



Intel Software Media Day

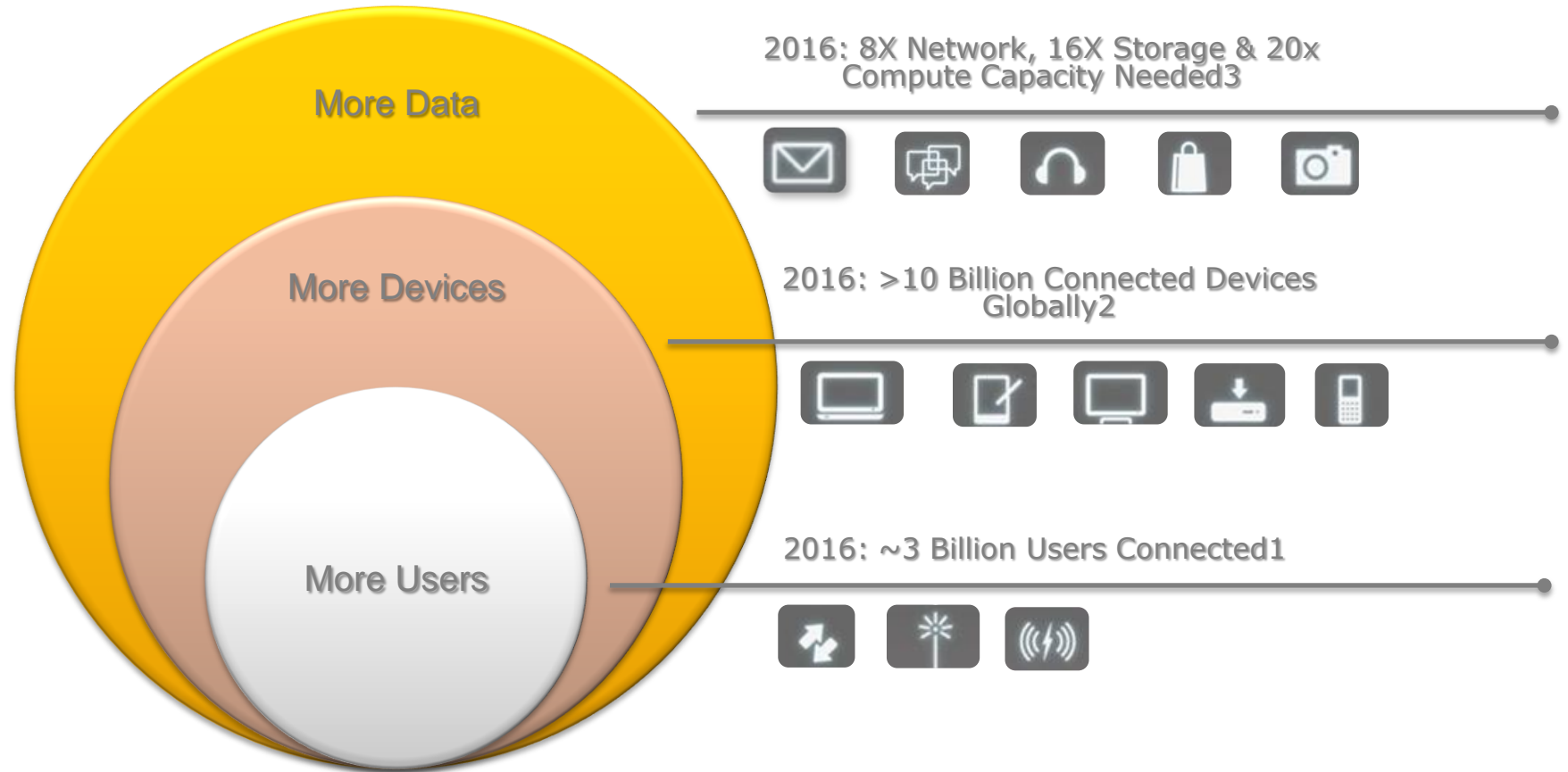
The State of the App Economy

Peter Biddle

Head of Intel AppUp Products & Services
Intel Consumer Services

September 8, 2011

The beginning of an explosion of connected devices



1. IDC Directions 2011

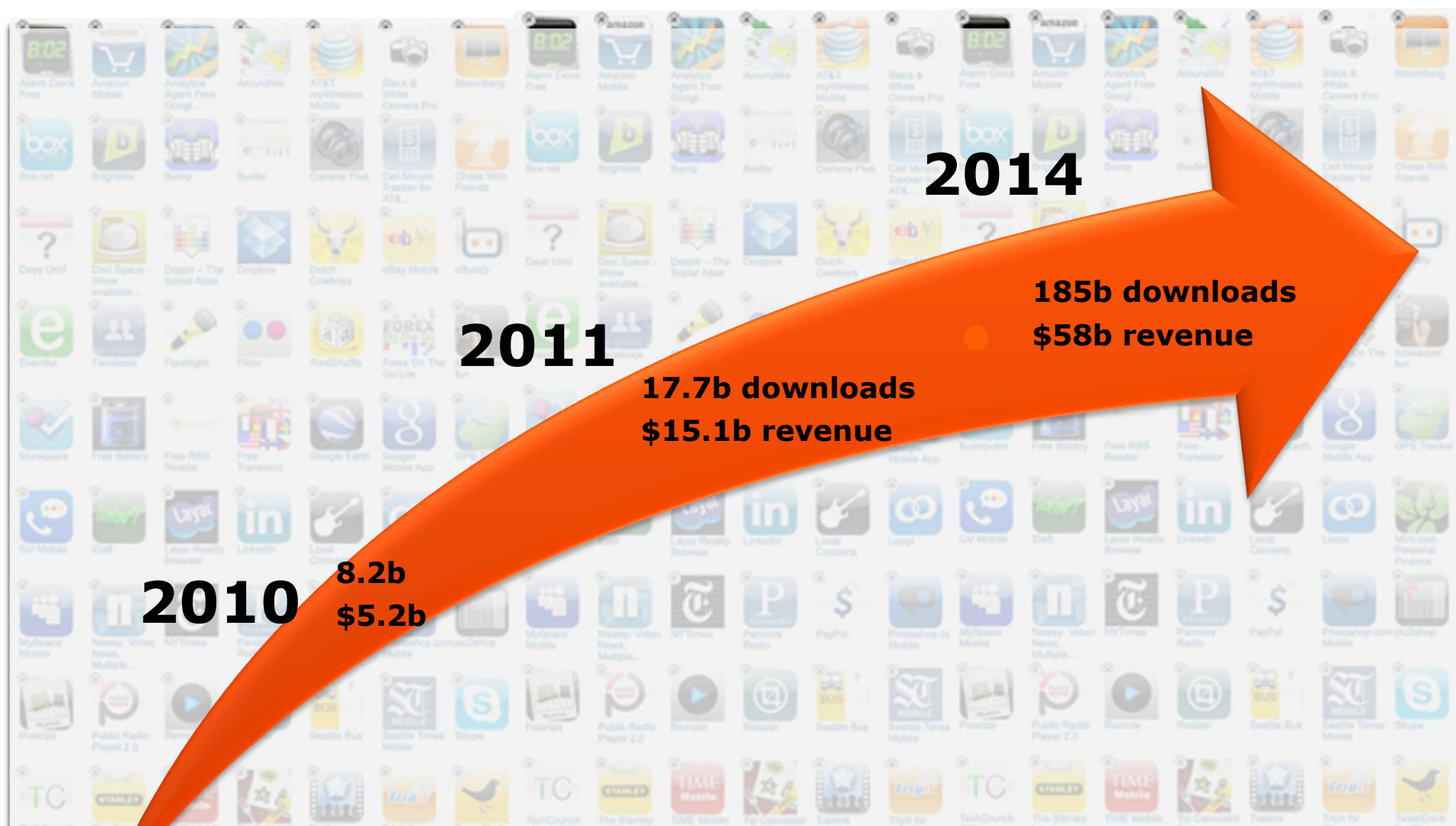
2. ECG "Worldwide Device Estimates Year 2020 - Intel One Smart Network Work" forecast

3. 8x Network: 800 Terabytes / second of IP traffic estimated on Internal Intel analysis "Network Supply/Demand 2010-2020" forecast . 16x Storage: 60 Exabytes of data stored from Barclays Capital "Storage Bits" Sept 2009, extrapolation by Intel for 2015; 20x Compute: Intel Internal LRP forecast. Extrapolated to 1 billion virtual servers using 1 vm/core

Users just want great experiences



Apps power great experiences



Content Discovery Still a Challenge



Long Tail Economics



Long-Term Vision: An Open Platform

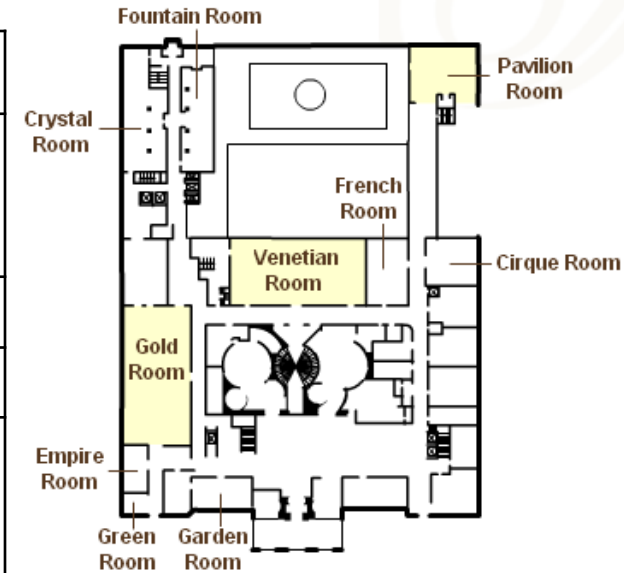


Q&A

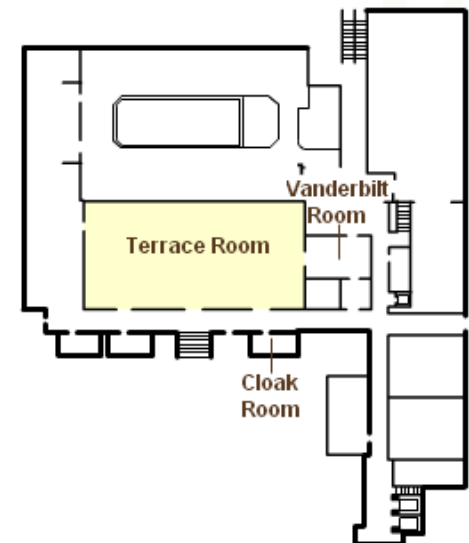
Schedule

10:00 AM	Opening Address with Doug Fisher	Terrace Room
10:45 AM	Executive Panel: The Software Ecosystem in 2015: Where we are, where we are going	Terrace Room
11:15 AM	Lunch Served	Terrace Room
11:45 AM	"Brown Bag" with Microsoft and Intel	Terrace Room
1:00 PM	Intel Capital – Building the Software Ecosystem through Venture Capital and Software Portfolio companies	Terrace Room
2:00 PM	The State of the App Economy	Terrace Room
2:45 PM	McAfee Overview on Cyber Security: Past, Present and Future	Vanderbilt Room
	High Performance Computing (HPC) & Many Integrated Core (MIC)	Empire Room
3:30 PM	Machine-to-Machine – The Next Big Embedded Opportunity	Vanderbilt Room
	Enhancing the Visual Experience	Empire Room
4:00 PM	Demo Showcase, Meet & Greet, Cocktails	Terrace Room

Lobby Level



Terrace Level



BackUp

Intel AppUp center



- Distribution across Intel Architecture devices
- Apps across categories – education, productivity, games, entertainment etc
- Intel validates every application for compatibility and screens for spyware and malware
- Free apps for consumers to use in addition to paid apps; Trial period for paid apps
- Apps can be registered on up to five devices
- Intel collects, categorizes and validates apps so consumers can quickly and easily find and explore applications

Intel AppUpSM Partners

- Intel AppUp offers a customized storefront framework, partners include:
 - OEMs including Asus, Fujitsu, Acer and more
 - Retailers including Best Buy, Walmart, Cromā, Dixons, TigerDirect, CompUSA, Circuit City, HSN (Home Shopping Network), and more



Multiple Partner Stores maximize developer opportunity!

Intel AppUp developer program

Multiple opportunities: Multiple devices, multiple OSs and runtimes, multiple app stores



- ❑ A framework for developers to create and sell software applications for netbooks, tablets, PCs and going forward for smart phones and consumer electronics.
- ❑ Tools, SDKs, and community of support
- ❑ Choice of operating systems, runtimes and devices so developers can code using languages and tools they are already comfortable with.
- ❑ Worldwide distribution channels; Multiple revenue models – sell apps as well as app components
- ❑ Great incentives to help time to revenue and app development

<http://appdeveloper.intel.com>

Intel AppUp by the numbers



- Intel AppUp center Gold launch Sept 2010
- Developers can submit apps from 60 countries
- Expansion to France, Germany, Spain in early 2011
- Over 24,000 enrolled developers
- Over 4,000 apps available
- 20+ app store partners
- Consumers can buy apps from 48 countries

Intel AppUp Application Catalog



Books

Business

Music

Education

Navigation

Entertainment

News

Finance

Photos

Games

Productivity

Health

Security

Home and Family

Social

Communication

Sports

Medical

Travel



Utilities

Reference



A sampling of the apps in store today

Category	
Books & Education	
Games	
Home	
Music, Sports & Entertainment	
News & Business	
Social	
Travel	

A sampling of Premium AppUpSM

ISV's

