



Sean M. Maloney

Executive Vice President
Sales & Marketing Group





Centrino2 行動世界

Centrino2+WiMax

讓你更有行動力

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懸賞公告

行動獵人影片公投

行動獵人換你做做看

Intel 行動世界



行動獵人
換你做做看

行動獵人
影片公投



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Network Needs For Web 2.0

PC Technology Required for Web 2.0

Next Generation Products

Internet: How Do People Use Their PCs?



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

The Explosion of Video

Total Broadband Videos Viewed Worldwide

Billions

350

300

250

200

150

100

50

0

2002

2003

2004

2005

2006

2007

2008

2009

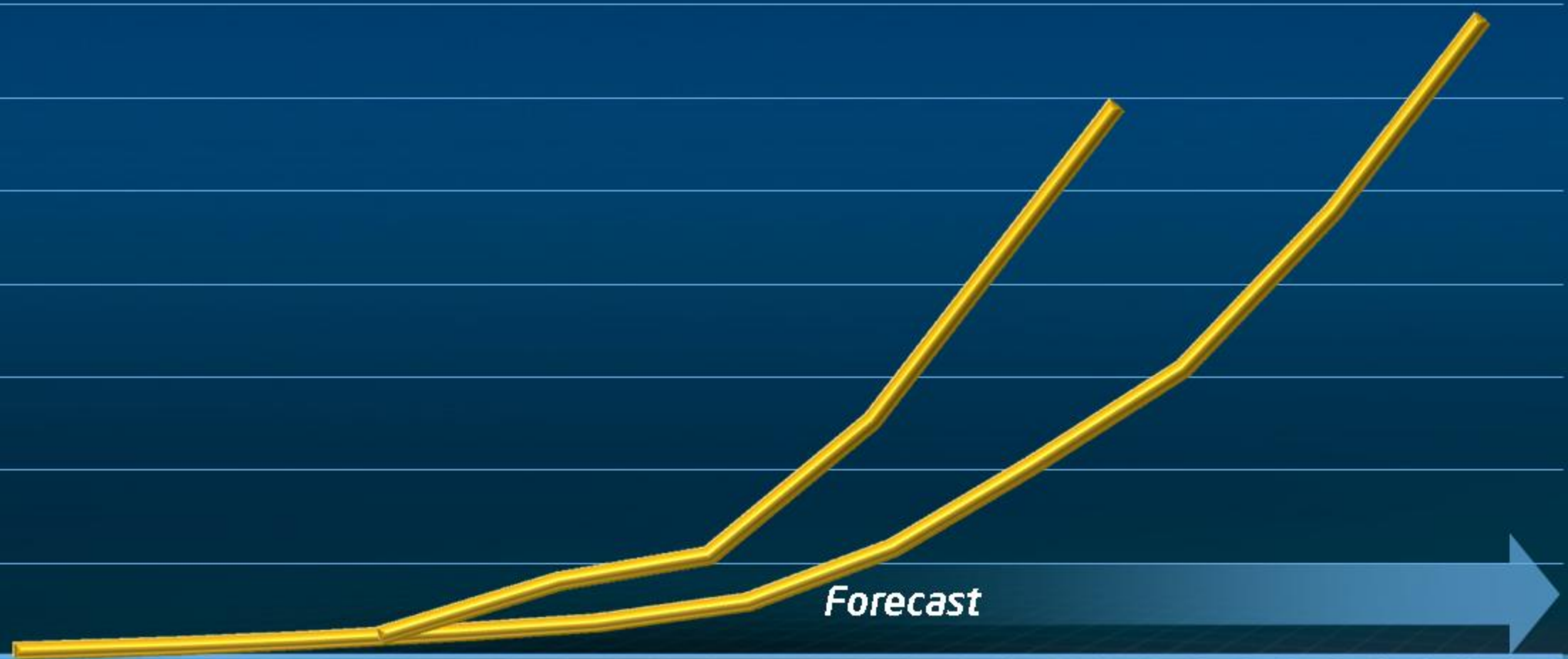
2010

2011

2012

Forecast

Source: ABI Research



The World is Going HD

THE WORLD IS GOING HD

None of This Has Been Mobilized Yet



281+ Fixed and Mobile WiMAX Deployments Today:



650M Population Covered by 2010

Source: Informa

WiMAX connectivity requires a WiMAX enabled device and subscription to a WiMAX broadband service. Availability of WiMAX is limited, check with your carrier for details on availability and network limitations. Broadband performance and results may vary due to environmental factors and other variables. See www.in.tel.com/go/wimax for more information.

A Vibrant WiMAX Ecosystem



MOTOROLA

NORTEL

SIERRA WIRELESS



lenovo

Gemtek

SONY



CISCO

picoChip
flexible wireless

acer



LG Electronics

TEXAS INSTRUMENTS



NETGEAR

Panasonic

ASUS



alvarion

USi

FOXCONN

Alcatel-Lucent



Wavesat

DELL

TOSHIBA

NOKIA



BECEEM

Redline



Nokia Siemens
Networks



COMPAL



Quanta Computer



aperto
networks



SAMSUNG

ArrayComm

ZTE中兴



HUAWEI



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

The Internet Performance Requirement

CPU Utilization
(4 Year Old Volume Microprocessor)



Source: Intel

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

Next Generation Desktops

116X1 06U6L9110U 062K10b2

Your Digital Life

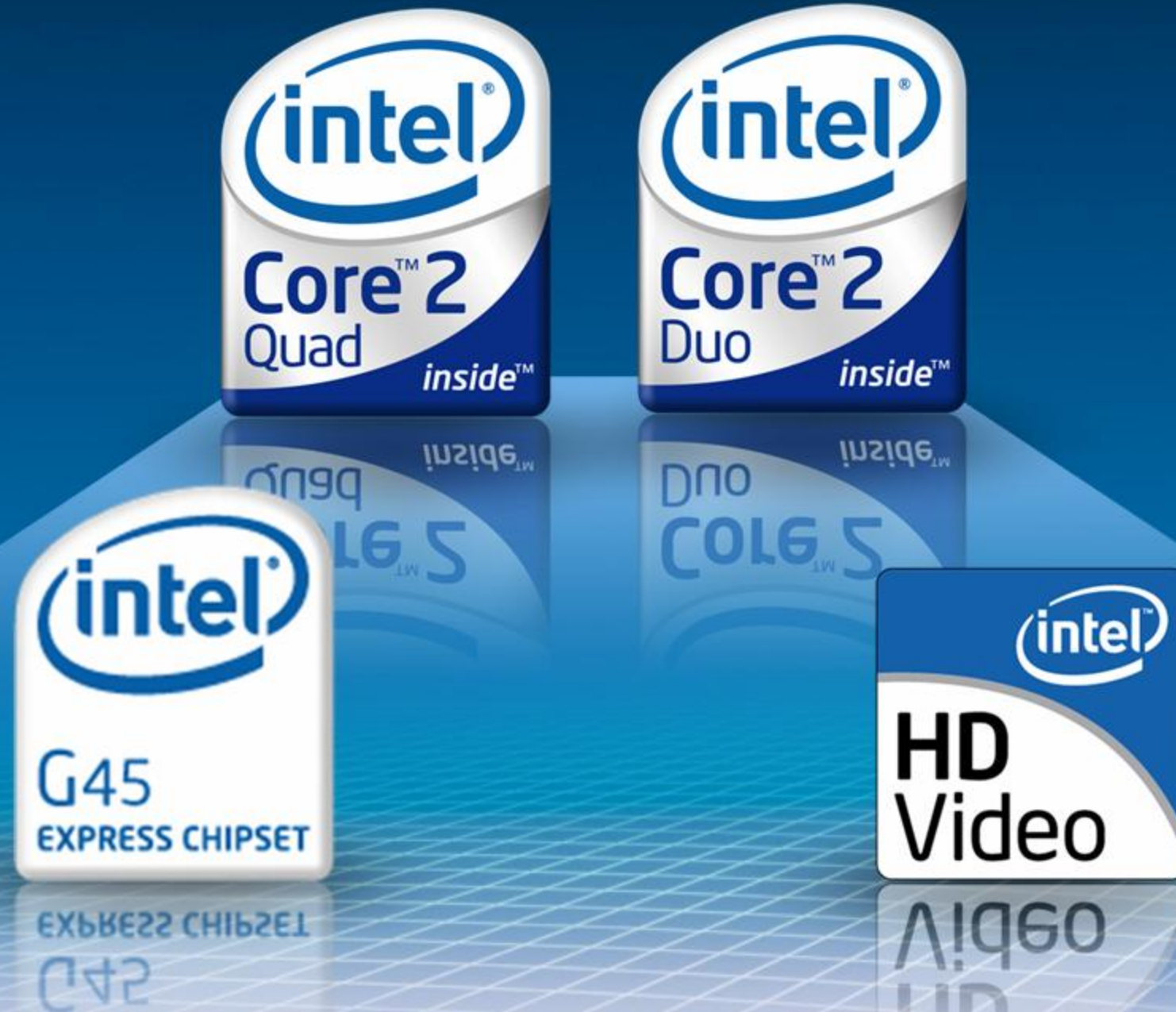


Introducing The Intel® 4 Series Chipsets for Core™ Processor Family



*Ultimate Motherboard Scalability Delivering
Unprecedented Platform Performance*

Introducing HD to Mainstream Consumer PCs



**Over 72 ODMs/OEMs Will Be In Production
With 340 Intel® 4 Series Platforms**

Thank You For Your Support!



Next Generation Mobile

146X1 06U6L9110U WODIIG

Intel® Centrino® 2 Processor Technology: *Coming Soon*





And The Winners Are...

Play.



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Five Min Killer
Heart Balloon



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Seve7 Design
Buffer



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1ST
PLACE

Funtastic
Paper Airplane

Intel® Centrino® 2 Processor Visual Computing



Stutter Free
HD Playback

Extended
Battery Life



Stunning Visual
Quality

~2X
3DMark
Performance

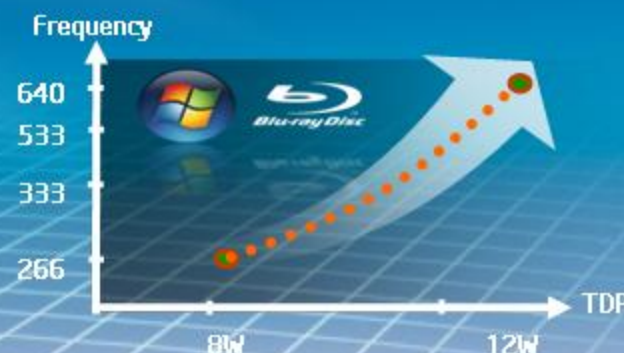


3D Mark 06



DisplayPort
& HDMI
with HDCP

Scalable
Power
Performance



¹ HQV is a standard definition video quality benchmark. Highest possible score is 130.

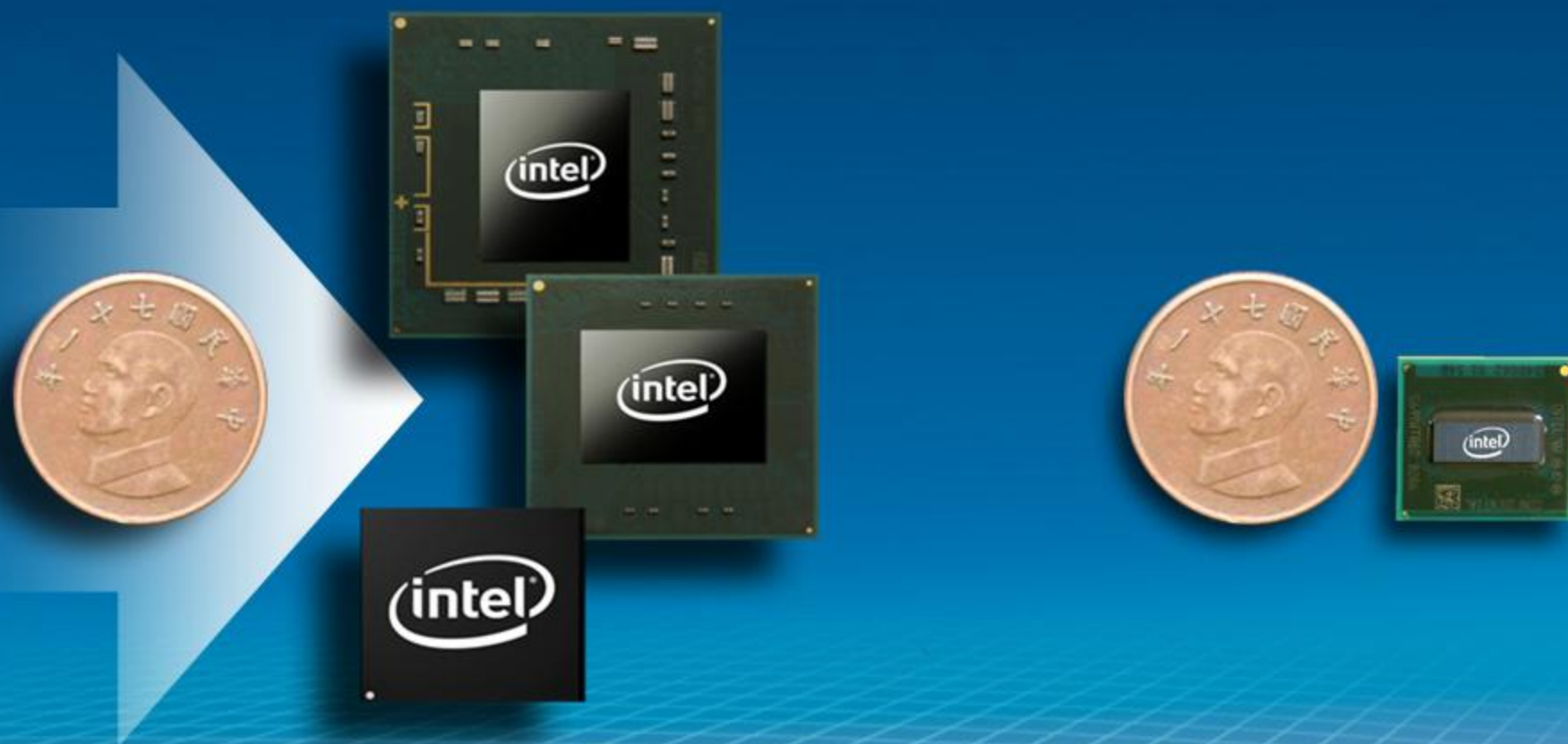
"Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance."

45nm High-k Form Factor Revolution

Stylish Notebook Designs



Mobile Internet Devices



45nm High-k Gives Best Internet Experience In Your Pocket

Intel® Centrino® Atom™ Processor Technology

Enables the Best Internet Experience that Fits In A Pocket

Performance and Compatibility for Applications

Range of Connectivity Options



MIDs Will Allow Users to Take the Internet with Them Wherever They Want

One Year Later...



Simple
Affordable
for the Internet

acer

ASUS



ECS ELITEGROUP

Haier

HCL

malata

MEDION



Intel Processors Power a Range of Mobile Devices

Full Features and
Performance



Notebook

Full Web 2.0
HD
Input & Create
Realistic Games



Netbook

Web
e-mail
Simple games

SCREEN

7"-10"

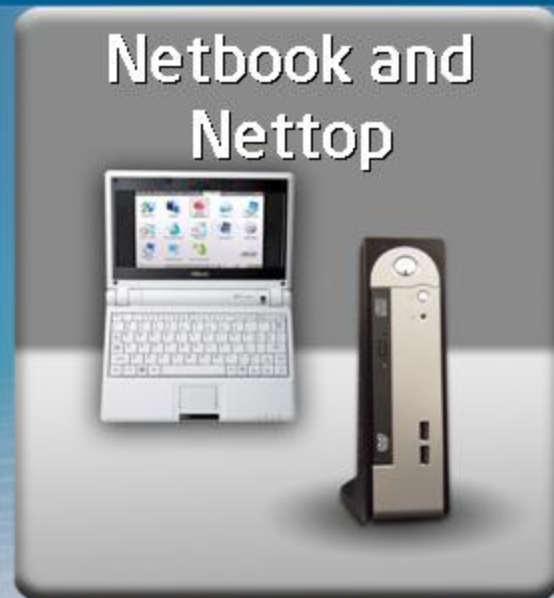
>10"

OS

Linux, Windows

Windows

45nm High-k Opens New Markets



Intel® Atom™ New Segments

Nettops, Embedded and CE



ASUS

CMEDIA

DIGN

ECS

FOUNDER

FOXCONN®
Advancing Through Innovation

GIGABYTE®

J&W®
The possible of impossible

JETWAY
Tech. On The Move

lenovo

LEMEL

MSI
MICRO-STAR INTERNATIONAL

PCPartner®

PEGATRON

Shuttle®

Intel® SATA Solid State Drives



1.8" & 2.5" Form Factors

32GB to 160GB Capacities

Faster System Responsiveness

1500Gs Extremely Ruggedized

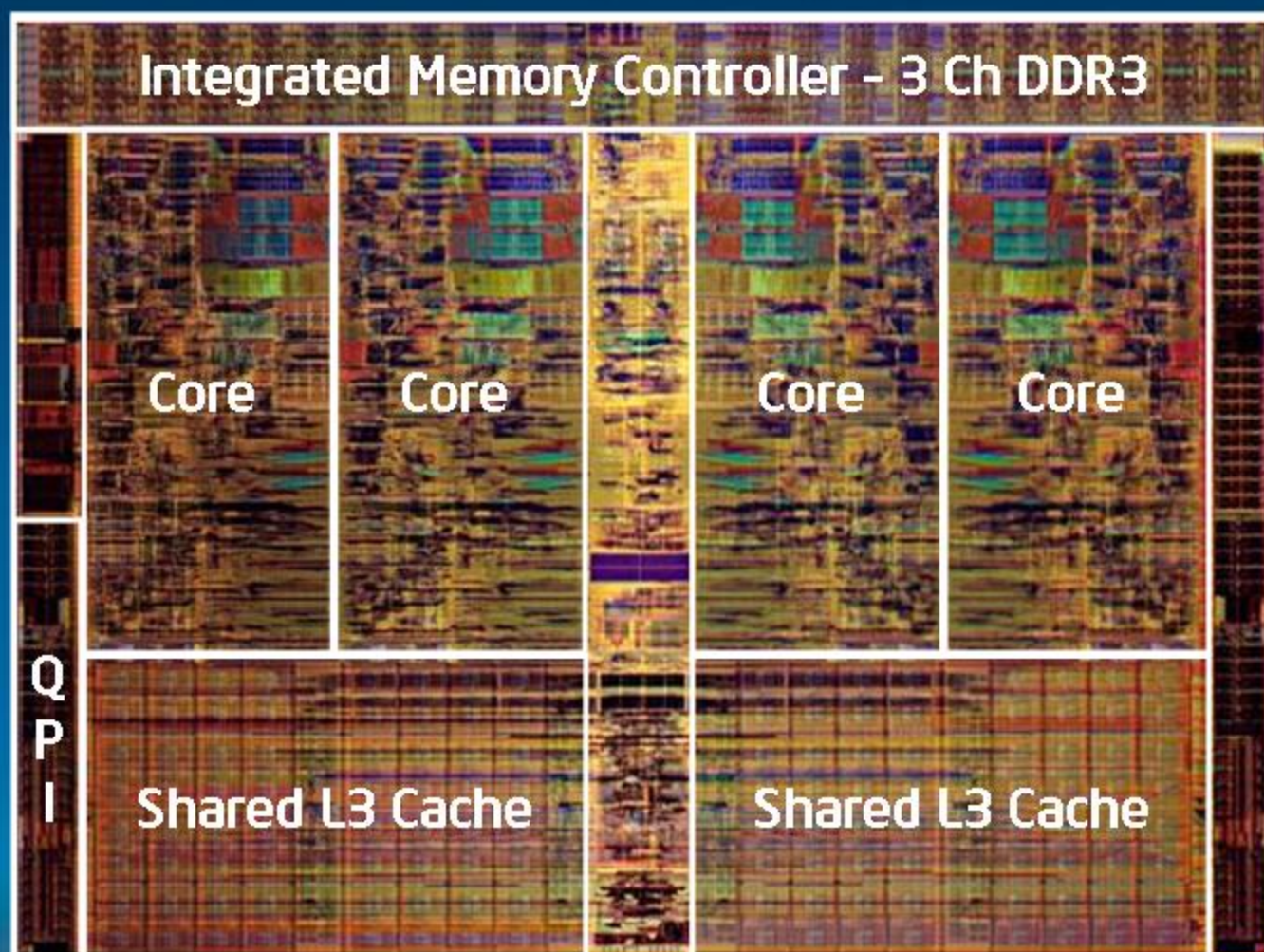
Extended Battery Life

Delivering on the Full Promise of SSDs

Next Generation Architecture

The image features a solid blue background with a subtle gradient. At the bottom, there is a white grid pattern that recedes into the distance, creating a sense of depth. The text "Next Generation Architecture" is centered in the upper half of the image in a white, bold, sans-serif font. Below the text, there is a faint, semi-transparent reflection of the text itself.

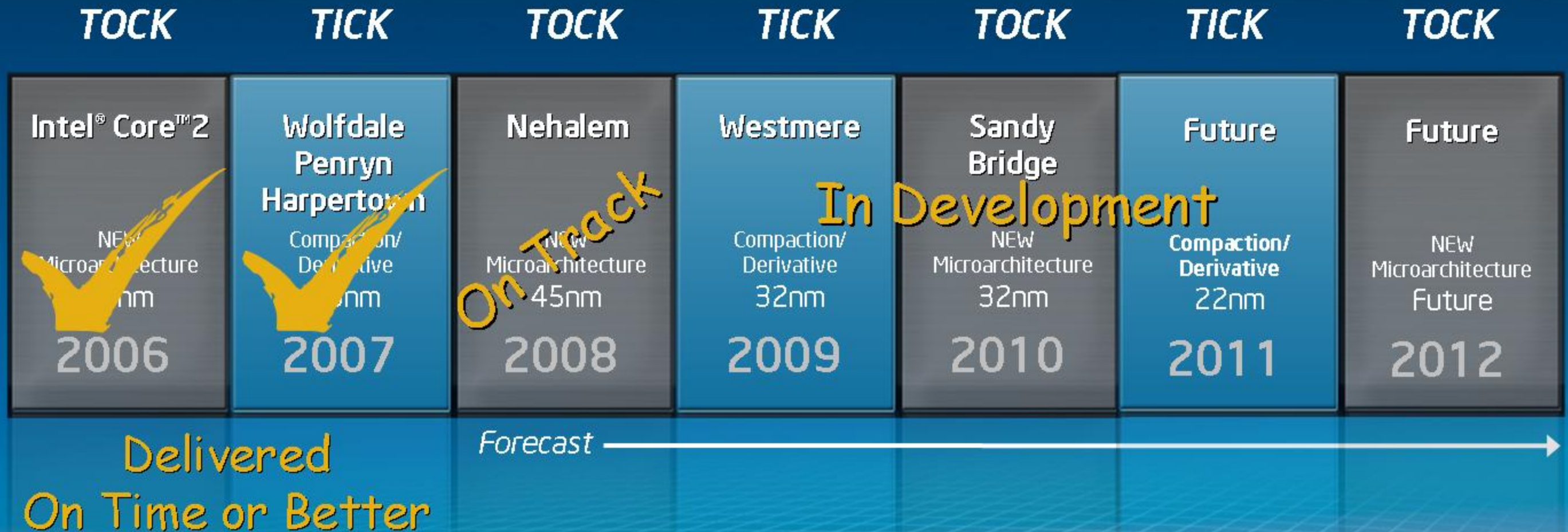
Nehalem: On-Track



- Breakthrough Performance In All Segments
- Ultimate Flexibility
 - 2, 4, 8 Cores
 - 2-way simultaneous multi-threading
 - Optional Integrated Graphics
- Integrated Memory Controller
- Dynamic Power Management

Thank You For Nehalem Enablement

The Tick-Tock Won't Stop



Scale: Delivering on Moore's Law at 45 nm



FAB
INVESTMENT

\$9B

2001



D1D
OREGON



Fab 32
ARIZONA



Fab 28
ISRAEL



Fab 11X
NEW MEXICO

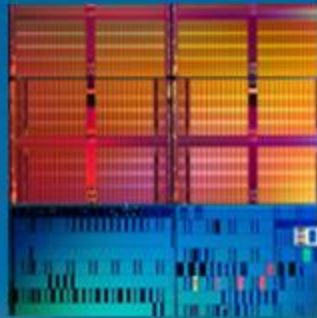
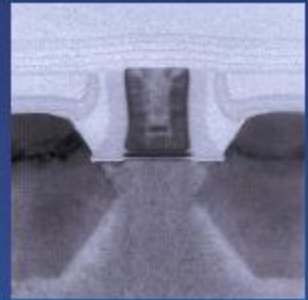


TECHNOLOGY
INVESTMENT

\$1B

2001

45nm
High-k + Metal
Gate Transistors

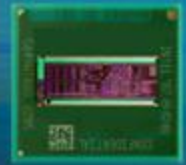
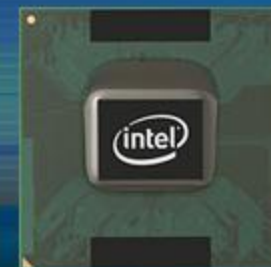


PRODUCT
INVESTMENT

\$2B

2004

Penryn
Nehalem
Silverthorne
Others



Summary

WiMAX Delivers For Mobile Web 2.0

45nm High-k Opening New Markets

The Future is Brighter Than Ever

