

LET'S SEE
WHAT
DEVELOPS.

IDF2013

INTEL DEVELOPER FORUM



Sponsors of Tomorrow.™



IDF2013
INTEL DEVELOPER FORUM

Mobile Inside

WK Tan

Vice President, Intel Architecture Group
Head of Mobile Communication Group, China



Sponsors of Tomorrow.™



Computing Enables Our Mobile Life



~26 Hours Active
Use A Week



“Mobile Mostly”
For Teens



4 Seconds To Reach
Anyone In The World

Computing Enables Our Mobile Life



Mobile Is Now Our Banker, Doctor, Teacher, Friend...

Intel Smartphones Powering Our Mobile Life Today

OEMs

acer



lenovo



ZTE中兴



MOTOROLA



LAVA

2 platforms



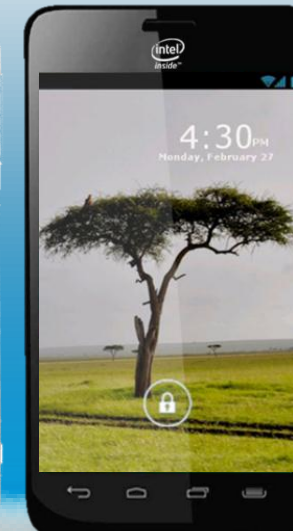
Service Providers



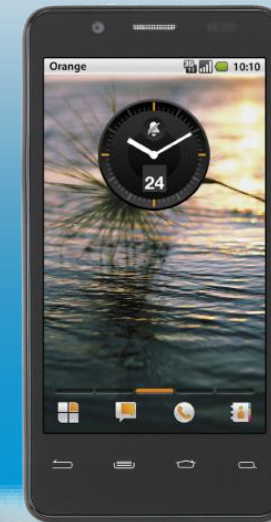
MEGAFON



Safaricom



orange™



etisalat



New Smartphone Experiences

Clover Trail+ Today

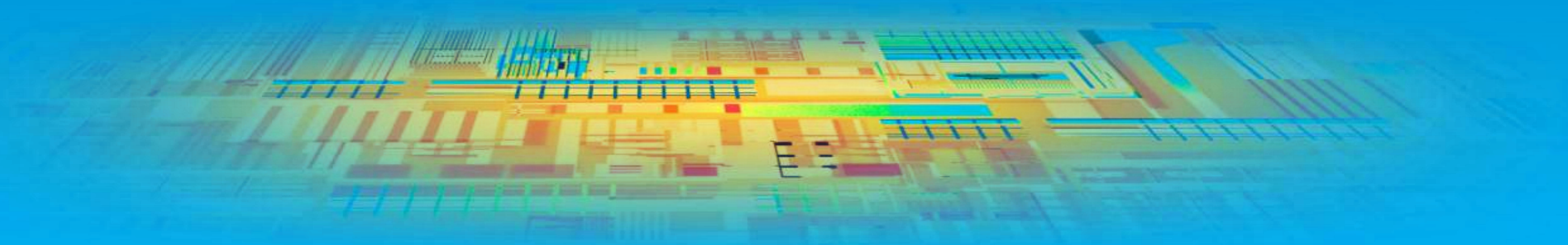
Outstanding Performance
Battery Life



Advanced Imaging & Photography

Powerful Integrated Graphics, Full HD

Data, Device, and Privacy Protection



New Smartphone Experiences

Clover Trail+ Today

Merrifield: In Market Q1'14

**Outstanding Performance
Battery Life**



**>50% Performance Improvements
Longer Battery Life**

Advanced Imaging & Photography

Powerful Integrated Graphics, Full HD

Data, Device, and Privacy Protection

Context Aware, Enabling Personal Services

Fast Streaming and Downloads

Increased Data, Device & Privacy Protection

Premium Experiences for Performance and Mainstream



Yao Jian
CTO
Youku Tudou Inc.



Experience, Innovation



Youku



Tudou



Paik



More Differentiation, Enhanced Experience

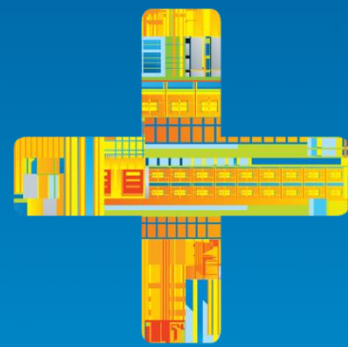
YOUKU 优酷

世界都在看



土豆网 tudou.com

每个人都是生活的导演



intel[®]
inside[™]





用手势轻松启动和结束拍摄
释放你的身体，自由表达你自己

New Tablet/Phablet Experiences



lenovo



Ramos



COBY



ASUS



 Windows 8



lenovo



ASUS



FUJITSU



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

New Tablet Experiences

Clover Trail: Today

Outstanding Performance
All Day Battery Life*



Powerful Integrated Graphics, Full HD

Windows 8 & Windows 8 Pro

Seamless SW Experience

Fast, responsive web browsing

THE VERGE

March 21, 2013

I was blown away by how quick it was in comparison to Windows RT machines. All of Microsoft's "metro" apps load and run far faster than Windows RT tablets.

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. Configurations and methodologies in backup. For more information go to <http://www.intel.com/performance>.

*Actual battery life dependant on usage

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

New Tablet Experiences

Clover Trail: Today

**Outstanding Performance
All Day Battery Life***

Powerful Integrated Graphics, Full HD

Windows 8 & Windows 8 Pro

Seamless SW Experience

Fast, responsive web browsing



Bay Trail: In Market Q4'13

**2X Performance Improvements
All Day Battery Life***

Improved Integrated Graphics, Full HD

Windows 8, Windows 8 Pro & Android

Seamless SW Experience

Robust Security

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. Configurations and methodologies in backup. For more information go to <http://www.intel.com/performance>.

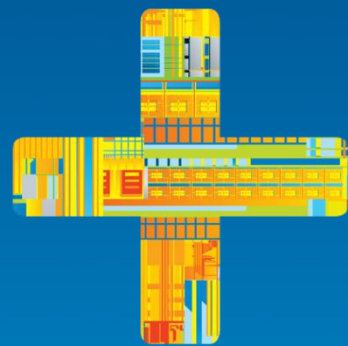
*Actual battery life dependant on usage

China Expansion Program

Mobile Android Tablets Today

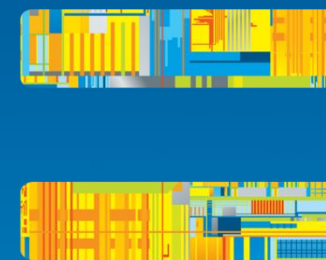
Intel

Cost Effective
Performance, Quality
and Brand

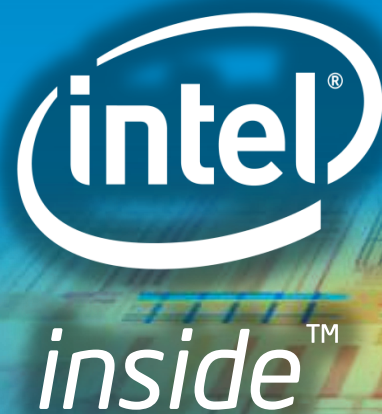


China Developers

Speed, Scale
and Ingenuity



New Innovative Mobile Platforms Globally



Intel in Mobile

Full
Platform
Solutions

Brand

Manufacturing

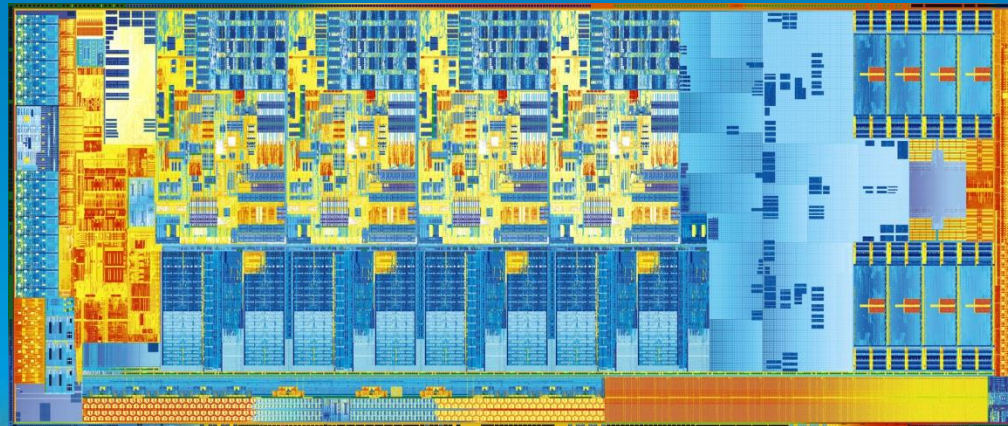
Multi
Device
and OS

Architectural Strength

Developer
Support

Leadership
Products

Global
Scale



Intel Cores

Optimal Power and Performance with Fewer Cores

THE VERGE “.. The 2GHz Medfield SoC (single core) keeps pace with Qualcomm’s dual-core S4...”

Motorola RAZR i

Intel Single Core
Atom Z2480

VS

Motorola RAZR M

Qualcomm Dual Core
Snapdragon S4

Mobile Inside

- The Right Solutions Today
- Architecture, Products and Global Scale
- Performance for Ultra-mobility
- Mobile Expansion Program in China
Bringing Innovation to the World



The logo for the Intel Developer Forum 2013. It features the text "IDF2013" in a large, white, sans-serif font with a glowing effect. A stylized sunburst or starburst graphic is positioned behind the top of the number "3".

IDF2013

INTEL DEVELOPER FORUM