



Capital

Investing in
Global Innovation

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and Services

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Agenda

- Intel Capital (ICAP) Overview
- Software Industry Trends
- ICAP SSG Initiatives and Portfolio
- Portfolio Testimonials

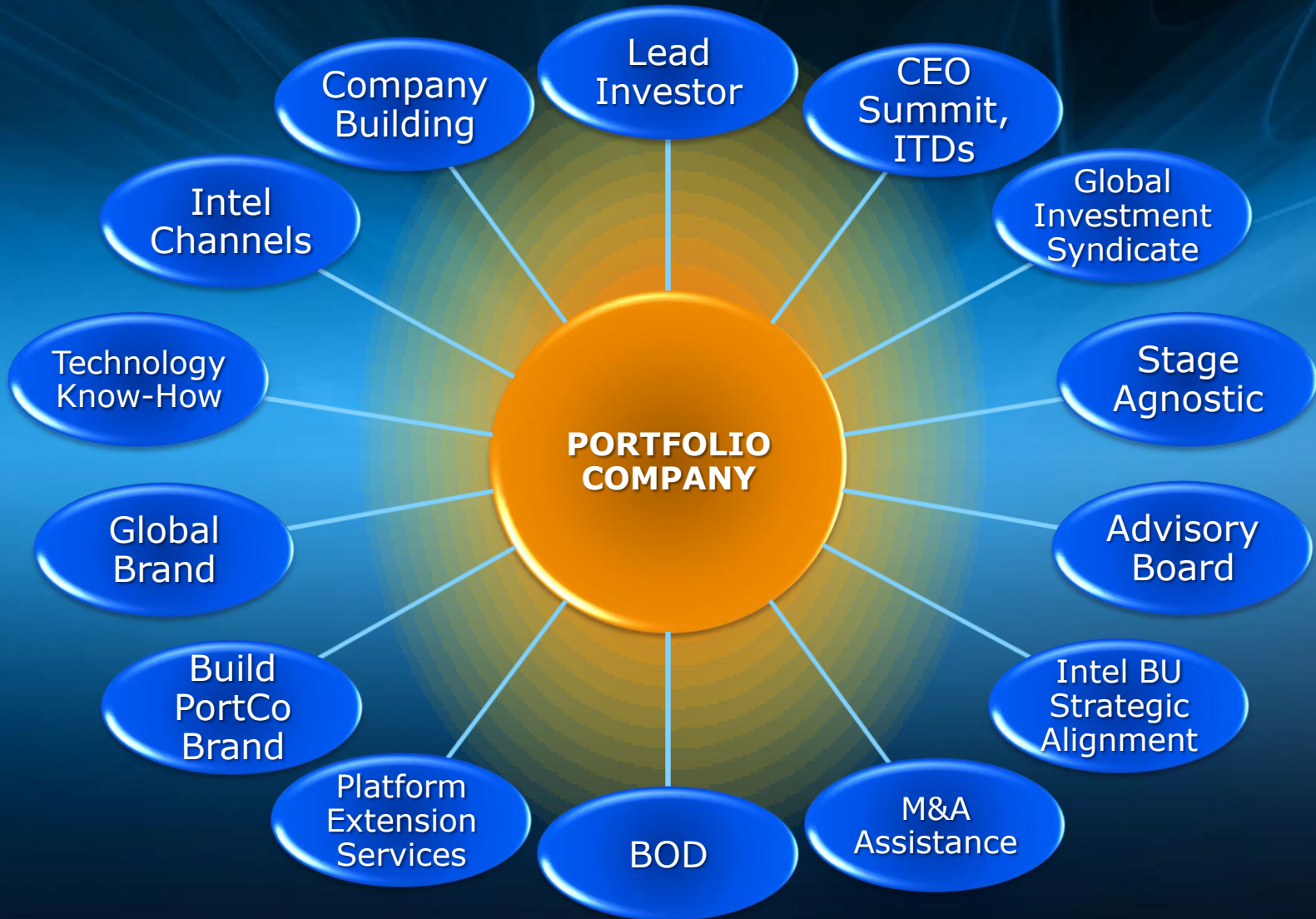
Intel Capital Mission

Enhance Intel's Strategic Objectives By Making and Managing Financially Attractive Investments



A Stage Agnostic and Long-Term Investor

Intel Capital: Value Beyond Equity



Intel Capital Invests In a World of Possibilities

Data Center
and Cloud



Mobile Internet Client



Digital Home



Consumer
Internet



Embedded
& Communications



Software
and Services



Cleantech
Greentech



Manufacturing
Memory



Intel Capital Investments

2010

119 Deals

US\$327M

44% of Dollars
Outside N. America
40 International
Investments

12 IPOs

17 Acquisitions

Historical

1,140+ Companies

US\$10+Billion

36% of Dollars
Outside N. America
50 Countries

191 IPOs

268 Acquisitions

Intel Capital Investments: YTD 2011

76 Deals
US\$273M

47% of Dollars
Outside N. America
29 International
Investments

2 IPOs
10 Acquisitions

As of July 1, 2011

2010 Intel Capital Exits

Working to Help Companies Exit Successfully

 Focused on Fraud Prevention USA	 USA	 USA	 USA	 A Constellation Energy Company USA
 China	 Germany	 S. Korea	 USA	 USA
 China	 USA	 FREE GREETINGS FOR THE PLANET™ India	 China	 USA
 China	 USA	 USA	 USA	 India
 USA	 Canada	 USA	 S. Korea	 USA
ATIVI - Telecomnet, Inc. Brazil	 Japan	 China	 USA	

Agenda

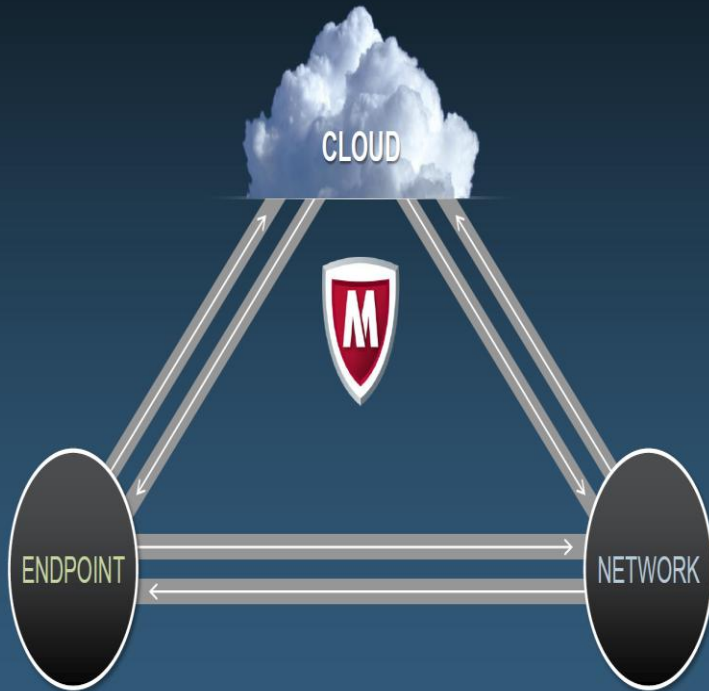
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Consumers Want the Same Rich Experience on Every Device



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

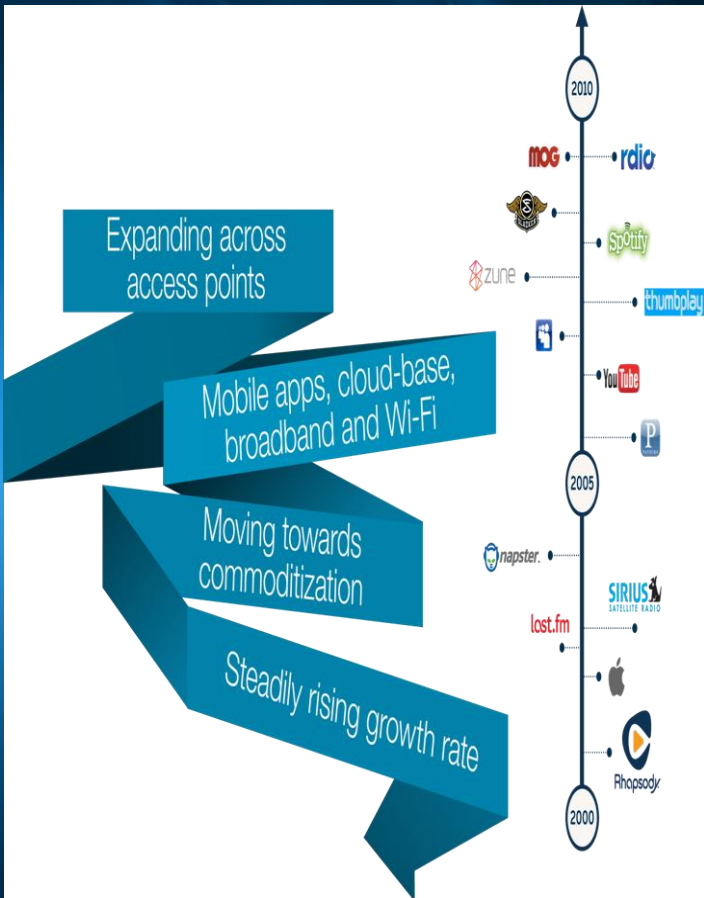
Proliferation of endpoints and cloud computing driving the need for security across the compute continuum



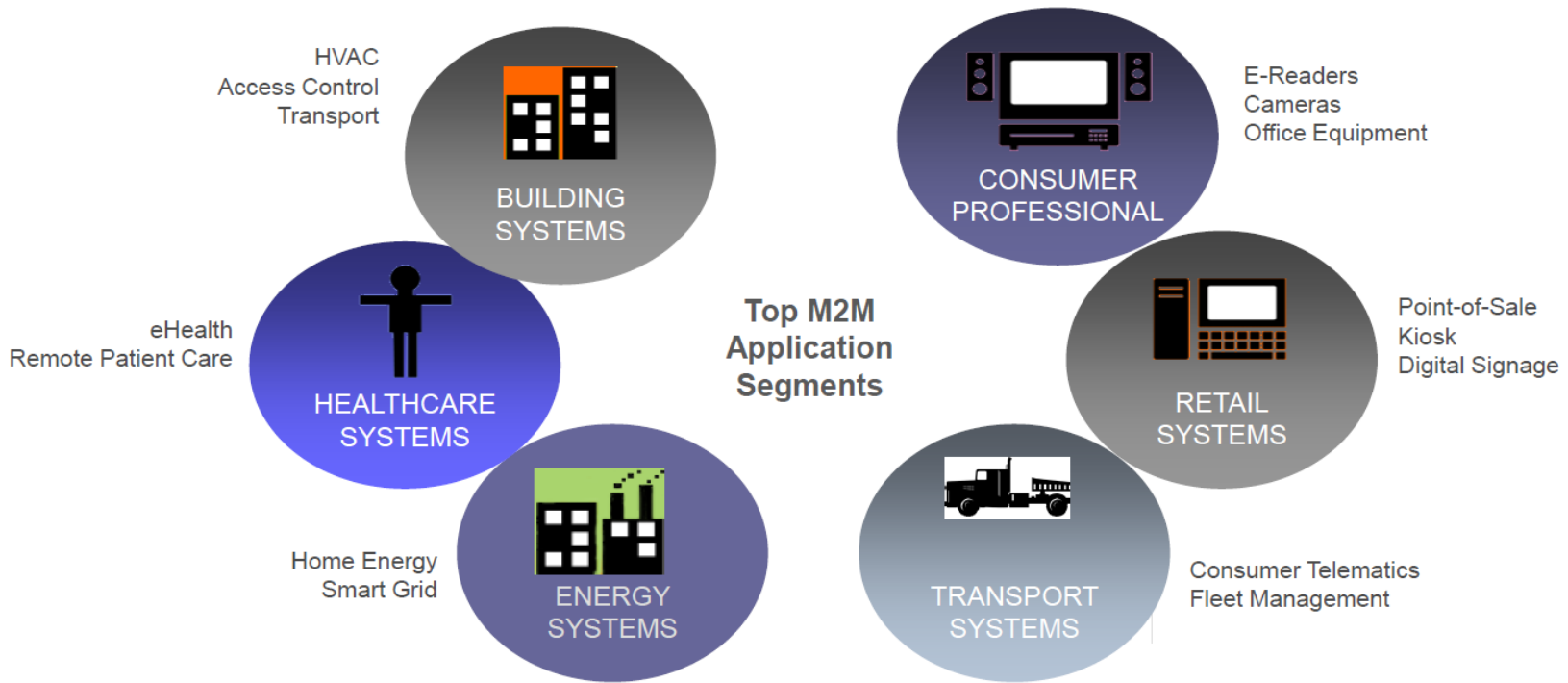
End Point Security Market Size (\$B)



Games, Music and Video are the Killer Apps Driving User Engagement and ISV Revenues on Connected Devices



The "Internet of Things" Poised to Drive Significant Software Opportunities



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ICAP Alignment with SSG's strategy

SSG's 2011 strategy

ICAP 2011 Support Plans




Establish MeeGo and AppUp as THE open platform



Build THE premier developer program in Intel's strategic areas

Equity investments in AppUp, MeeGo to enable computing continuum

Equity investments in disruptive ISVs in strategic areas



Delight and enable developers with our software

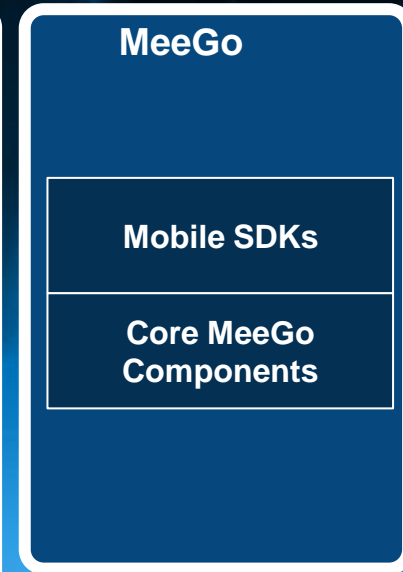
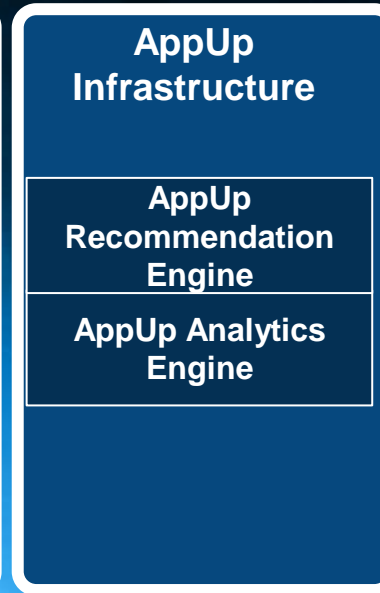
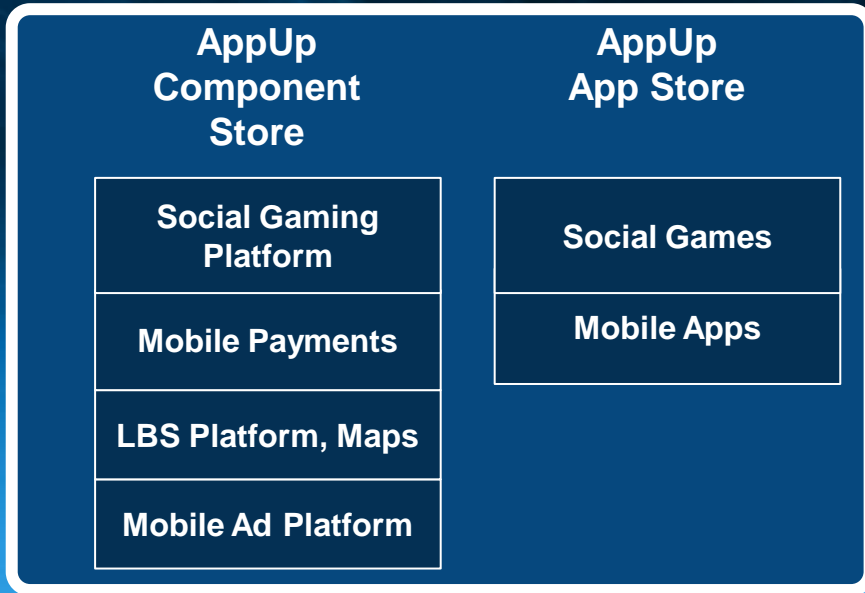


Deliver revenue and profit growth through SSG subsidiaries

Support M&A in parallel tools and software

Equity investments in Security and Embedded to grow WindRiver, McAfee businesses

Mobile Software



Portfolio Examples

Kabam

Crowdstar

CloudMade

Enjoyer

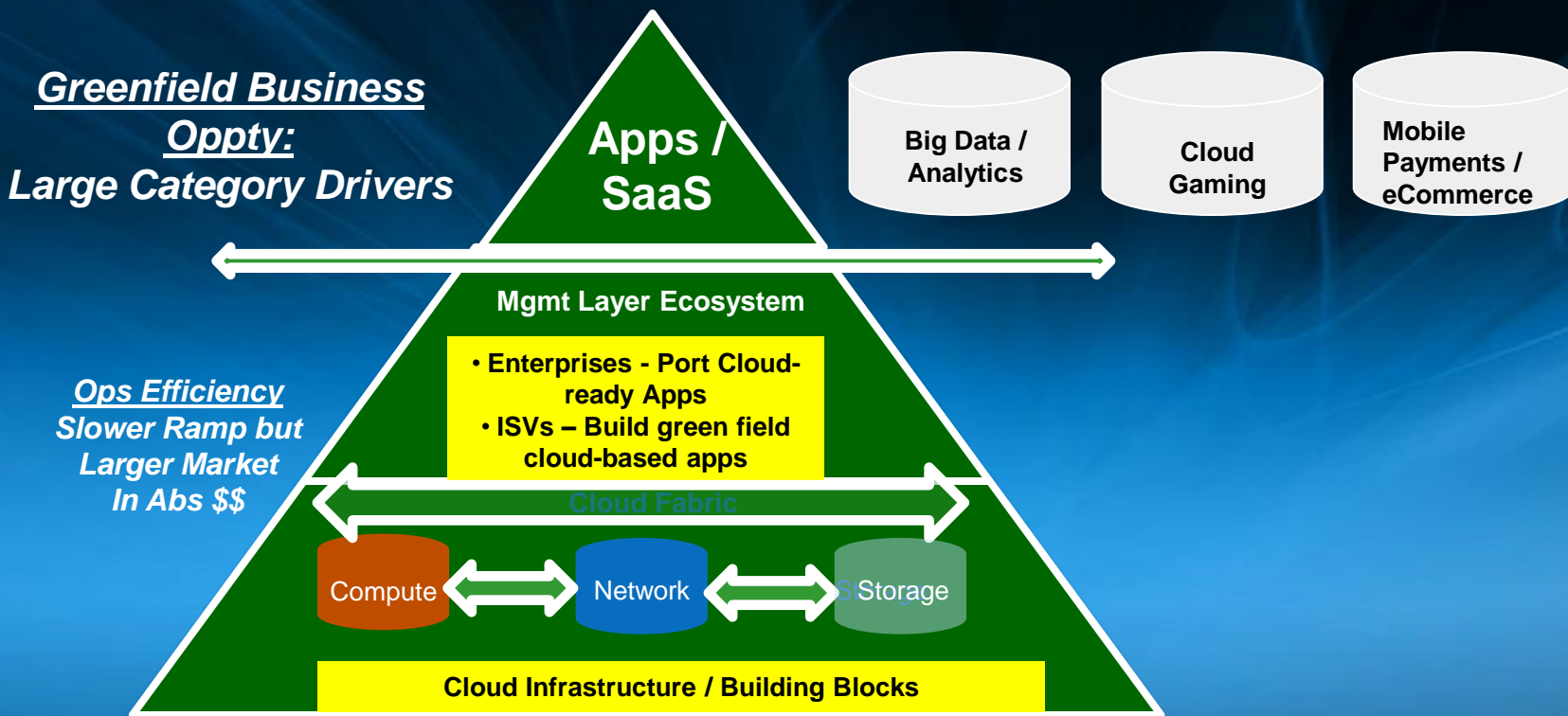
Layar

Kaltura

Investment Approach

- Augment core MeeGo capabilities, enhance AppUp infrastructure, and enable content deals that will differentiate AppUp Center
- AppUp as one of the preferred application catalogs and distribution platforms

Cloud Builder & Secure Cloud Services



Portfolio Examples

Investment Approach

- Build ecosystem of best-in-class vendors across the Cloud stack optimized for Intel architecture
- Provide Intel optimized reference architectures via the Cloud Builder Program
- Enable a seamless, trusted Cloud interaction through an ID based services offering

DynamicOps

Joyent

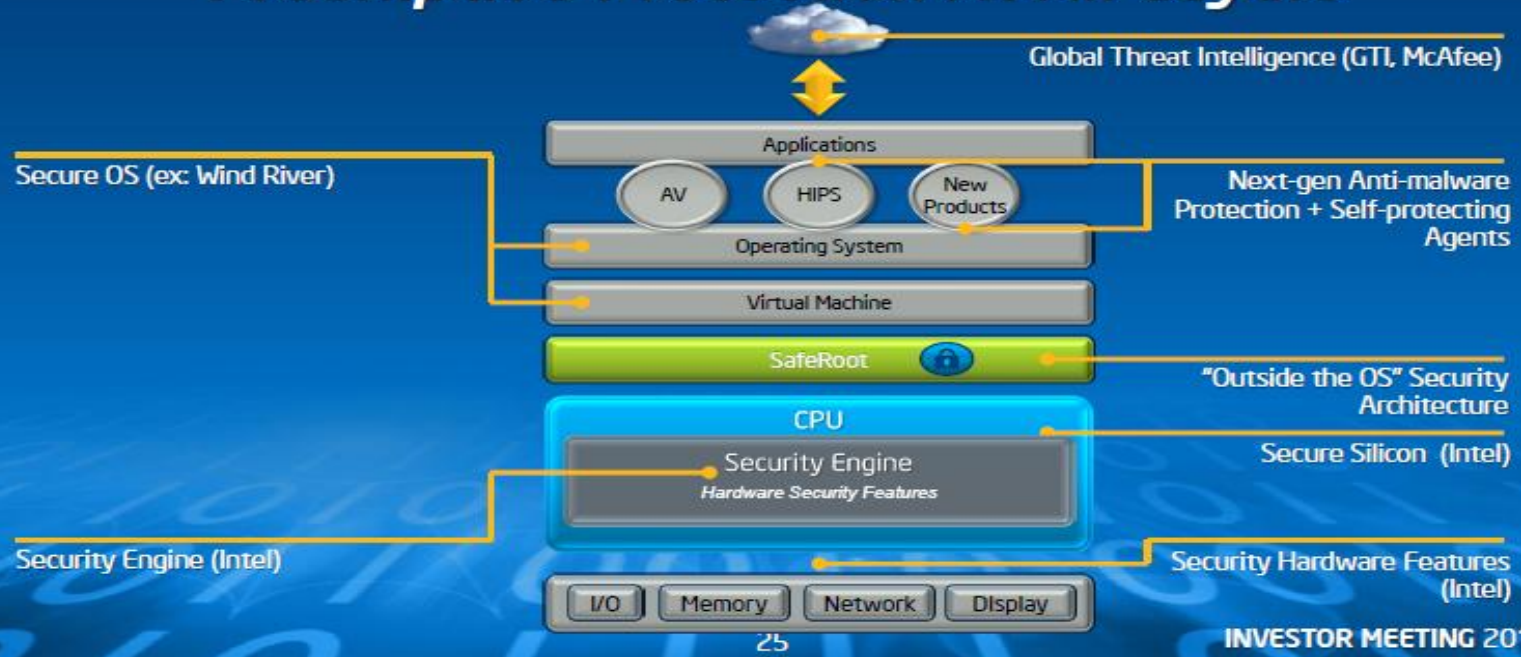
VCE

Adaptive Computing

VMWare

Security Services

Our Strategy: Preemptive Protection At All Layers



INVESTOR MEETING 2011

Investment Approach

- Opportunities across stack include Identity /Access Mgmt,UTM, Security Intelligence & Event Mgmt areas
- Shift to cloud computing driving growth for new solutions
- Cyber-security requirements driving demand for new surveillance and intelligence solutions

Portfolio Examples

Mocana

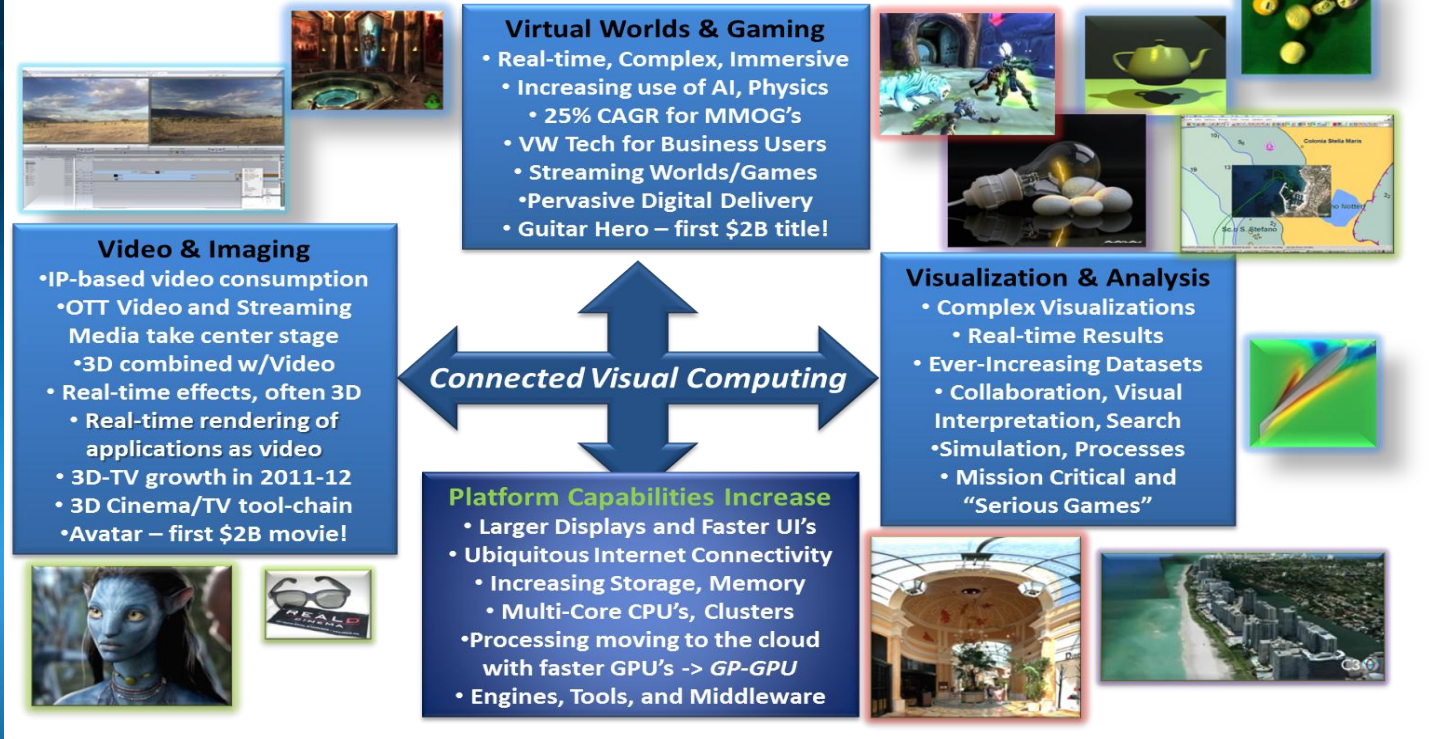
PGP

Crossbeam

SignaCert

Visual and Parallel Computing

The Connected Visual Computing Environment



Investment Approach

- Technology investments in Adaptive Streaming, Workflow Optimization, Analytics, and 3D
- Promote Intel Architecture as the preferred video and 3D platform encompassing network, clouds and client ecosystems

Portfolio Examples

Swrve	Sixense
Revolution	Truemotion
Analytics	guavus
iStreamPlanet	Gaikai

High Performance Computing

Market Usages

Creation



Visualization



Simulation



Analysis

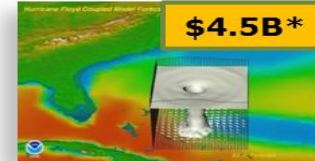


Market Segments

Manufacturing



Academic/Govt.



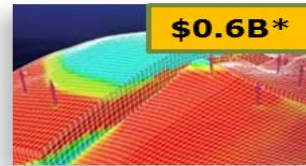
Media and Video



Bio Science



Energy



Finance



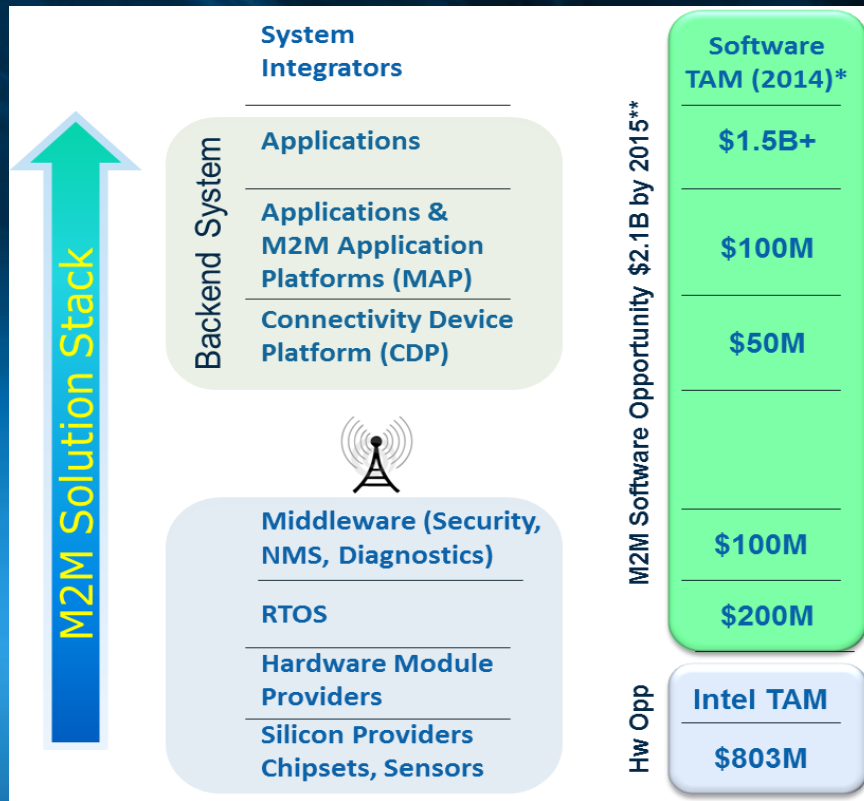
Investment Approach

- Enhance the differentiation between Intel platforms across HPC market usages and segments
- Accelerate adoption of many core / parallel processing

Portfolio Examples

Gigaspace
panasas
Rock Flow Dynamics

Embedded Software



Investment Approach

- Establish WindRiver (Yocto) implementation in emerging markets and enable MeeGo platform in IVI and other established markets
- Make WindRiver (Yocto) as a platform of choice optimized for Intel Architecture
- Enable MeeGo as platform of choice in IVI and other established verticals

Portfolio Example

enLighted
Scientific Conversion

*Other marks and brands are property of their respective owners

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Portfolio Testimonials

Kaltura, Michal Tsur

Kaltura has developed a video platform that allows Publishers and Content owners to publish, manage, analyze and monetize their video and rich-media content.

- Michal is a co-founder of Kaltura. She previously co-founded Cyota and was part of its exec team from its inception to acquisition by RSA Security, Inc.
- Michal has a PhD in from NYU, and was a post-doctoral fellow at Yale Law School
- Michal also clerked at the supreme court of Israel
- She was also a competitive swimmer and tri-athlete!

SWRVE, Hugh Reynolds

Swrve is bringing new level of analytics to game developers, helping them monetize their games through analysis of in-game behavior of customers.

- Hugh has been building game technology companies for the past 15 years
- Hugh's first company, Havok, is a leading provider of physics engines to game developers and was acquired by Intel in 2007
- Hugh's second company Kore was acquired by Intel in 2009



Intel Software Media Day

Kaltura

Dr. Michal Tsur
President & CMO
Kaltura, Inc.

September 8, 2011

Kaltura at a Glance

- **The Leading Video Management Platform**
 - Available as SaaS and On-Premise s/w
 - Both open source and commercial s/w licenses
 - Extensible APIs for development of custom Apps.
 - Kaltura Application Exchange
- **Customers:** Media, Education, Enterprise, SP's
- **Revenue Sources:** SW License, Saas, Pro Serv.
- **150K downloads, 18K community members**
- **140 Employees (50% R&D)** – NY, SF, UK, Israel
- **Raised 25M\$:** Intel Capital, Avalon Ventures, .406 Ventures, Nexus Venture Partners , SVB



Ron Yekutiel,
Chairman and CEO
Cofounder Destinator (Paradigm)
Wharton MBA (Honors)



Dr. Michal Tsur,
President & CMO
Cofounder Cyota (RSA)
PhD NYU (Yale post doc)



Dr. Shay David,
CRO
Cofounder Destinator (Paradigm)
PhD Cornell (Yale post doc)



Eran Etam,
CTO
Cofounder ICQ (AOL)

Consumer Devices Supported

PC, Tablets, Smartphones, Connected Devices

Kaltura Integrated Applications

Kaltura KMC, Kaltura MediaSpace, Drupal, Joomla, WordPress, Blackboard, Moodle, Sakai, SharePoint, etc.

Kaltura Platform as a Service

Ingest, manage, distribute, publish, engage, monetize, analyze

Kaltura Deployment Options

Self Hosted (Open Source or Commercial) or SaaS (Kaltura or Cloud, e.g. Amazon, Rackspace, Azure)

Value Add Services

Transcoding, Hosting, Streaming, Transcription, Advertising, Analytics, Moderation

Flexibility. Extendibility. Control. Affordability. Pace of Innovation.

Media



Enterprise



Education



Education

- LMS Video Extensions



- Kaltura MediaSpace™
- Video Authoring Tools

Kaltura MediaSpace™
(for Enterprise and Education)



Enterprise

- Enterprise CMS Extensions (SharePoint and more...)
- Kaltura MediaSpace™
- Video Authoring Tools

Video Authoring Tools
(for Enterprise and Education)



Media

- KMC – Editorial Workflows
- Monetization Solutions
- Citizen Journalism Apps
- Flexible API's allowing deep integration with proprietary CMS and systems

KMC



Kaltura Core Media Platform - Hosted by Kaltura / On-Premise at customer data center / on a Cloud

- ✓ Hosting and Streaming
- ✓ Live Streaming
- ✓ Syndication
- ✓ Full Mobile Support & Delivery
- ✓ HTML5 Support
- ✓ User Permissions
- ✓ Security
- ✓ Video SEO
- ✓ Analytics
- ✓ Ingestion & Transcoding
- ✓ Media & Metadata Management
- ✓ Publishing and Delivery
- ✓ Content Distribution
- ✓ Advertising & Monetization
- ✓ Transcription and Subtitles

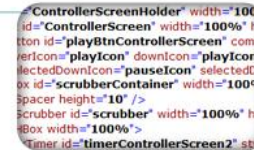
Kaltura App Exchange - 3rd party apps and plugins

- Sub Publisher Console
- White Labeling Console
- Kaltura On Prem & IT Admin Console



Service Providers

- Client Libraries
- Code Generator
- Source Code
- Test Console
- More than 200 Flexible & Documented APIs



Developer Tools

'Kultura inside'

- Intel Software & Services Group
 - Video to constitute 90% of Cloud and 66% of Mobile Data
 - Requires heavy processing, storage, and throughput
 - Consumed across the entire compute continuum
 - AppUp, MeeGo
- Intel Digital Home Group
 - Reducing barriers for content discovery & distribution
 - Improving engagement, measurement, and monetization
 - Driving consumption of IPTVs, Mobile Video
- Intel Capital Technology Days



Intel Software Media Day

Real Time Personalization

Hugh Reynolds

CEO

Swrve New Media

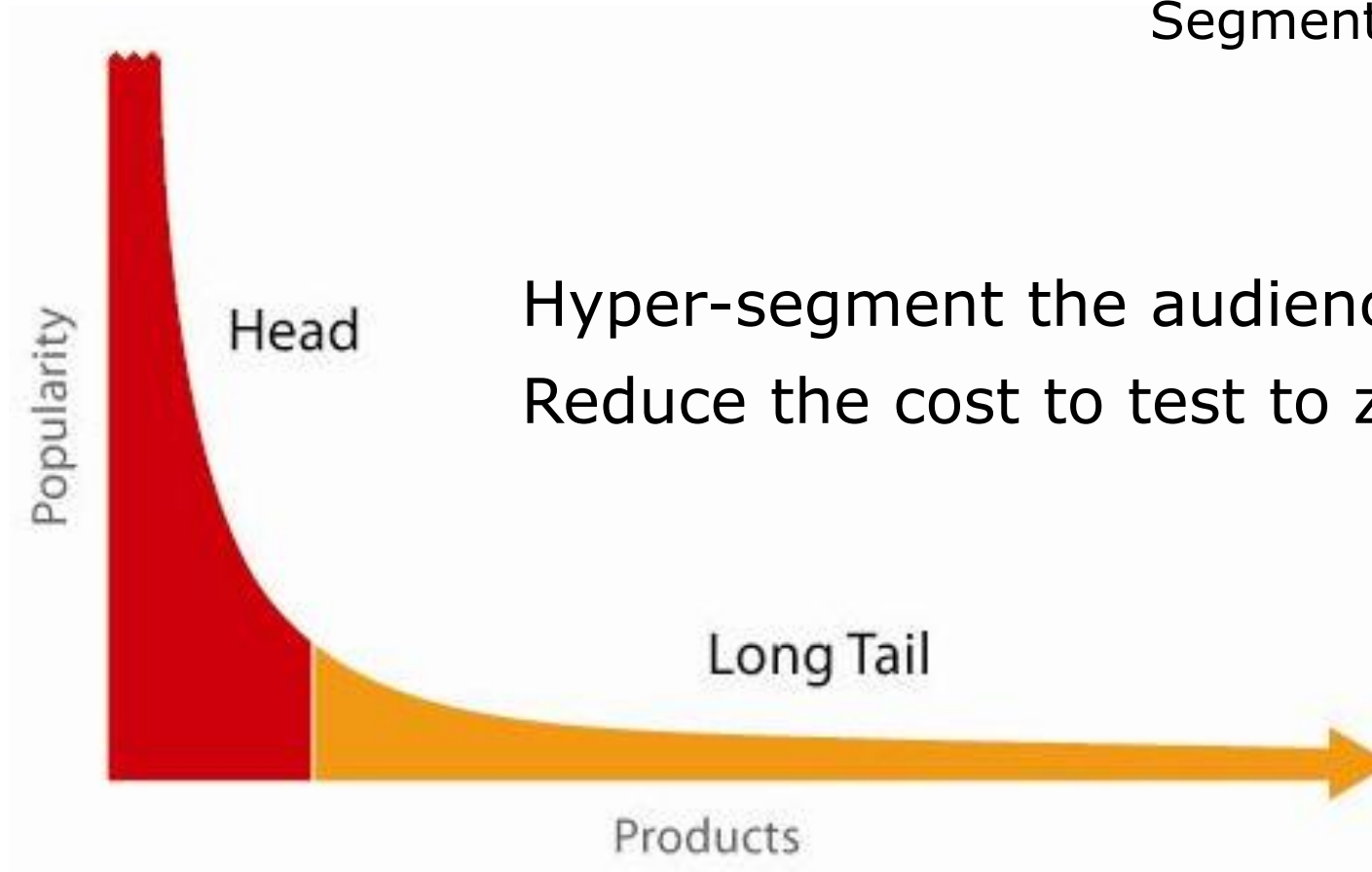
September 8, 2011



swrve

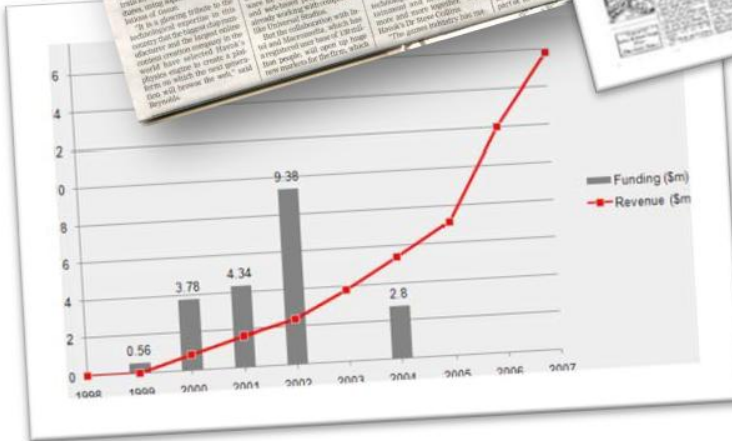
Closed Loop Testing





Hyper-segment the audience.
Reduce the cost to test to zero

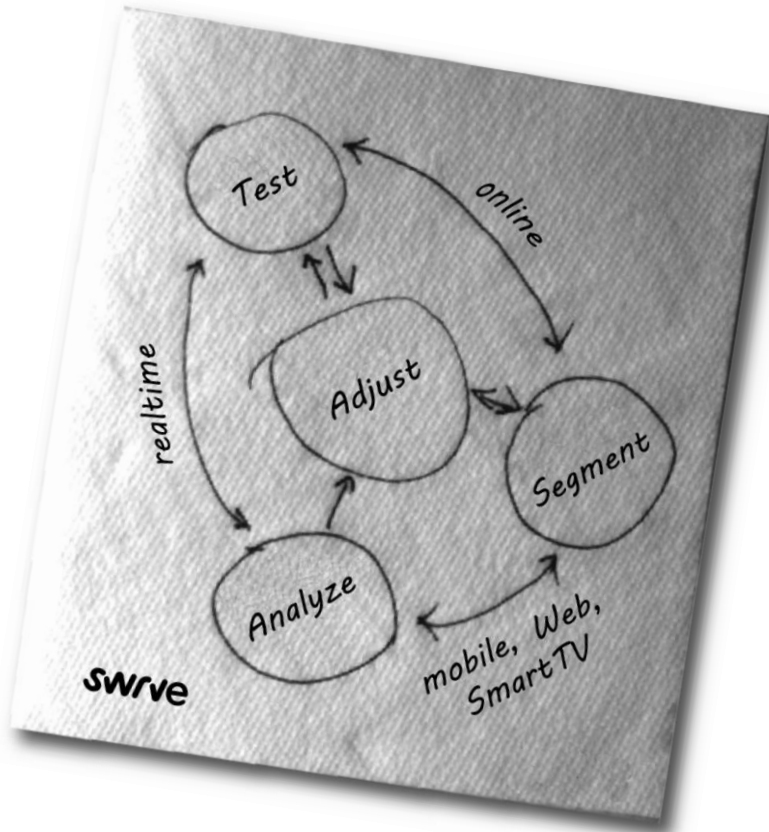
swrve Background



(Havok 1998-2005,
Kore 2007 - 2010)

swrve

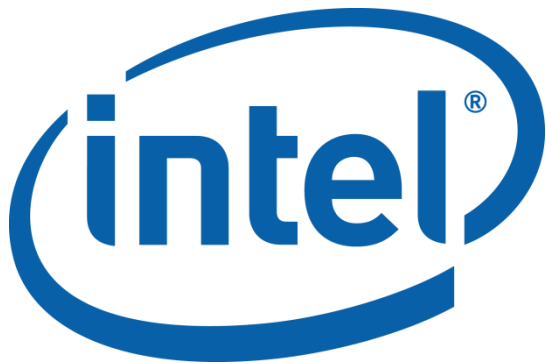
Intel



Merging into real-time Business Intelligence.

Concrete ability to effect the bottom line.

Shared vision with the SSG team.

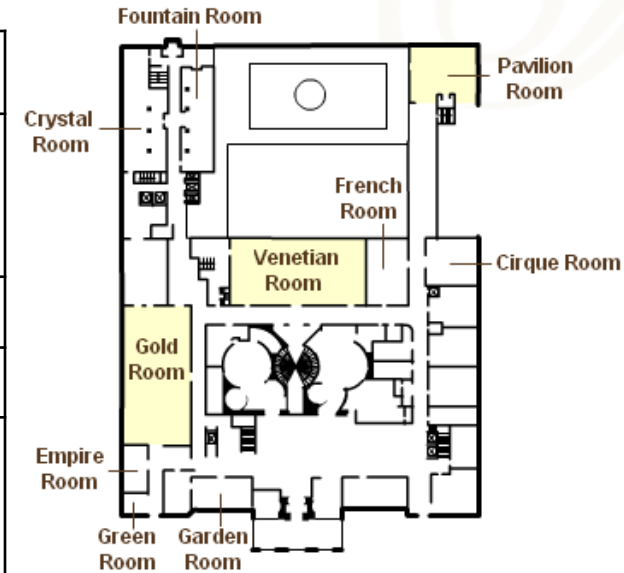


www.swrve.com
hugh.reynolds@swrve.com

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

