

Sean M. Maloney
Executive Vice President
Sales & Marketing Group

1 B Intel-based DT MBs Manufactured in Taiwan

Thanks a Billion



Agenda

1 Billion Down, 1 Billion To Go

Accelerate The Mobile Momentum

Fixing The Digital Divide



How Did Taiwan Do It?

- Unmatched sense of urgency
- Cost focus built into DNA
- Constant drive for Innovation
- Constant ambition for Growth



How Did Taiwan Do It?

- Unmatched sense of urgency

- Cost focus built into DNA

Innovate for Growth

- Constant drive for Innovation

- Constant ambition for Growth



Fallacy: The DT Is Dead

Reality: Innovation Will Drive Growth In DT



Next Billion: Drive the Transitions

1. All-in-one PCs
2. HDMI
3. Nehalem
4. Windows* 7

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



Cumulative HDMI-Enabled Devices Shipped

Billions

3

2

1

0

2006

2007

2008

2009

2010

2011

2012

1 Billion

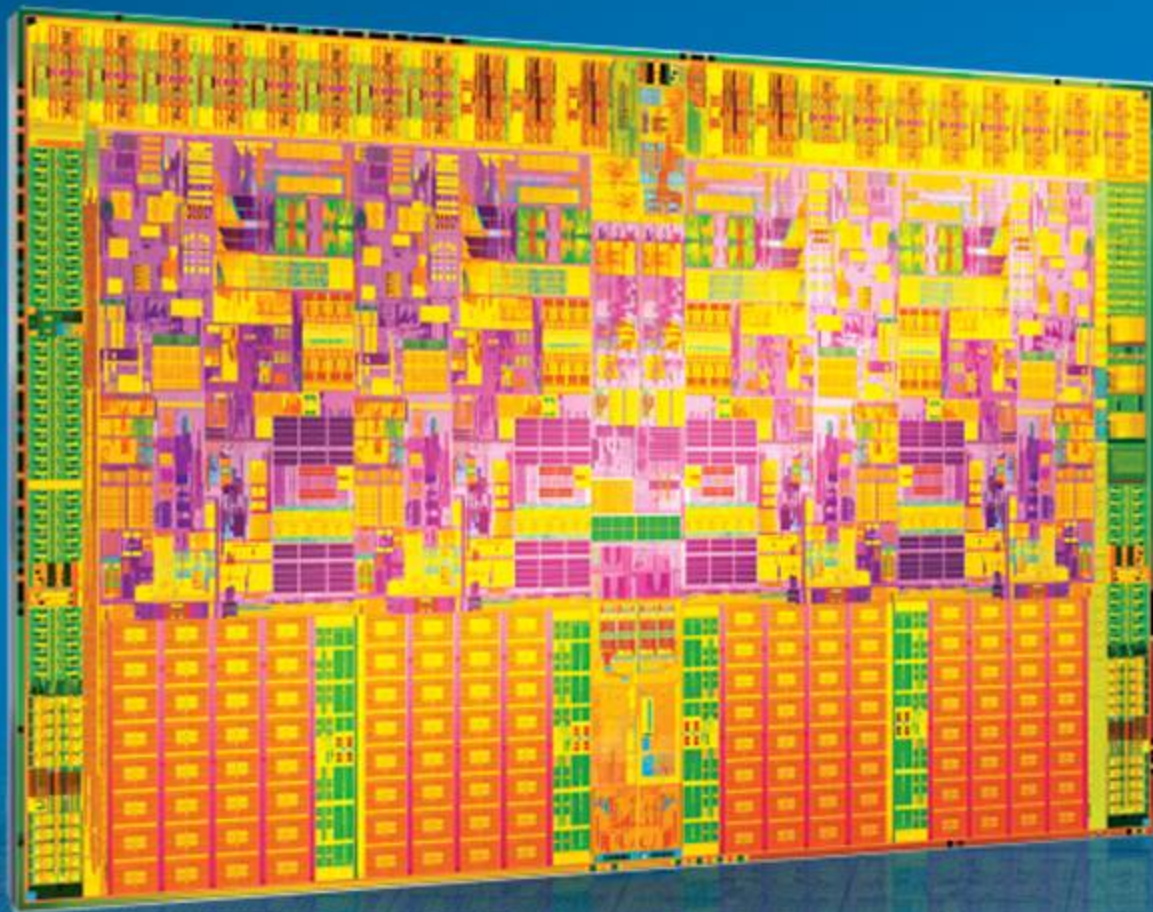


Source: Instat



Nehalem Transition Underway

Intel® 5 Series Chipsets



- Breakthrough performance in mainstream segments
- Ultimate flexibility
 - Up to 8 threads via Intel® Hyper-threading technology
 - Intel® Turbo Boost technology
 - Dual graphics support
- Integrated memory controller
- Dynamic power management





36 P55-based MBs, and 26 X58-based MBs

Thank You For Your Nehalem Enablement



Windows* 7 Transition Next!

Consumer

Faster and More Reliable
Wireless Setup
HomeGroup
Windows Touch

Simplify My Life

DirectX 11
64-bit Computing Support

Power Gaming

Windows Media Center
Internet TV
Remote Media Streaming
PlayTo and Photo Gallery

More Media, More Places

Business

Wireless Setup
Location Aware Printing
Battery Life

Work From Anywhere

Advanced Backup
Windows XP Mode

Safeguard Your Work

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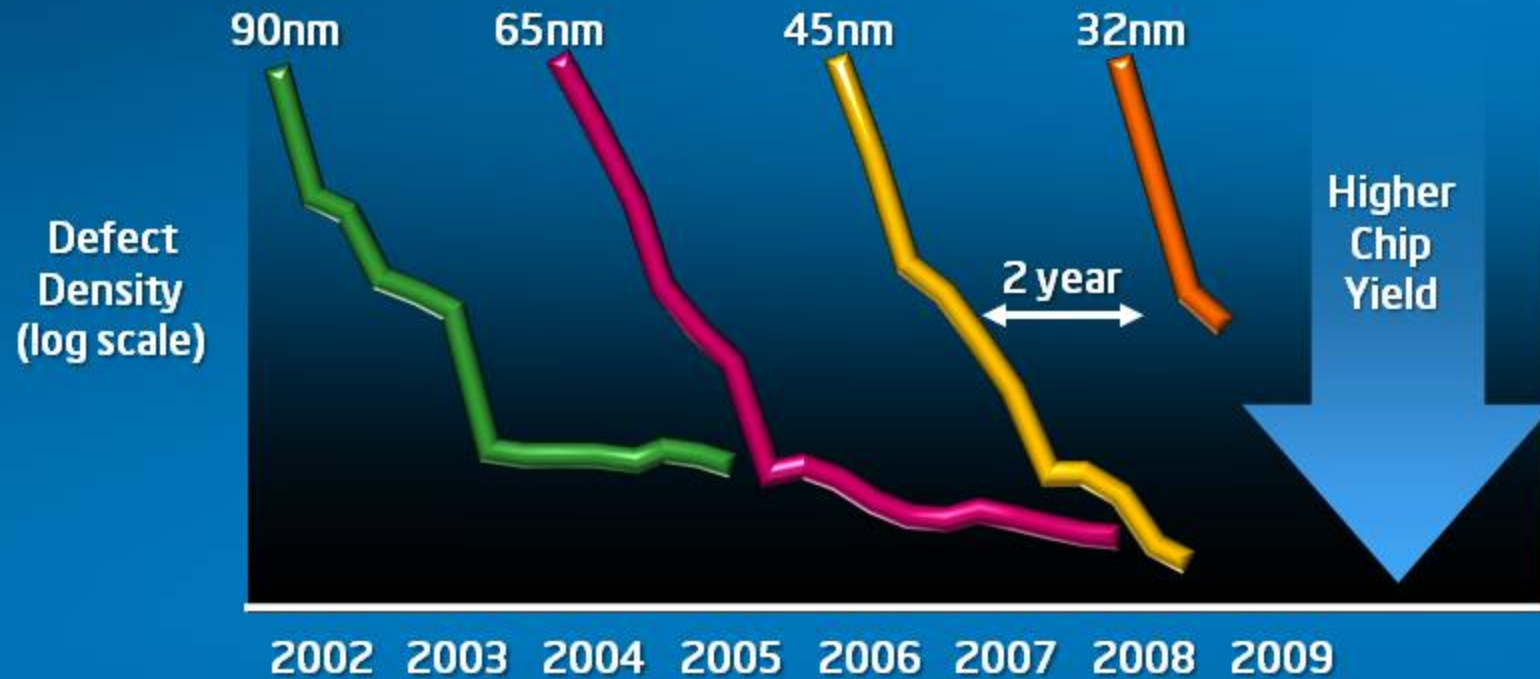
Accelerate The Mobile Momentum

Fixing The Digital Divide



Tick Tock: Predictable Development

Reduced Risk, Faster TTM

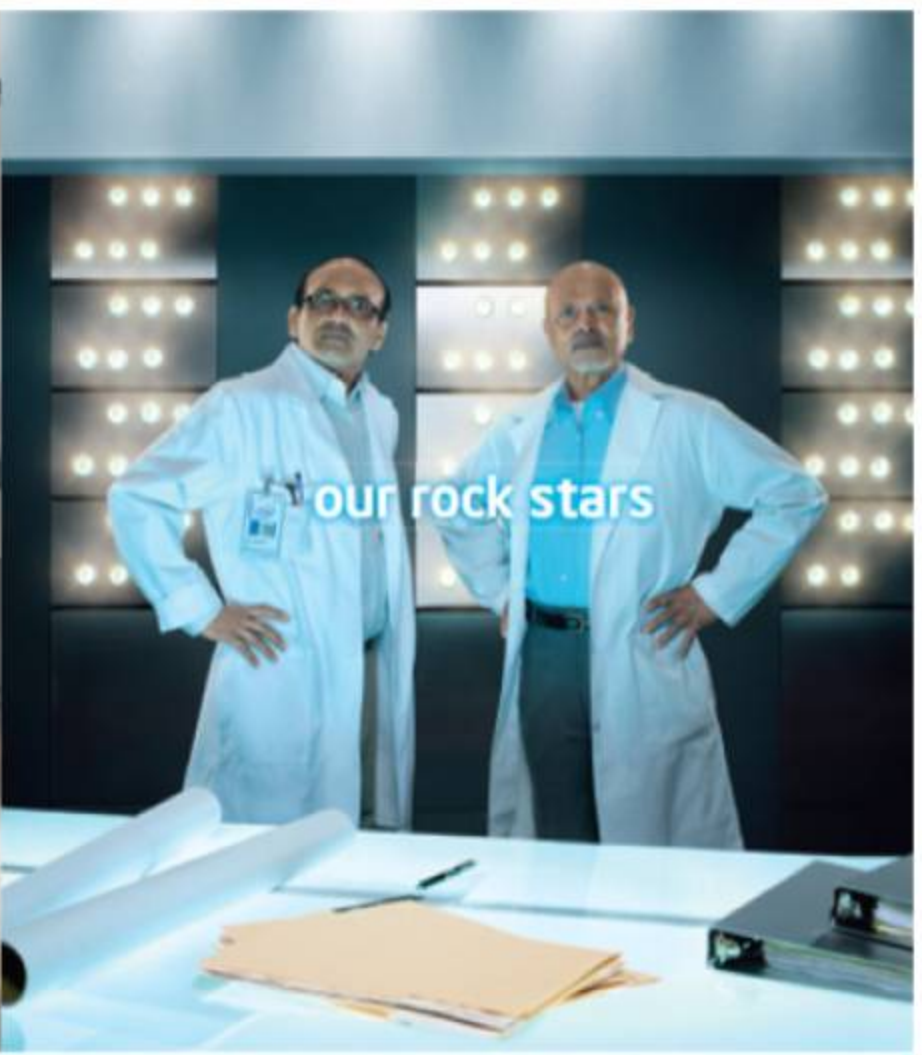


2009: 2nd Generation
High-k + Metal Gate

Intel® Core™		Nehalem microarchitecture		Future uArch
Merom	Penryn	Nehalem	Westmere	Sandy Bridge
NEW Microarchitecture 65nm	NEW Process 45nm	NEW Microarchitecture 45nm	NEW Process 32nm	NEW Microarchitecture 32nm
<i>TOCK</i>	<i>TICK</i>	<i>TOCK</i>	<i>TICK</i>	<i>TOCK</i>

All dates, product descriptions, availability and plans are forecasts and subject to change without notice.





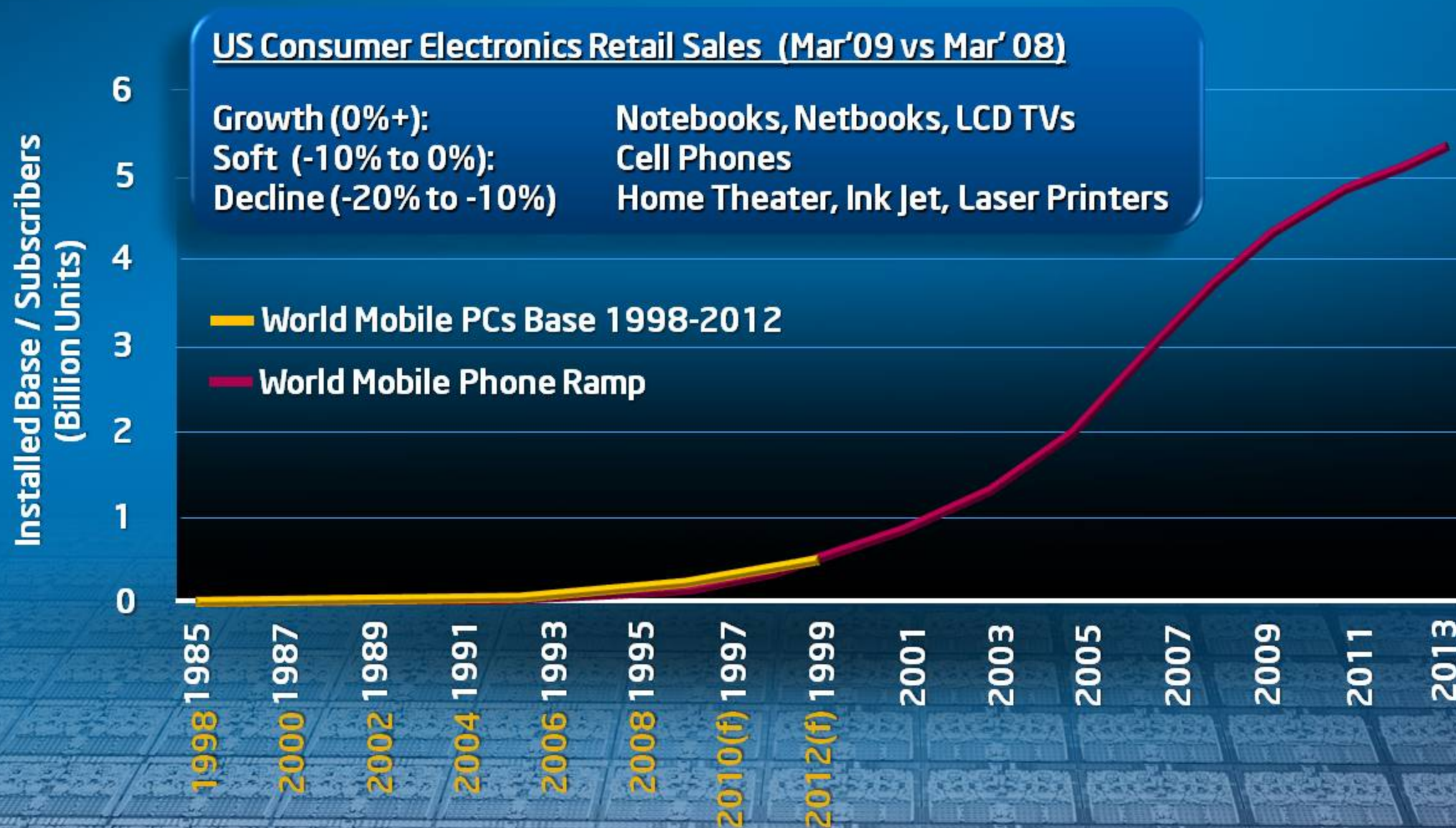
Our hallways are filled with plenty of high-profile thinkers. But only a handful of them can completely stop a room, including men like Dr. Ted Hoff, one of the inventors of Intel's very first microprocessor. Back in 1969 their Intel® 4004 microprocessor blew people's minds wide open - a tradition that's still very much alive. Learn more at spencersoftomorrow.com.



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Mobile PC Segment is Far From Saturation



Extending Mobile Leadership

Intel® Centrino® 2 Processor Technology Gets Even Better!



*Unrivalled
Performance &
Battery Life*



*New
Ultra-Thin Laptops
For the Consumer*



*Improved
Visual Quality
and Media*



*Expanded
Wireless &
Ecosystem*



Delivering Real Value for Consumers

Significant Performance Improvement on Everyday Applications

1.5X Better
iTunes* MP3 Encoding



2.6X Better
Sony* Vegas* Video Encoding

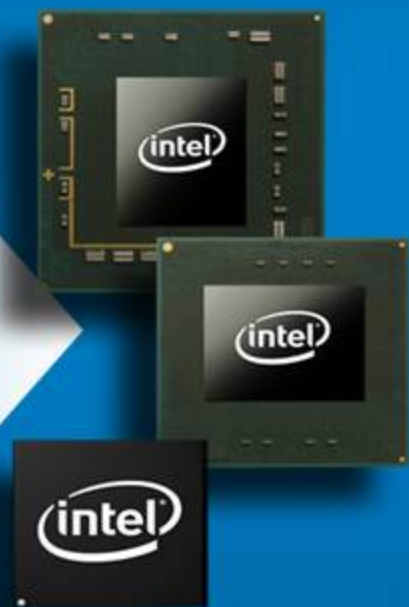
1.6X Better
Adobe* Photoshop* Elements



Source: Intel. Comparisons refer to comparably configured Intel® Core™ Duo Processor T2700 (2 MB L2 Cache, 2.33 GHz, 667 MHz FSB) and Intel® Core™2 Duo Processor T9900 (6 MB L2 Cache, 3.06 GHz, 1066 MHz FSB) systems. See back-up for system configurations and other important legal information.



Announcing Today: Ultra-Thin Comes to the Mainstream!

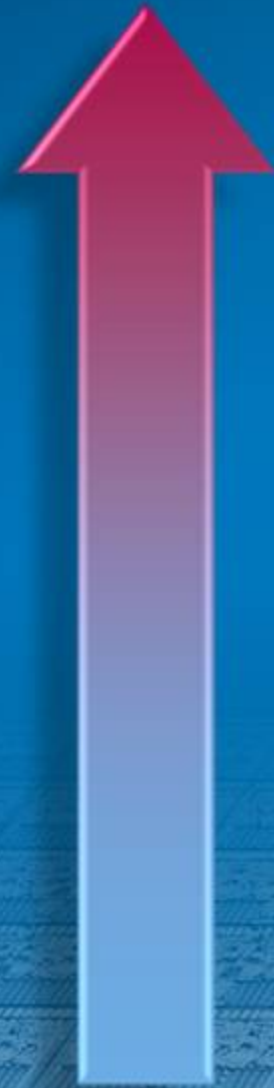


From 3342 mm^2 to $\approx 1415 \text{ mm}^2$

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Ultra-Thin Family: In Every Segment and Price Point



Best



Best Media Experience

Better



Great Media Experience

Good



Mainstream System Performance

Entry

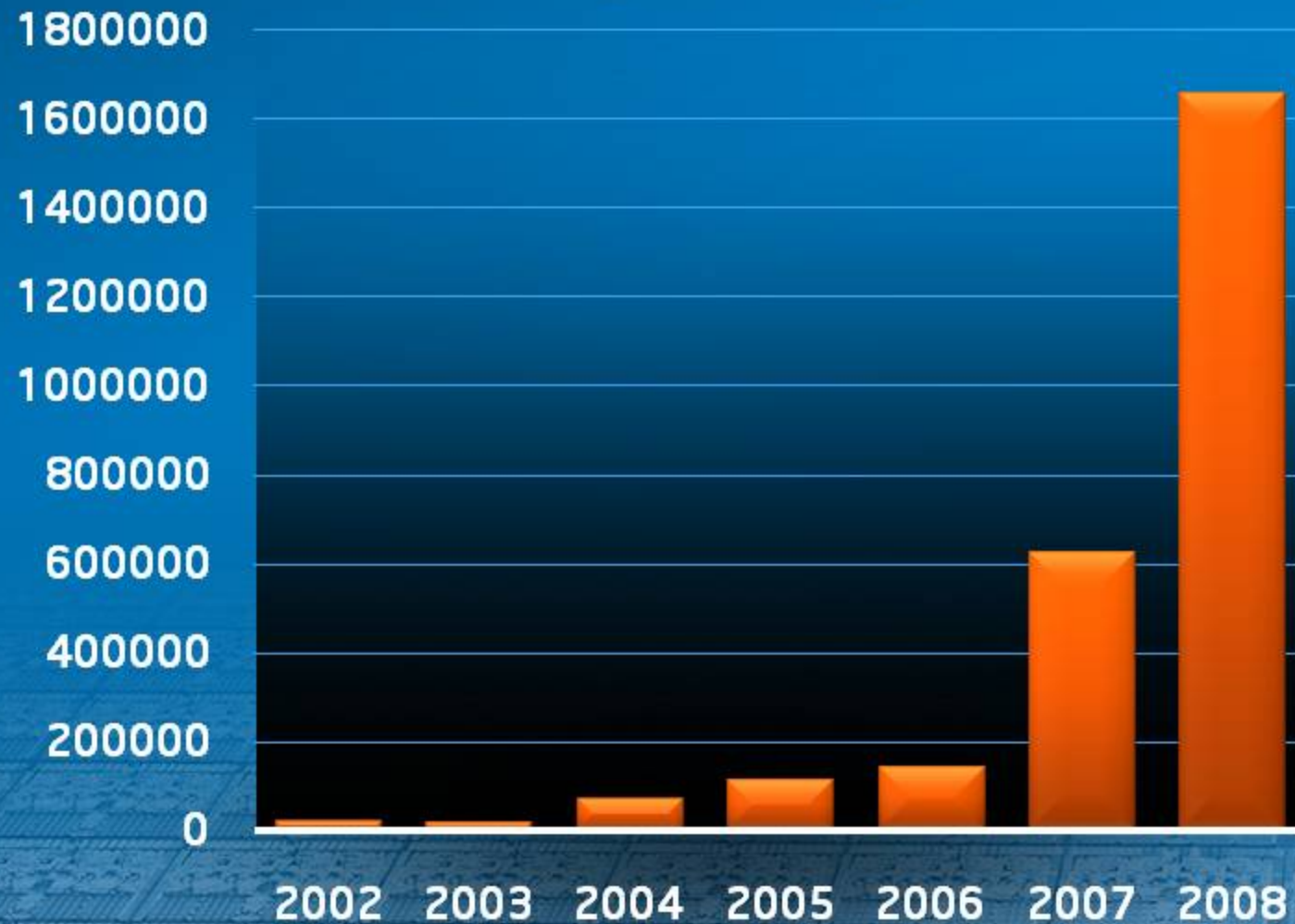


Entry Level System Performance



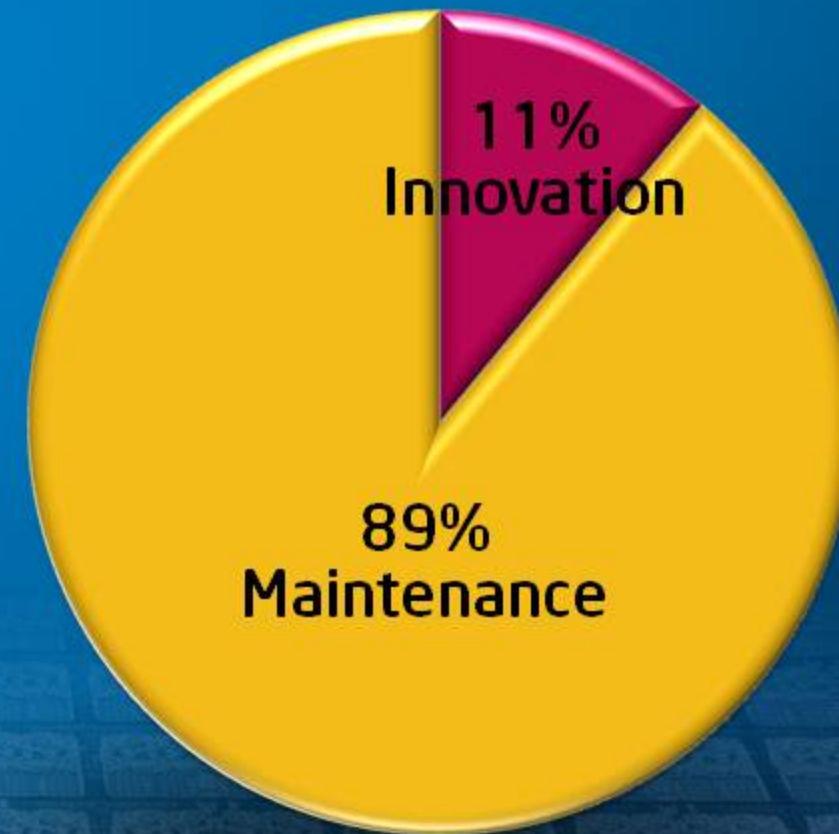
Security & Manageability: Increasing Challenges

Growing Security Threats



Source: Symantec Internet Security Threat Report Volume XIV, April 2009

Increasing Manageability Costs



Source: Gartner 2006-2007 IT Spending and Staffing survey: North America, March 2007



Intel® Centrino®2 with vPro™ Technology

Proactive Security & Built-in Manageability



Improved Wireless Manageability
Even When Notebook Is Asleep!

Secure IT Access
Even Outside the Business Network!



A New Era of Mobile Security

Intel® Anti-Theft Technology

Absolute®Software

acer

ASUS®
Inspiring Innovation • Persistent Perfection

FUJITSU

lenovo

Panasonic
ideas for life

phoenix™
technologies

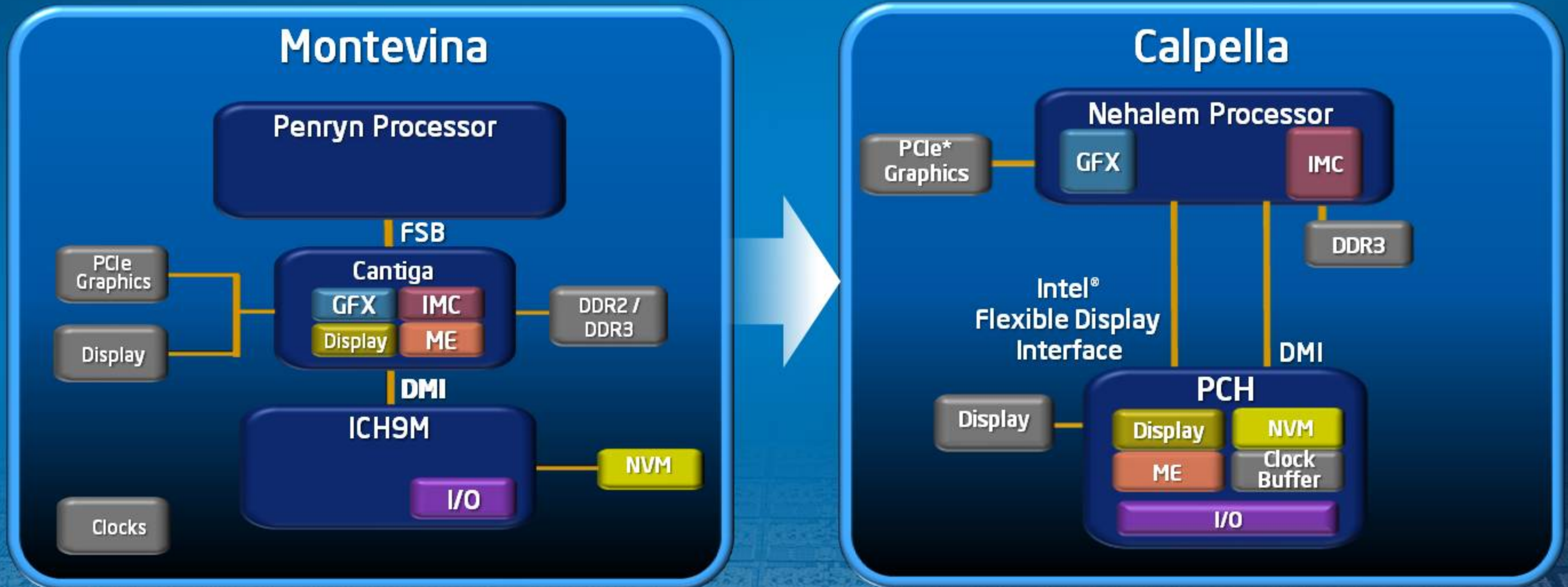
PGP®

Hardware Based Security To Help Track, Recover and Disable Lost Laptop



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Next Revolution in Mobile Computing: Calpella



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Accelerate The Mobile Momentum

Fixing The Digital Divide



The Digital Divide

Connectivity

**5 BILLION
PEOPLE**

Cost



The Digital Divide

**DROPOUTS COST
U.S. \$329 BILLION
A YEAR**

Connectivity

Cost



The Digital Divide

**STUDENTS WITH
NOTEBOOKS
SCORED HIGHER
THAN 85% OF
THEIR PEERS**

Connectivity

Cost



The Digital Divide

Connectivity

**INTERNET USERS
EARN 17% MORE**

Cost



The Digital Divide

**INTERNET USERS
MAKE \$1.40 MORE
AN HOUR**

Connectivity

Cost



The Digital Divide

**5 BILLION
PEOPLE**

Connectivity

Cost



WiMAX Around the World

450+ Fixed and Mobile Deployments In Over 135 Countries



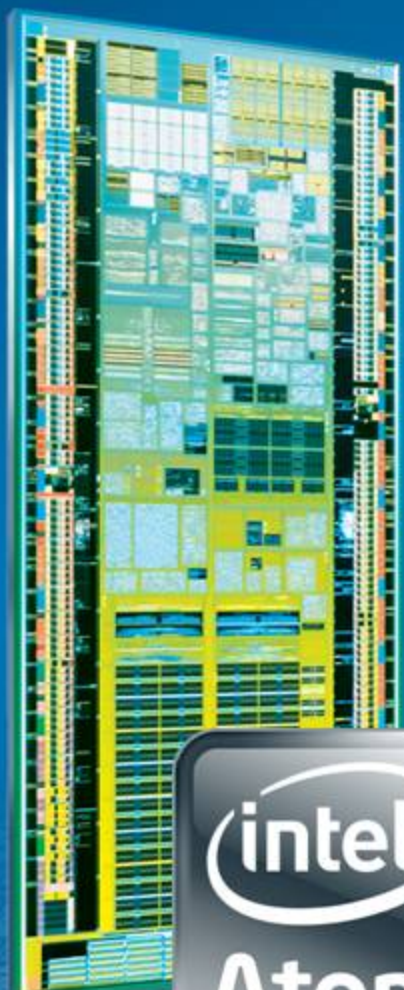
800M Population Covered by 2010

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.intel.com/go/wimax for more information.



Intel® Atom™ Processor: Celebrating 1st Birthday



Computex '08

**LAUNCHED
INTEL® ATOM™ PROCESSOR
FOR NETBOOKS
AND NETTOPS**

Computex '09

**ATOM 1st BIRTHDAY
>75 NETBOOK DESIGNS
ESTABLISHED AROUND
THE WORLD**



Nettops, A New Solution for the Digital Divide

Embedded WiMAX



ASUS



FOXCONN®
Advancing Through Innovation



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

Affordable Computing Hardware

AJAI CHOWDHRY

Founder - HCL

Chairman & CEO - HCL Infosystems

HCL



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Strong Industry Momentum On Netbooks

Cumulative Netbook Shipments Since Introduction
Tens of Millions of Units Shipped



Q2'08 Q3'08 Q4'08 Q1'09 Q2'09



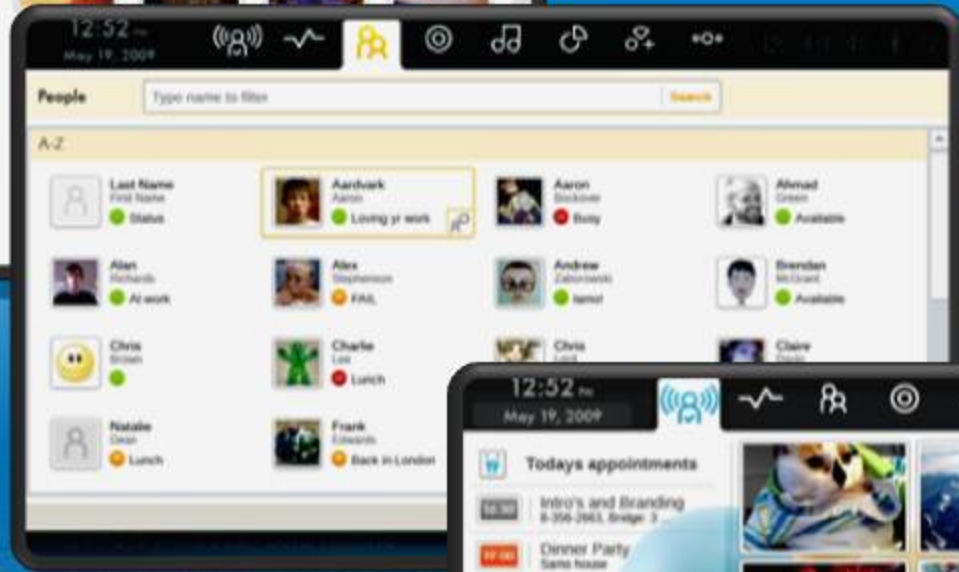
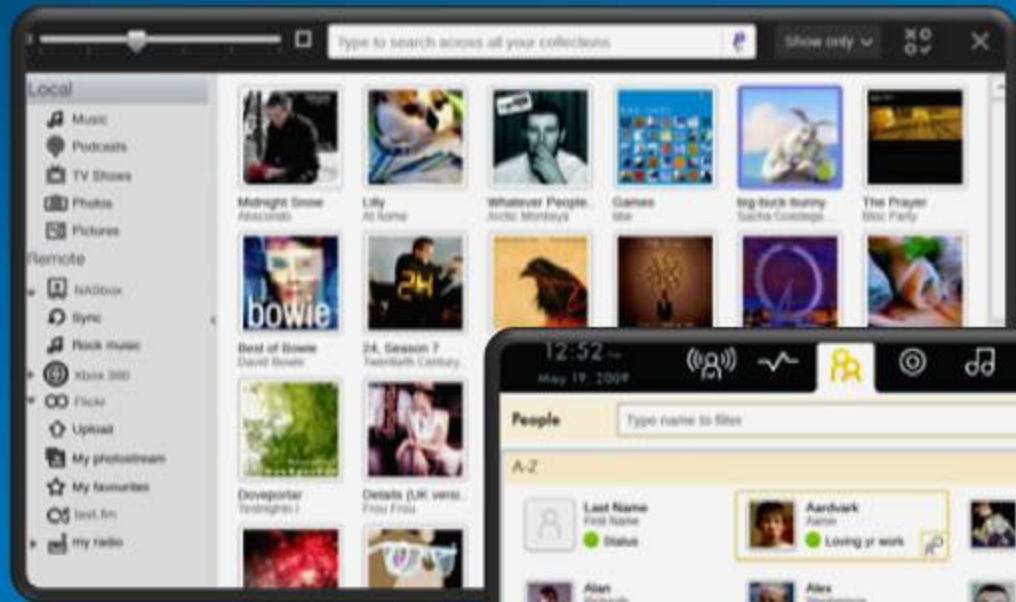
*Other brands and names are the property of their respective owners.



New Features for Netbooks



Moblin 2.0 on Atom™ Delivers Great Value



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



Pine Trail-M: Next Level of Netbook Performance

Lower Platform BOM & Easier Design

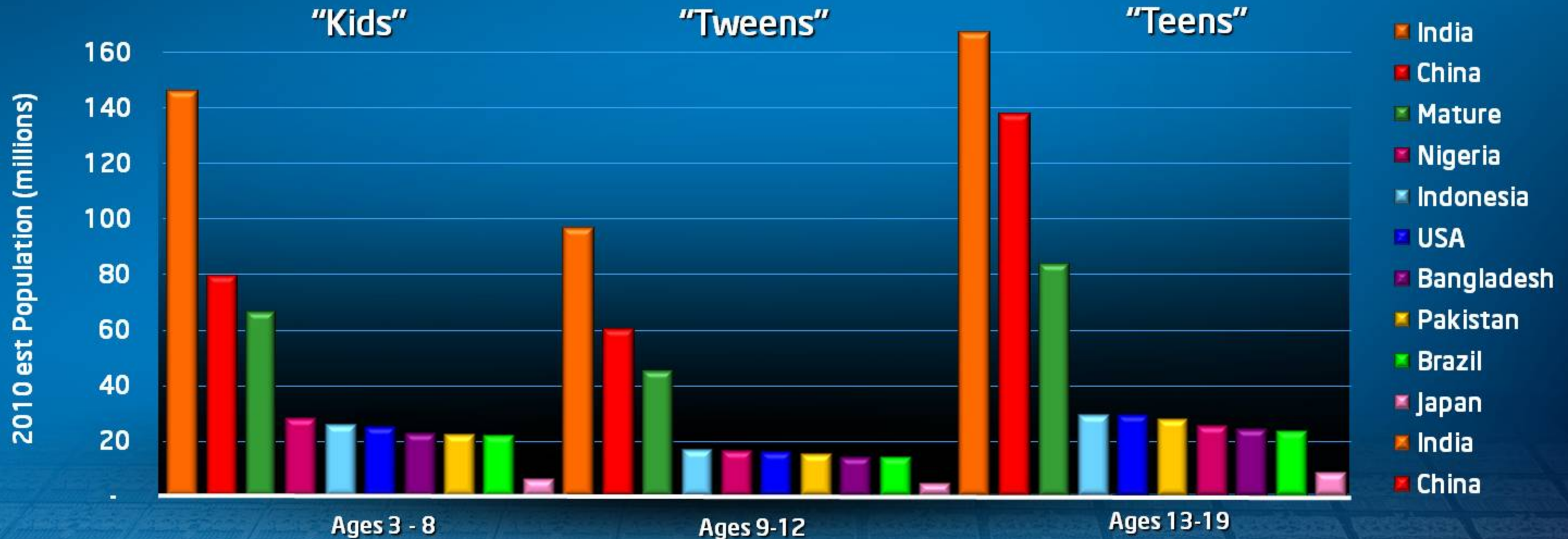
Reduced Power

Improved Performance

More Details/Demo On Mooly Eden's Press Event at 3:30pm



Youth: A Huge Unaddressed Market



- Opportunity to increase PC penetration in the youth segment
 - 1.95B established and 1.8B emerging kids, tweens, and teens in 2010
 - Low PC attach to youth (est 20% in mature, <3% in emerging)
 - Establish leadership and seed the next generation of tech adopters

愛
琴



潘瑋柏

潘瑋柏第七張專輯[零零七] 5/22 正式發行！

潘瑋柏 **will P@M** 第七張全新專輯『零零七』



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Summary: Innovation and Growth

One Billion Down, Now Next Billion

Notebook : Ultra-thin Is In!

Netbook: Third Generation Ramps

Digital Divide: Nettekps and WiMAX Arrive

Every Kid Deserves a PC



