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Fact Sheet

Intel Software Media Day 2011

The best computing experiences are a marriage of excellent hardware with amazing software. Recognizing this as a key to success, Intel has been building its software expertise for over 30 years. In addition to its platforms and processors, Intel provides software products and services, design resources, technical expertise and consulting to software companies worldwide. Intel creates software tools that help engineers accelerate the development of applications. Hundreds of thousands of software developers use Intel developer products, including compilers, debuggers and libraries. Intel characterizes software behavior and anticipates needs to define future requirements for Intel silicon and architecture. Through direct engagements with software companies, Intel helps these vendors take advantage of the latest Intel technology and features. In addition, Intel gathers feedback from these companies to design hardware that best meets software requirements.

Intel employs thousands of software-focused professionals and on that measure, if it were an independent company, it would be among the world's top 10 software companies. To respond to this growth and a testament to the company's overall commitment to software, Intel set a goal to hire nearly 1,000 software engineers this year in the United States.

Intel works on a broad range of software-related areas across the solutions stack from drivers that work intimately with the hardware to security, software for mobile and embedded devices, visual computing, multicore software design, virtualization, manageability and services. Intel also engages in extensive worldwide developer training. Intel has provided nearly 2,900 academic institutions with parallel programming and visual computing curricula, developer tools, training, research and additional resources in an effort to enhance software education and prepare the next generation of software developers around the world. Intel strives to make all software run best on Intel architecture by working directly with the software community.

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- **Working with the Software Ecosystem** – Intel primarily collaborates with large software companies and aids individual software developers alike. Intel works with a breadth of software companies including Adobe*, DreamWorks*, Citrix*, Google*, Microsoft*, Oracle*, Red Hat*, Novell*, SAP*, Symantec* and VMware*. Through Intel's comprehensive enabling efforts, the software community can take advantage of Intel processor technologies across the computing spectrum – from the Intel® Atom™ processor for mobile computing devices to Intel® Core™ processor and Intel® Xeon® processor families for PCs, servers and IT infrastructures. Intel works with developers to enhance innovation and gain the best possible performance, power efficiency and security.

- **Intel Capital** – As Intel's corporate-funded venture capital firm, Intel Capital makes equity investments in innovative technology start-ups and companies around the world. Intel Capital's mission is two-fold – to make and manage financially attractive investments and to support Intel's strategic objectives, which includes software. Intel Capital invests in software companies to fuel innovation and application development on Intel platforms. Our portfolio companies build software ecosystems that help generate demand for Intel platforms by creating the most compelling and unique user experiences. Intel Capital's investments in best-of-breed software vendors is an integral part of Intel's software strategy, bringing to bear the collective resources of the long tail of innovative software vendors to Intel's architectures, which enables us to deliver the most distinctive computing solutions in the world.

- **High Performance Computing (HPC) and Many Integrated Core (MIC)** – High performance computing (HPC) has excited Intel for over 25 years as it innately pushes the boundaries of processing power and drives Intel to deliver outstanding solutions in hardware and software. Today, HPC utilizes parallel processing methods to execute applications quickly while addressing reliability and power efficiency issues. HPC allows scientists and engineers to solve complex problems with programs running physics simulations, weather forecasting and complex dynamics, just to name a few. Intel has supported multicore processor programming with our support of OpenMP 3.1, Coarray Fortran, Intel® Threading Building Blocks (TBB) and Intel® Cilk™ Plus, among many others. Intel® Many Integrated Core (MIC) architecture is shaping the future of HPC and our software is there with today's prototype systems to show just how straightforward it can be to support both multicore processors and Intel® MIC architecture.
    - **Intel® Parallel Studio XE 2011 Service Pack** – Today, Intel released Service Pack 1 for Intel® Parallel Studio XE 2011 A comprehensive tool suite for C, C++ and Fortran developers, Intel Parallel Studio XE is a line of software tools, consisting of advanced compilers and libraries, that aid software developers on Linux, Windows and Mac OS X in adopting parallelism for multicore processors. This release highlights Intel's commitment to high performance, industry standards and parallelism. It empowers developers to create scalable code for Intel® Xeon® processors that also extends to the Intel MIC architecture. For a full list of features, visit Intel® Software Development Products.

- **Applications –** Intel's application store, the Intel AppUp℠ center, launched in January 2010 and has since been downloaded more than a million times. It houses more than 4,000 applications and powers app stores for Acer, Asus, Best Buy, the Home Shopping Network, Walmart.com and more. The Intel AppUp developer program spurs application development for the Intel AppUp center. The program provides independent software vendors with tools, software development kits and community resources to develop new, or port existing, applications optimized for Intel processor-based devices.

- **Graphics & Gaming** – Intel recognizes the importance of addressing graphics and visual computing that translates into more immersive experiences for consumers. To do this, Intel created the Visual Adrenaline program that supports visual computing software efforts including video games, computer graphics, 3D animation and movies. This program provides consumers, digital content creators and professional developers with useful industry information, tips and tools. Software tools such as Intel® Graphics Performance Analyzers and the Intel Media SDK help entertainment and software media companies such as Valve, DreamWorks and Adobe to optimize software and media for a superior experience on Intel processors.

- **Security –** As the number of devices connecting to the Internet grows, so does the threat of identity theft and other cyber security problems. As this ever-expanding world of computing grows, a new approach to Internet security is needed to combat new threats – one that address security on both the hardware and software layers. Intel is collaborating with McAfee as a wholly-owned subsidiary to provide proactive and proven security solutions and services to help secure systems, network and mobile devices around the world. Intel and McAfee will bring our initial joint product to market later this year and make updates and announcements about upcoming products in the near future.

- **Embedded –** Fueled by the trend of connecting non-traditional computing or embedded devices, such as wind turbines and refrigerators, to the Internet to gather more intelligence or simply make a consumer's life more streamlined, Intel's Embedded and Communications Group (ECG) works very closely with the Software and Solutions Group (SSG) to adopt Intel software solutions in a range of embedded market segments. The growing popularity of embedded devices is generating a demand for machine-to-machine (M2M) solutions that enables "machines" to intelligently interact over a network. Intel and Wind River are collaborating to develop M2M solutions.

- **OS Choice –** Intel offers broad choice to our customer through enabling and optimizing software stacks and operating systems, such as Google* Android* and Chrome OS*, MeeGo*, Linux* variants and Windows*, on multiple device form factors. To do so, Intel works with Google, Microsoft and other operating system vendors to help optimize and deliver Intel processor-based devices that work best with their software. Recently, Intel worked with Google on enabling a version of the Android NDK that would work on Intel x86 architecture. Intel is also working closely with Microsoft on the next-generation Windows 8 platform. In addition, hundreds of Intel employees work on more than 20 open source software projects including LessWatts.org, Intel Linux Graphics and Kernel.org. For more information on Intel's open source leadership and projects, visit the Intel® Software Network.

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