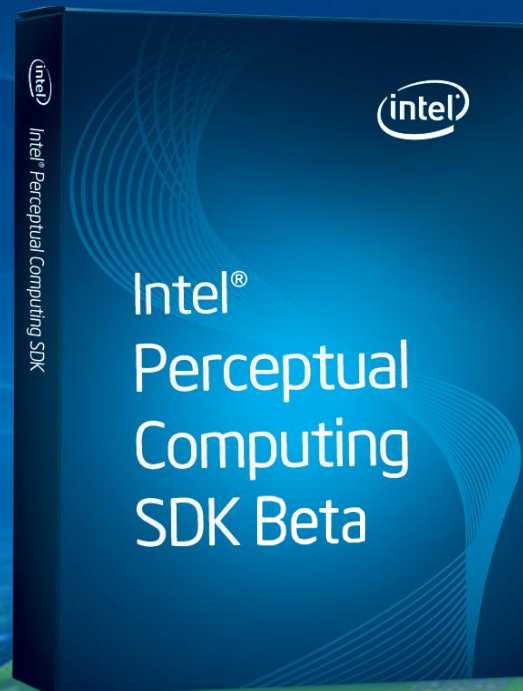


## Intel® Cloud Builders & Cloud Finder



*An Ecosystem of Ideas*

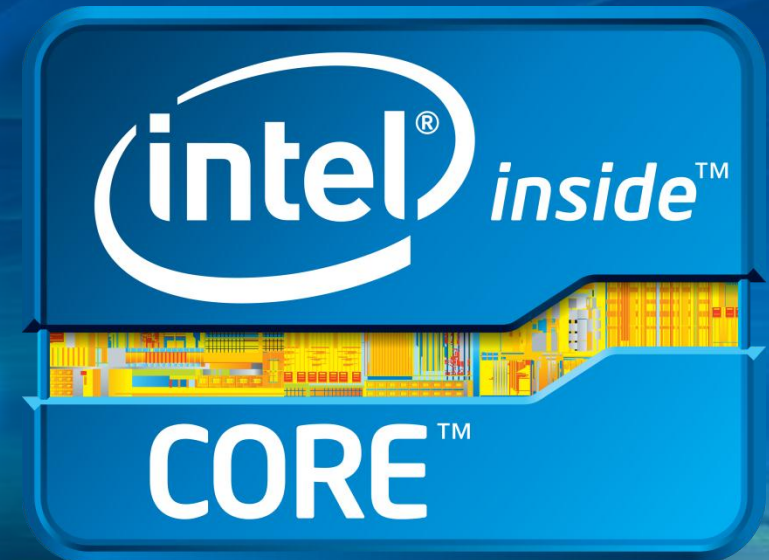
# Here Is An Invitation



+




+



**Join Us To Reinvent Tomorrow's Computing**  
*Perceptual Computing Developer Challenge - \$1M\**

[www.intel.com/software/perceptual](http://www.intel.com/software/perceptual)

\*in awards and promotions



**"This decade we will *create and extend computing technology to connect and enrich the lives of every person on earth.*"**

**- Intel Vision**

**Thank You**



**IDF2012**

**INTEL DEVELOPER FORUM**