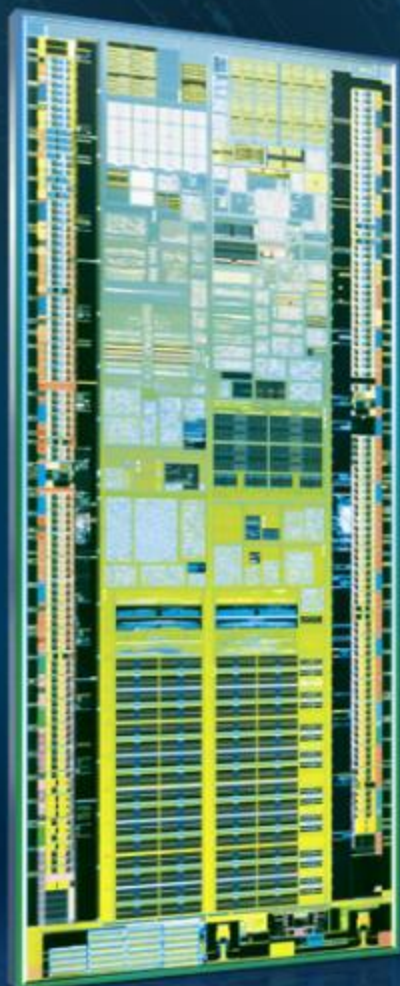


Intel® Centrino® Atom™ Processor Technology

Small Devices Unleash BIG Opportunities



Small Devices Unleash BIG Opportunities

Anand Chandrasekher

Senior Vice President, Intel

General Manager, Ultra Mobility Group

Internet is Pervasive

**MORE
PEOPLE**



1.3+B Internet Users

**MORE
PLACES**



Google Queries In **36 Languages**

**MORE
TIME**



Average User Spends **32 Hours** per Month

**MORE
THINGS**



140 Apps on Facebook Every Day



Facebook: How do we use it?



POST PROFILES



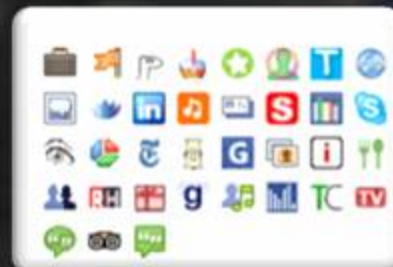
COLLECT PICTURES



SHARE VIDEOS



FIND FRIENDS



DOWNLOAD APPS



READ NY TIMES



BLOG . IM . VoIP



TRACK TRAVELS



WATCH TV



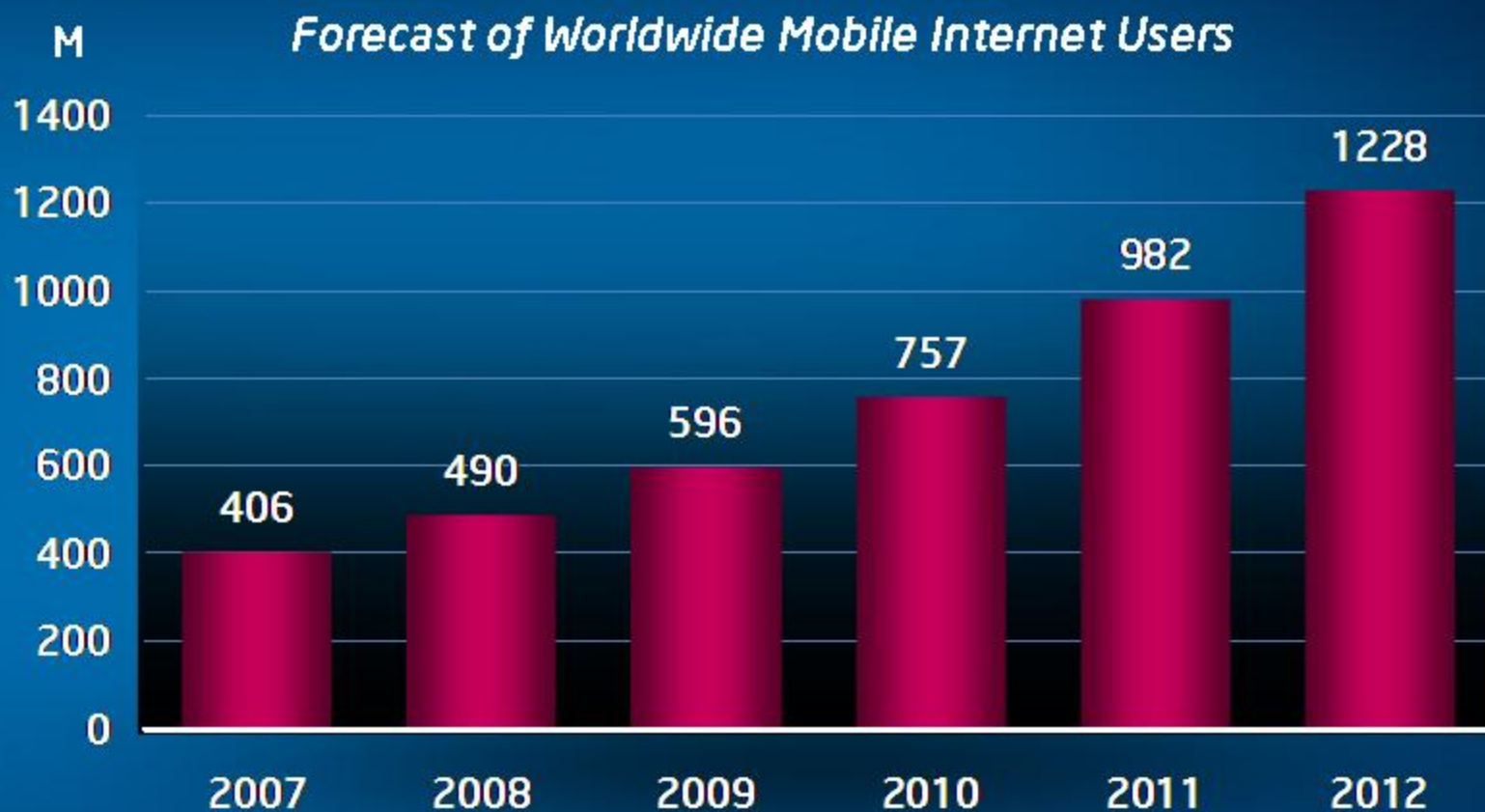
LISTEN MUSIC



GET DILBERT



Users Want to Take These Experiences with Them ...



People Using Mobile Devices to Access the Internet is Expected to Triple by 2012



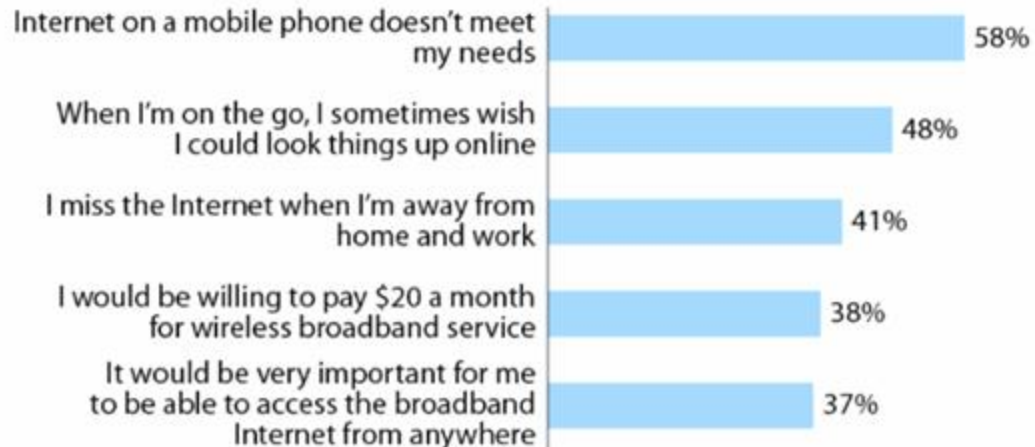
... But There Are Challenges

FORRESTER

February 2008 "Who Wants To Buy A Mobile Internet Device?"

"How much do you agree with the following statements about technology?"*

Mobile Internet is valuable



Device shortcomings inhibit mobile Internet



Base: 5,398 North American online adults

Source: North American Technographics® Consumer Technology Online Survey, Q4 2007

*Adults answering 4 or 5 on a scale from 1 (strongly disagree) to 5 (strongly agree)





**This Gap Creates A Unique
Opportunity for the Industry ...**



Mobile Internet Devices

Allow You to Take Your Experiences with You

Entertainment



Communication



Information



Productivity



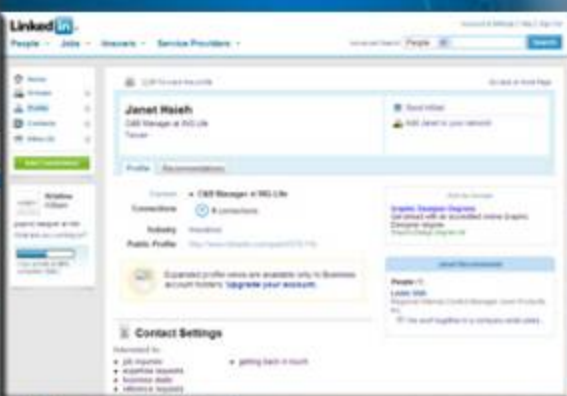
Core Usages Moving to Internet

Bringing the Best Internet Experience in Your Pocket

Range of Form Factor and Usage Choices



A Day In the Life: Janet Hsieh



Entertainment Experiences

User Generated Video

Social Networking to Go

Online Pictures

Music On the Move

Anytime Browsing

Etc...





BenQ

Enjoyment Matters

Peter Chen

General Manager
Technology Product Center



Information Experiences

Turn-by-Turn Directions

Location Based Services

Social Networking to Go

Music On the Move

Anytime Browsing

Etc...



clarion®

Masatsugu Shinozaki

Executive Vice President & General Manager
Car Information System Division
Hitachi, Ltd.

HITACHI
Inspire the Next



Intel Mobile Internet Device Strategy

ENABLE

Best Internet Experience in Your Pocket

MAINTAIN

Performance and Compatibility Leadership

MAJOR REDUCTIONS IN
Power and Form Factor

COLLABORATE

With the Ecosystem



Intel Innovation

Low Power Compatible Platforms

2008 / 09

2009 / 10



45nm

>10X* Reduction in
Idle Power

Target Usages:
Internet + Voice



45nm

First Grounds Up Low Power CPU and Chipset

Target Usages: Entertainment,
Social Networking, Information

Source : Intel Roadmap. All products, computer systems, dates, and figures specified are preliminary based on current expectations, and are subject to change without notice. Moorestown >10X reduction is roadmap target not measured data.



What's Needed to Enable the Best Internet Experience in Your Pocket



Ultra-Mobile
Performance

+



Internet Compatibility
& Software Consistency

+



Wireless
Connectivity

Continued Performance Leadership

Comparing Cores — Estimated Integer Performance

(Estimated Subset of SPEC CINT2000 Benchmarks)

Intel® Atom™ Processor
Z530 1.6 GHz

4.4

~38% boost
with HT for
multi-tasking

Intel Atom Processor
Z510 1.1 GHz

3

>2X

Cortex-A8 1GHz

2

3X

Cortex-A8 500 MHz
(Set as baseline)

1

■ Intel
■ ARM

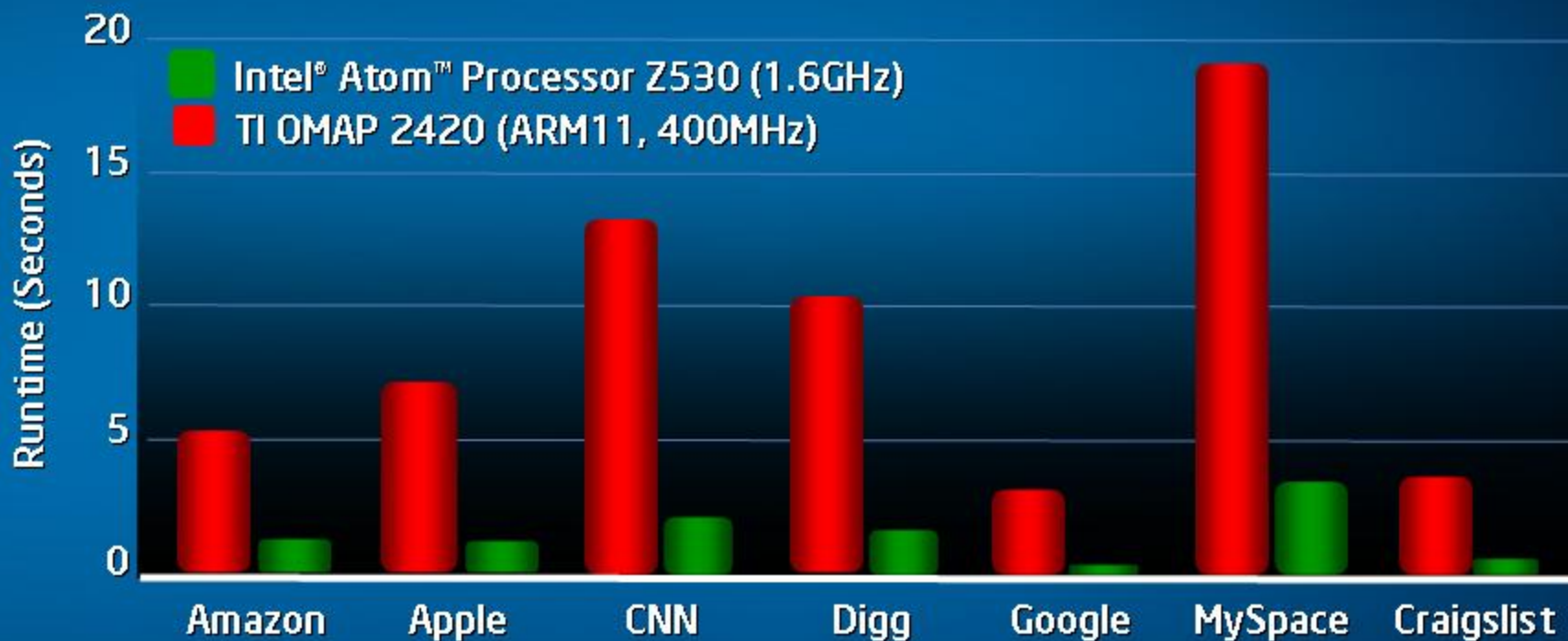
More Than Double the Performance - Across the Range

*Data based on Intel SPEC CINT2000 component rate estimates, May 2008. Intel estimates based on evaluation of 5 (vpr, crafty, parser, eon, twolf) of the SPEC CINT2000 benchmarks on a OMAP3503 EVM and a Intel Atom processor board (QS Si) with the compiler- Code Sourcery GCC 4.2.1; workload selection was based on SPEC's documentation of memory size (<http://www.spec.org/cpu2000/analysis/memory/>) (the OMAP3503 EVM was limited to 128MB) and what could be compiled successfully on the OMAP3503 EVM with GCC 4.2.1. The processor skus selected were based on expected available low and high bins of the processor.
*SPEC® and SPECint® are registered trademarks of the Standard Performance Evaluation Corporation. For more information go to www.spec.org.
*Performance tests and ratings for are measured using specific computer systems and/or components and reflect the approximate performance of Intel & competitive products as measured by those tests. Results have been simulated and are provided for informational purposes only. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, visit Intel Performance Benchmark Limitations.



Leadership Webpage Render Performance

Performance Comparison on Webpage Render* (Browsing Over SSD - Network Dependencies Removed)



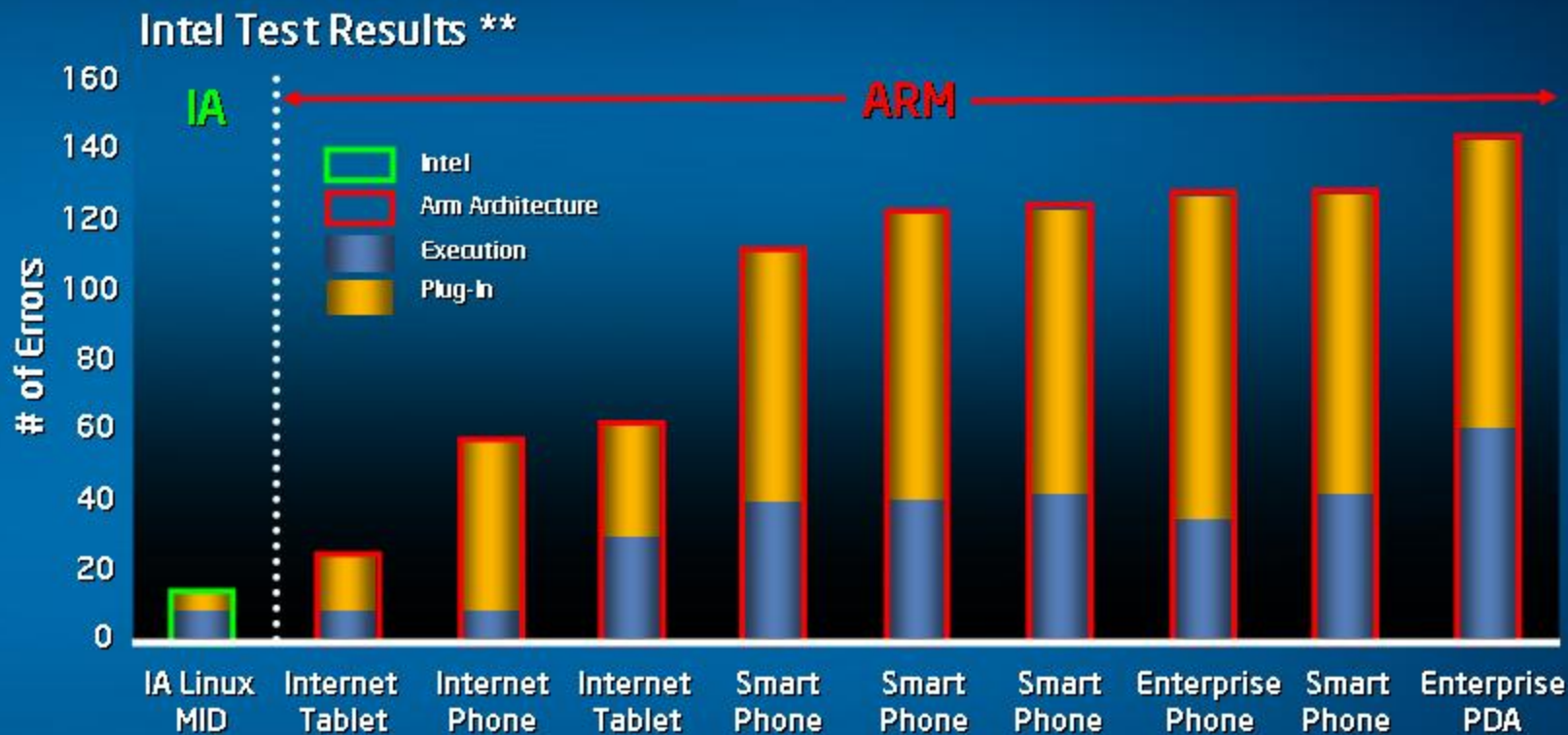
4.1-6.5X Competitive Advantage

*Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, visit Intel Performance Benchmark Limitations.

*TI OMAP2420 (ARM11, 400 MHz) results are based on a standard Nokia N810 device purchased in retail.



Internet Compatibility Snapshot



Even the Best Point Solutions Do Not Match IA Experience

*Other brand and names are the property of their respective owners.

** Intel results for IA-based Linux MID based on McEspin '07 platform (featuring the Stealey processor) and pre-production software stack created for test purposes that simulates performance of software stack for future Menlow based systems - actual device software may vary results.



Always Connected MIDs

Collaborating with Industry Leaders

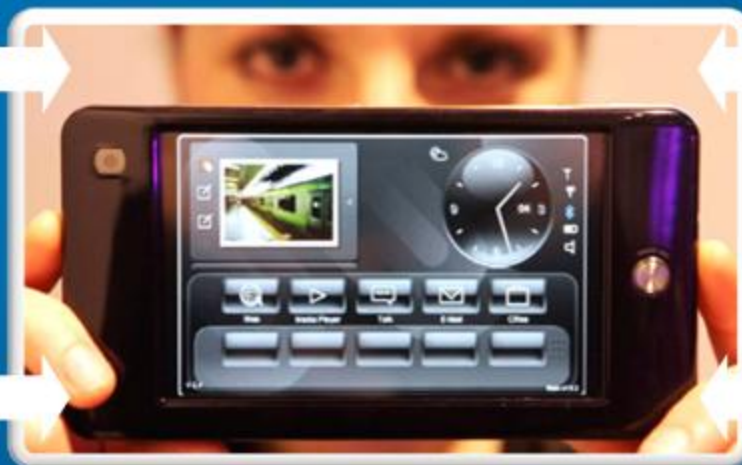
3G Module
Connection Manager



WiFi + Bluetooth + GPS
3-in-1 Module



SAMSUNG



WiMAX
(Half Size PCIe Minicard)

Siano
MOBILE SILICON

Mobile TV
(DVB-H, DVB-T, T-DMB, ISDB)



MIDs are Here



Thank You Taipei ...

For Bringing the MID Vision to Life with Menlow!

IDF April 2007

We Are Not Alone In This Journey

Announcing Today Mobile Internet Device Innovation Alliance



*Other brand and names are the property of their respective owners.

Invent the new reality.

Intel Developer
FORUM



Other brand and names are the property of their respective owners.

Invent the new reality.

FORUM
Intel Developer

Announcing Today

WIND RIVER



- Global leader in Linux-based device software optimization
- Wind River is embracing Moblin and committing to deliver and distribute integrated stack for Mobile Internet Devices
- Strengthens Moblin momentum and ecosystem



Growing Moblin-based MID Ecosystem

Bringing Compelling User Experiences to Market

1000+ Community
of Developers

10+
System Developers



50+
ISVs



Intel TV



Animation

*Other brand and names are the property of their respective owners.



One last thing

Service Providers Getting Ready



Users Are Ready ...



**19 Year Old
Gadget Freak
YouTube Addict
Hip and Cool**

**28 Year Old
Social Networker
Works Hard
Plays Harder**

**35 Year Old
Ultra Busy
Multi-tasking
Young Kids**

**42 Year Old
Dealmaker
Well-informed
Connected**

**MySpace
Twitter
iTunes
KKBox
Wretch.cc**

**Facebook
Atlaspost
Like.com
Friendster
Pixnet**

**WebMD
Parenting
Flickr
PChome
Nickelodeon**

**Orbitz
Google
E*Trade
UDN
LinkedIn**



**Other brand and names are the property of their respective owners.*

Where is the Internet Going?

Even More Performance

Better Graphics

HD Quality Content

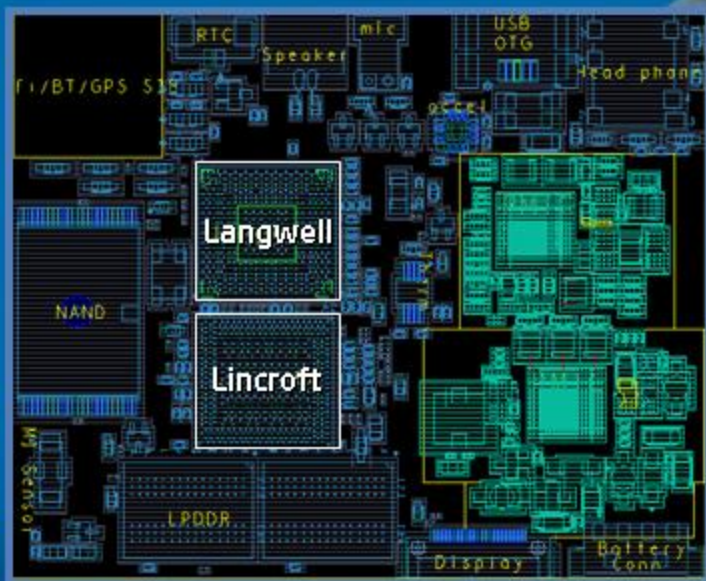
Faster Networks

Next Up: Moorestown

Lincroft



Langwell



We Are at the Start of A Journey ...

Summary

Small Devices Unleash Big Opportunities

Internet Going Mobile is a Major Opportunity

Intel Creating Platform for Innovation

We Are Only Just Starting ...



