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Vice President

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Intel Developer Forum **IDF13**



Our Technology Knows Us

Get Me There

Find Things
for Us

Manage Our
Money

Manage Our
Health

Help Us
Learn

Entertain Us

Grow
Relationships

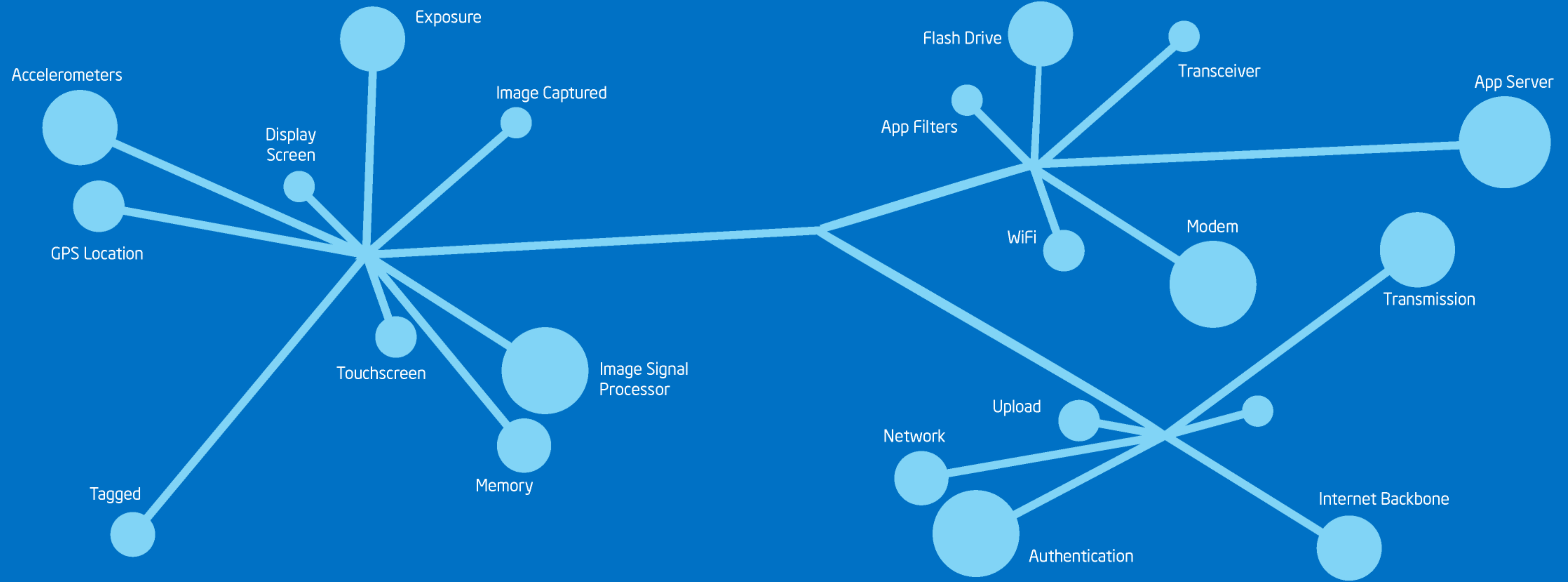
Earn Money

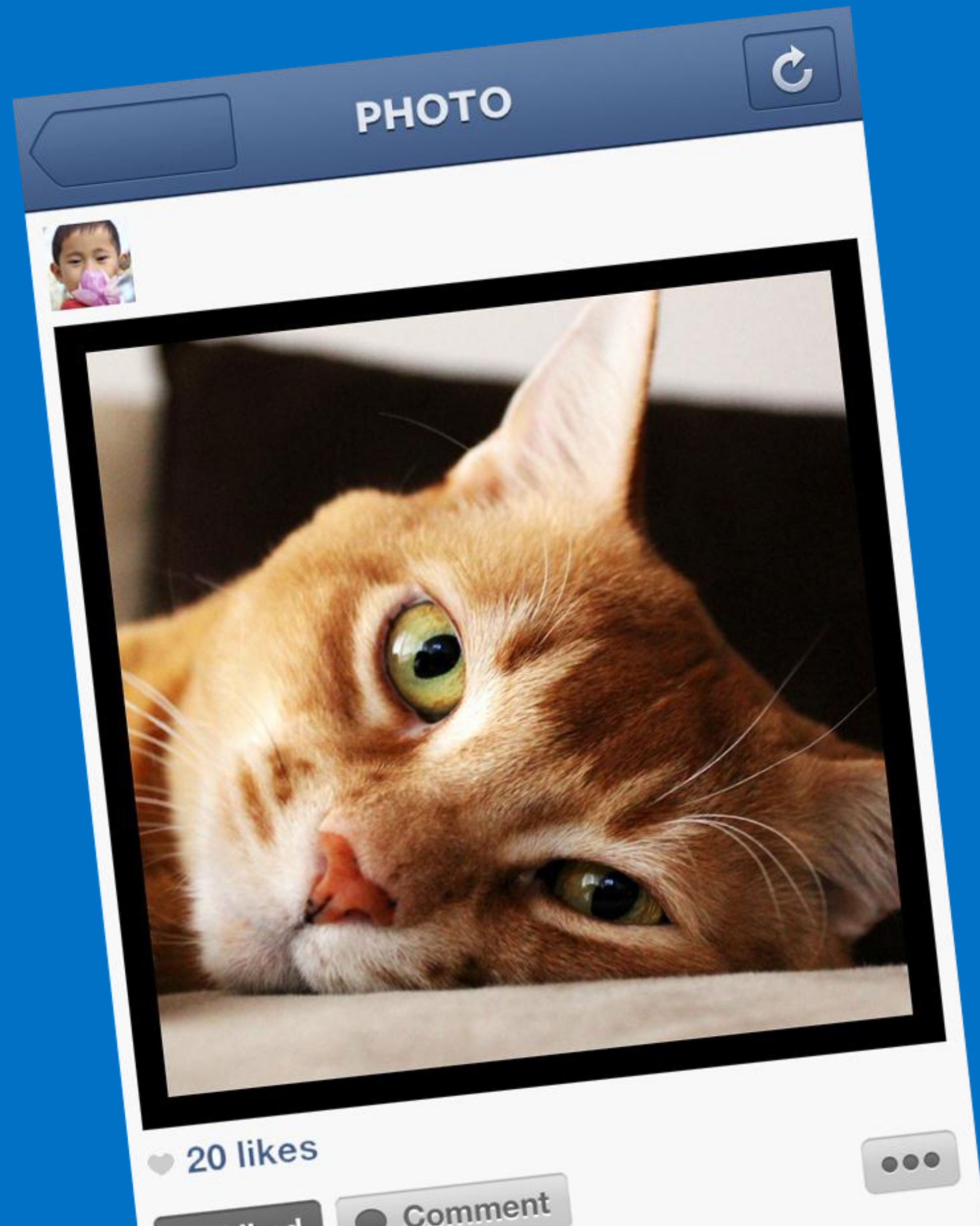
Complex lives improved by mobility

RELIABLE. PREDICTIVE. INDISPENSABLE.

Technology Masks Complexity







The mobile platform is smart, and getting smarter
We all want more

Imaging

Power
Management

Security

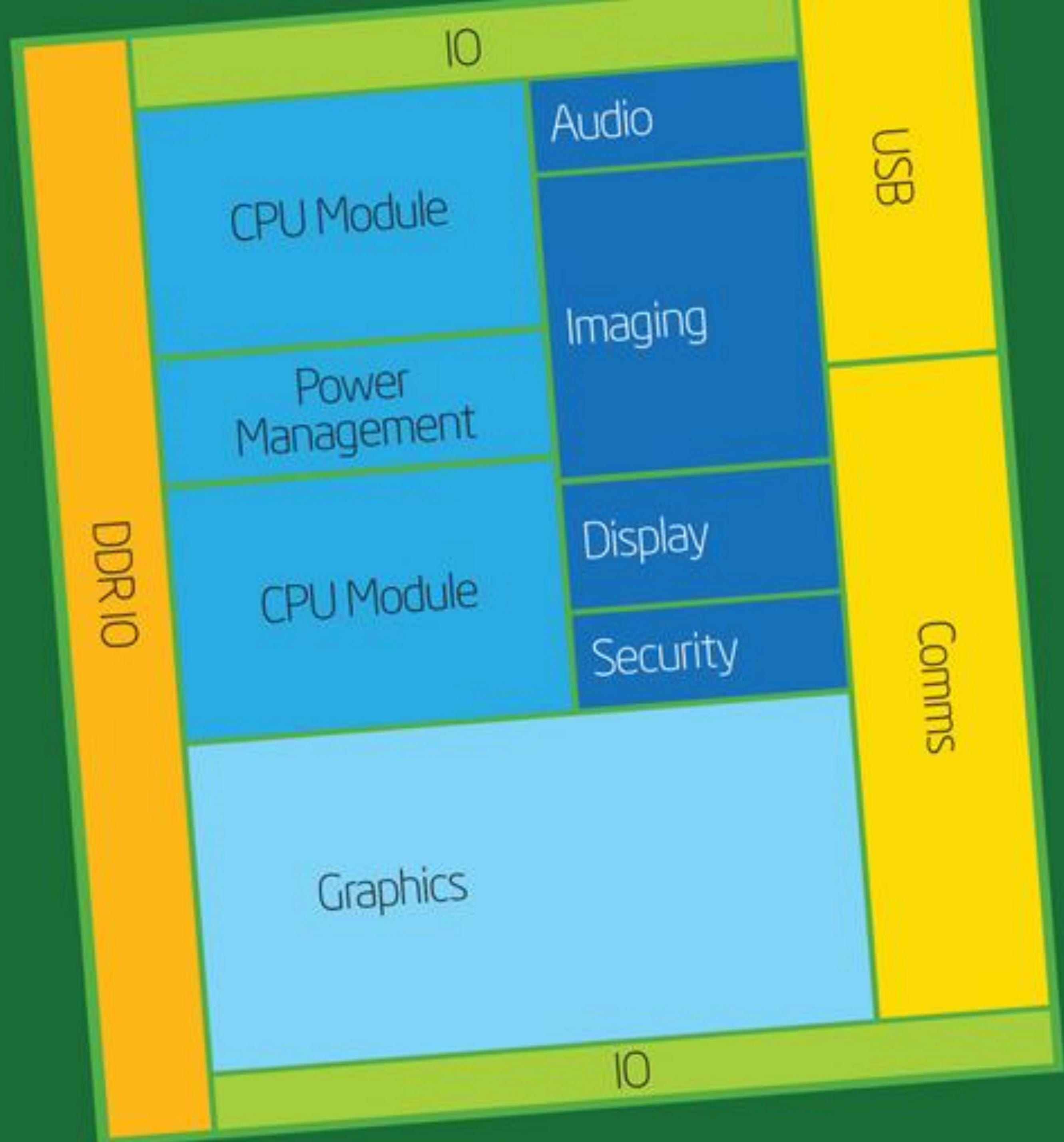
CPU Module

Comms

The Mobile Platform

Graphics

CPU Module



Power from the "core"

More compute power, longer battery life.

THE SILVERMONT CORE

Industry Leading Power and Performance Cores

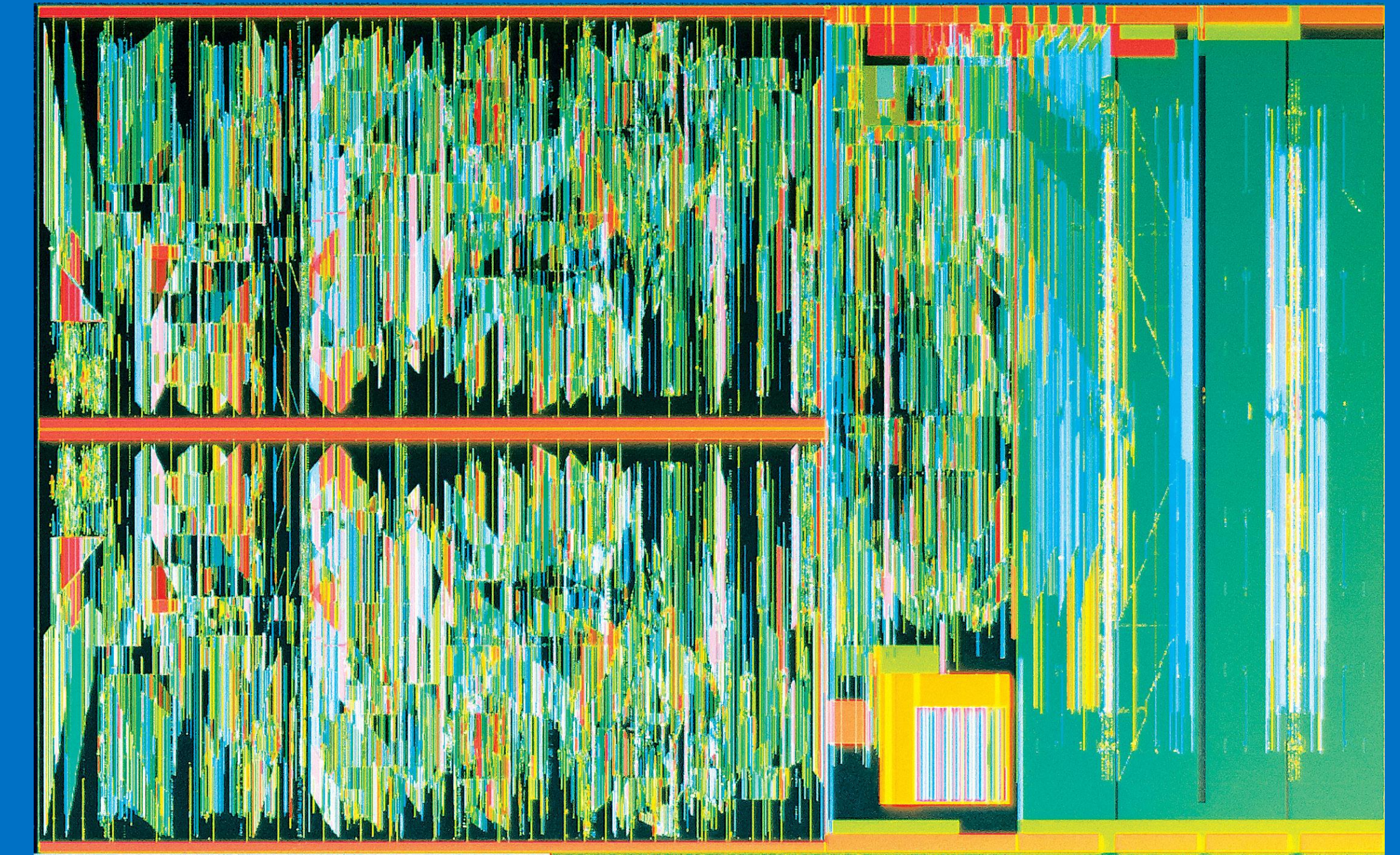


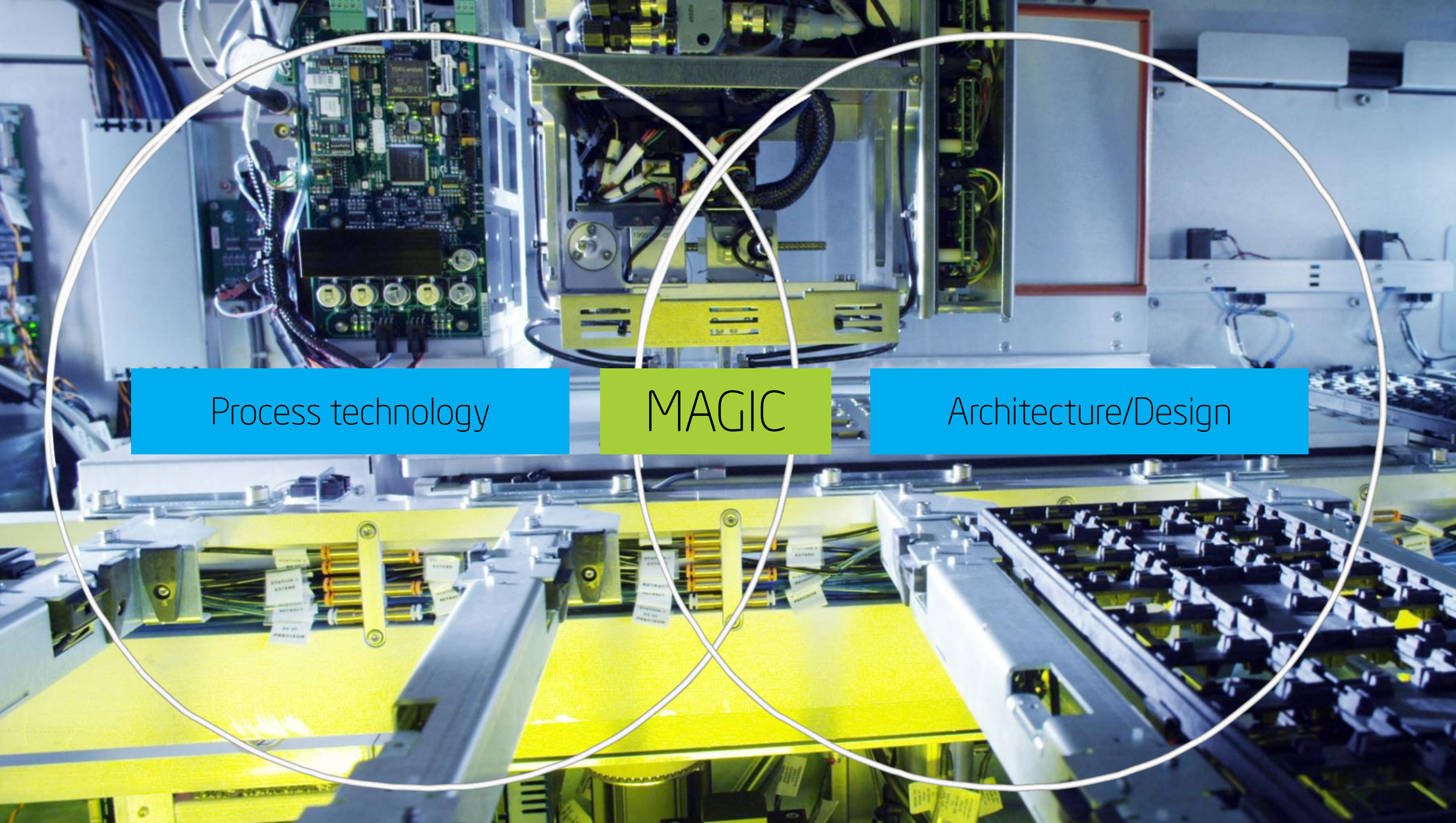
CPU



InterPU

- Built with 22nm Tri-Gate transistors
- Flexible multi-core architecture
- Leading performance per watt efficiency
- Wider dynamic power operating range
- Broadest range of devices and market segments

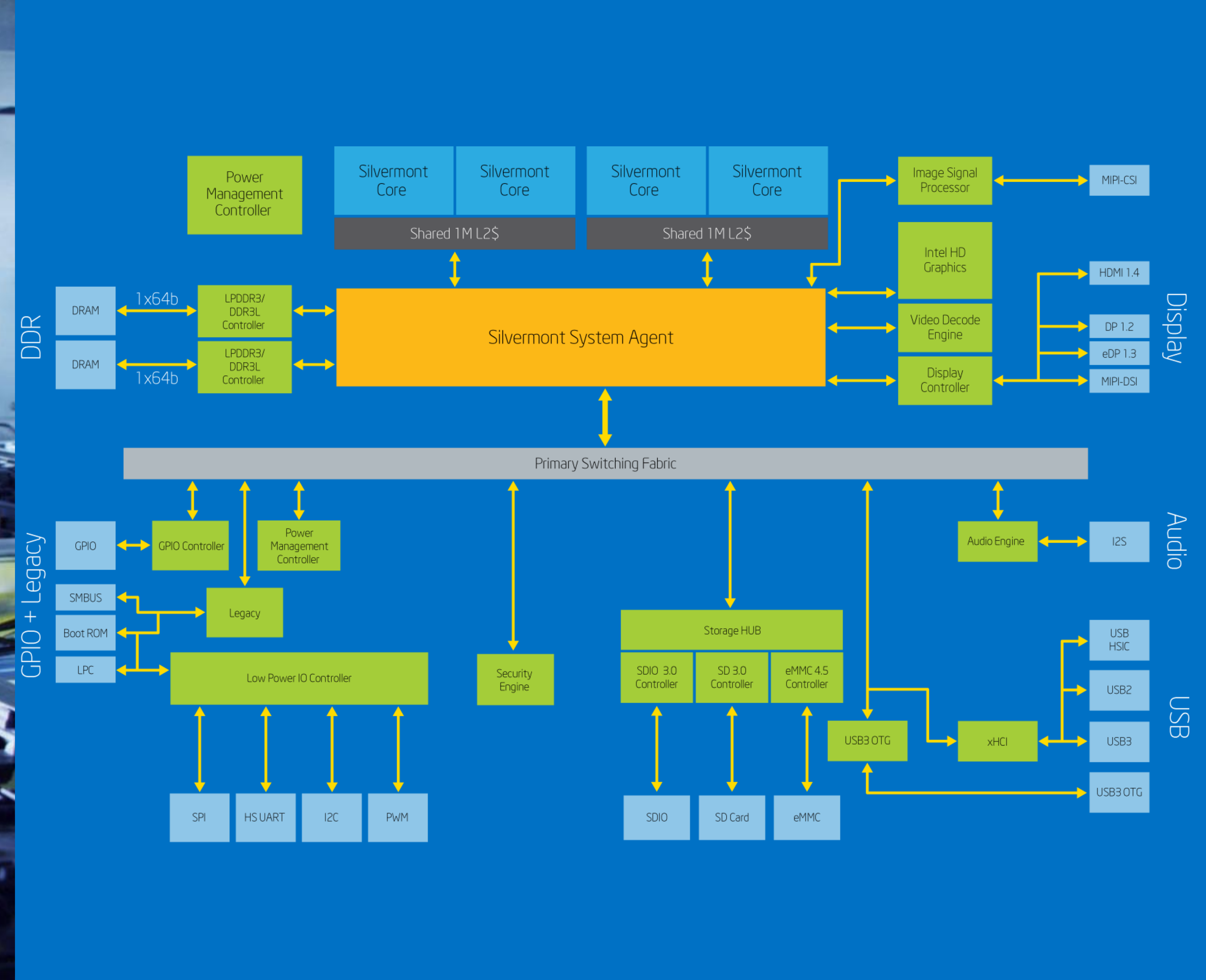




Process technology

MAGIC

Architecture/Design



INTRODUCING BAY TRAIL

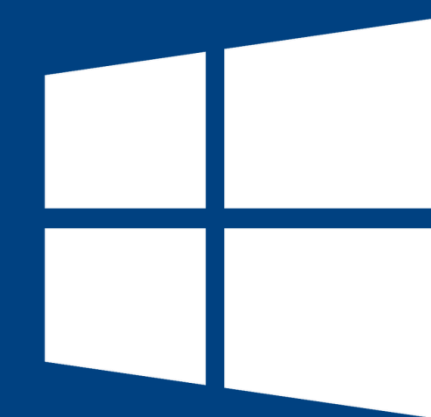
Bay Trail Platform

- Leading Performance and Outstanding Battery Life
 - With Next-Gen Intel Multi-Core SoC
- Immersive experiences
 - With Intel® HD Graphics
- Performance on demand
 - With Intel® Burst Technology 2.0
- Advanced Imaging
 - With Next-Gen Programmable ISP





Video Editing
easier with Bay Trail



Windows 8

ASUS®

Jerry Shen, CEO



Bay Trail Platform

- Mobile Gaming
- Protect your Devices and Data
 - With Intel Hardened Security
- Optimized Windows 8 & Android
 - All your Favorite Apps
- Perfect for Business
 - 64-bit Capabilities





Virtual Shopping Experience

Victoria Molina, Fashion Industry Executive



Leading Performance
with Outstanding Battery Life

Mobile Gaming

Perfect for Business



Sleek Form Factors
Windows and Android

Worldwide Momentum

acer®

ASUS®



SHARP

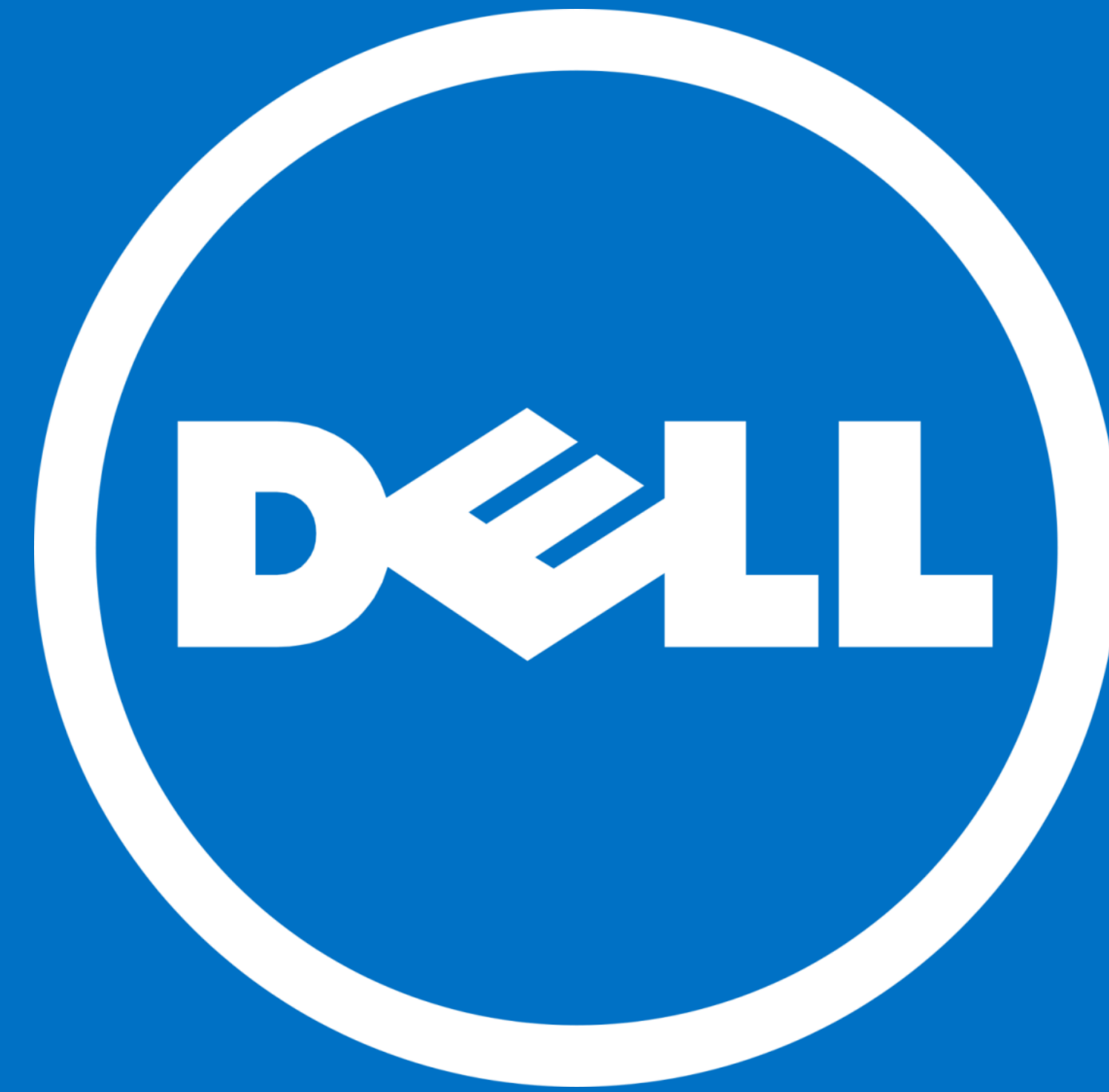
FUJITSU



lenovo

TOSHIBA

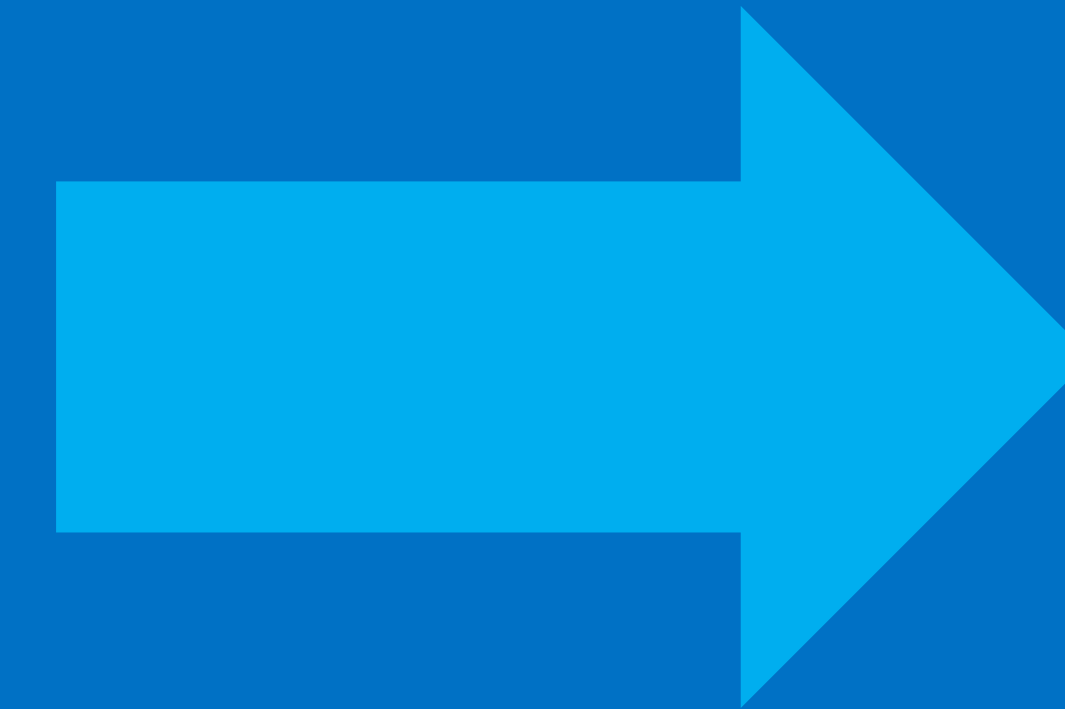




Neil Hand, Vice President, Tablets & Performance PCs

Want More?

Look Ahead



Merrifield

7260 LTE

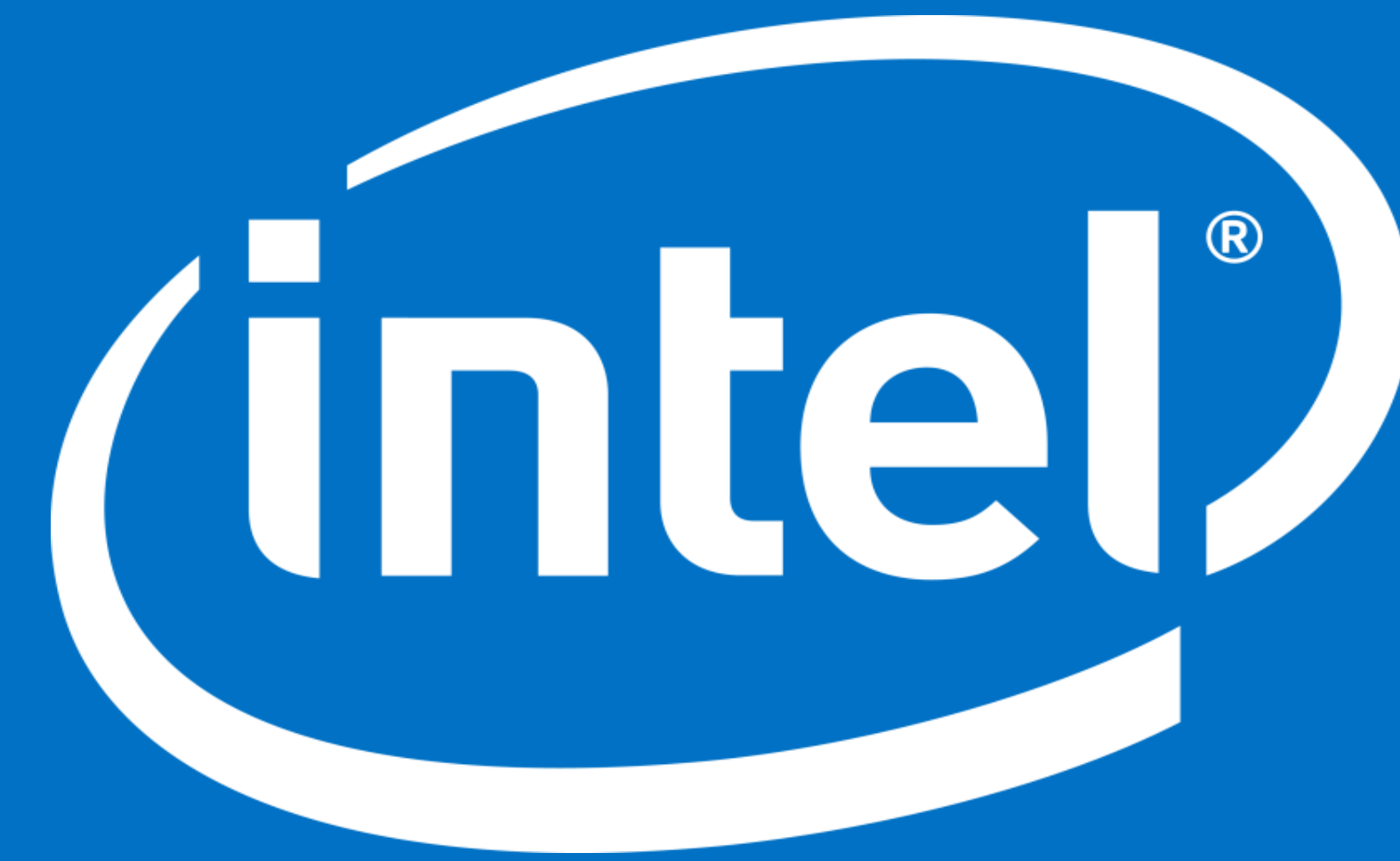
Airmont 14 nm
Next Gen ATOM

Our Platform. Your Magic.



What will you do with Moore?





Look Inside.™