Accelerating Innovation in the Desktop

Rob Crooke
VP and General Manager
Business Client Group

Desktop Segmentation in the Past
Innovation Drives Growth in Segments

Enthusiast

Ultimate performance and tunability

Beige Box

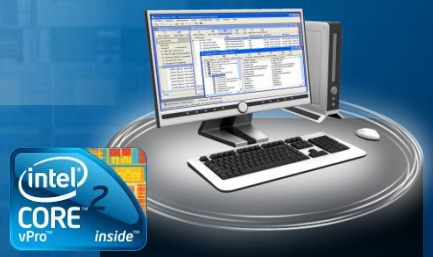
- High volume price points
- Best price/performance
- Broad market reach
- Efficient supply chain
- Wired internet

Lifestyle and SFF

Stylish, media oriented, energy efficient

Nettops

Cost effective internet access



Corporate

Productivity, manageability, and security

Enthusiasts Demand Performance

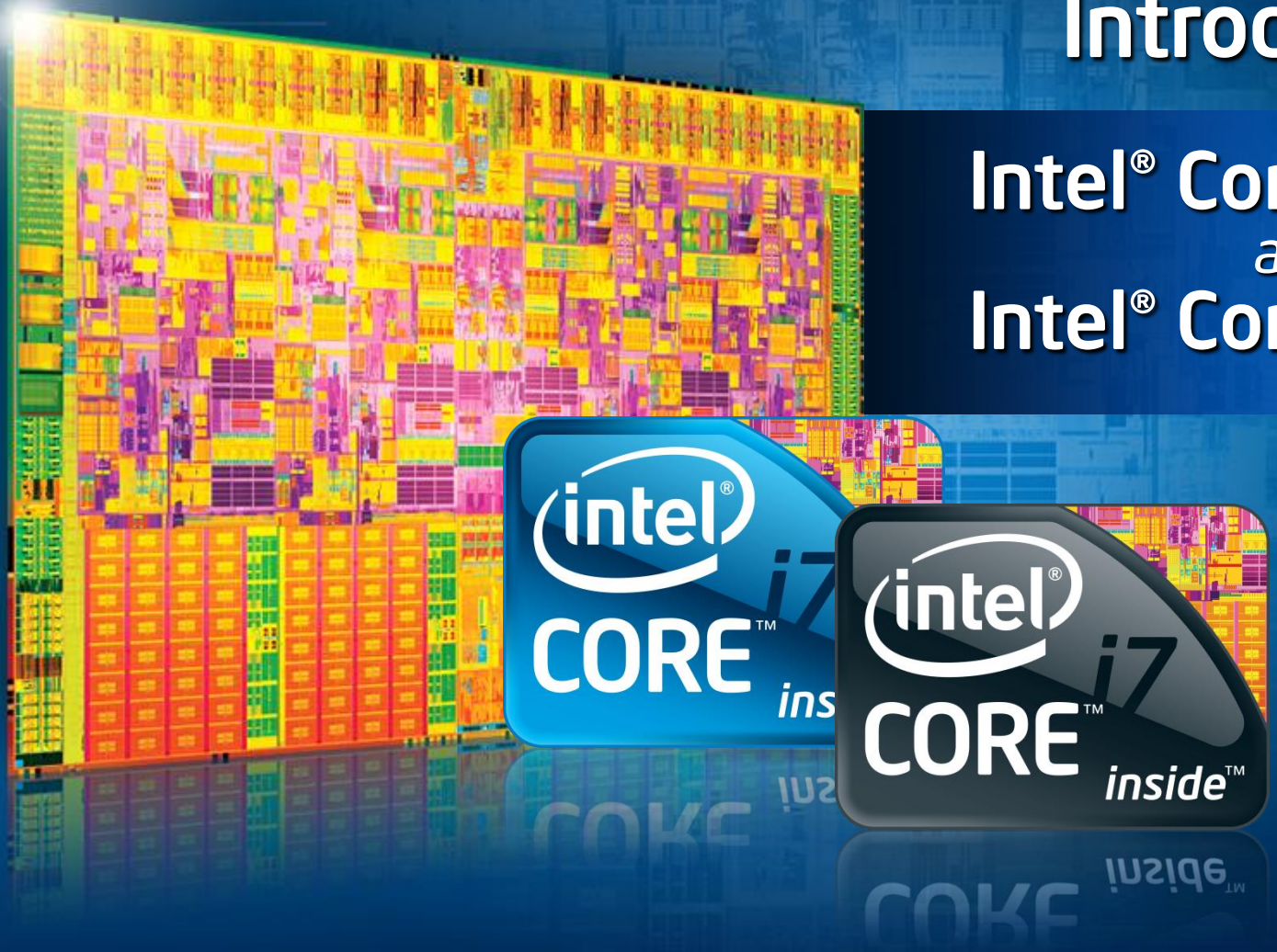
Gaming

Tuning

Expandability

Introducing:

Intel® Core™ i7 975
and
Intel® Core™ i7 950



Performance Isn't Just Limited to Extremers

Lynnfield and the Intel® P55 Express Chipset

- First Nehalem architecture-based platform designed for the mainstream
- Delivers **intelligent performance** for faster multi-tasking, digital media creation, and gaming

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Lynnfield and Intel® P55 Express Chipset

Performance vs. previous generation

iTunes*

14% BETTER

CINEBENCH*

20% BETTER

SPECint* rate_base2006

40% BETTER

Lynnfield vs. Intel® Core™ 2 Quad Q9650

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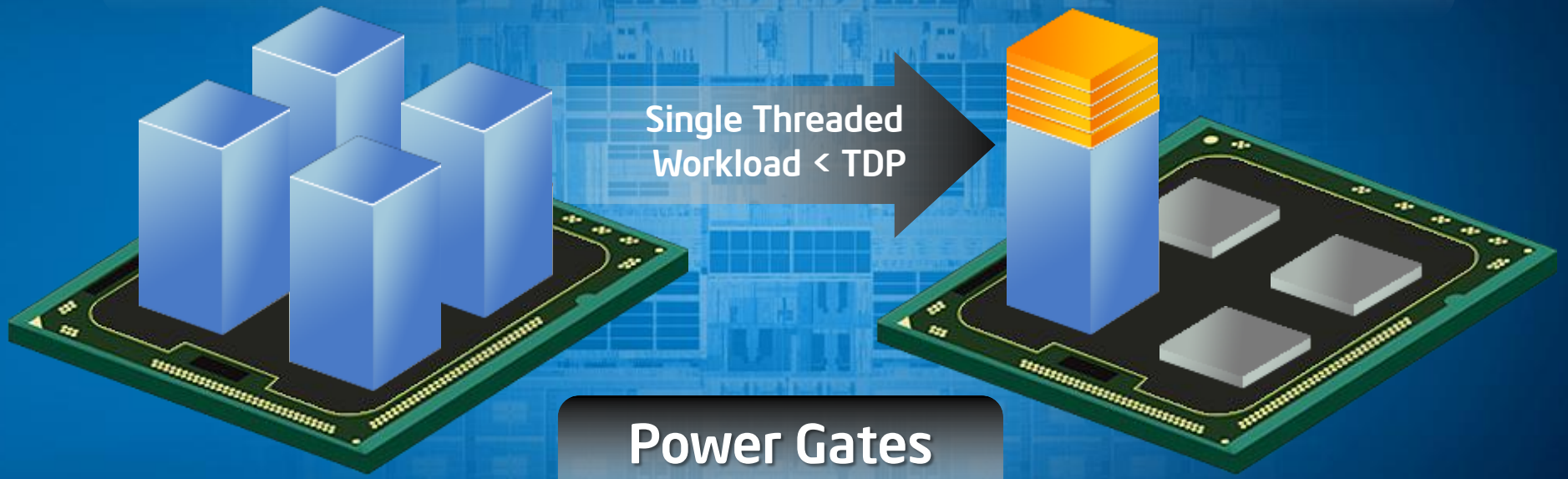
*Other brand and names are the property of their respective owners

Intel® Turbo Boost Technology in Mainstream

Previous Generation
without Turbo

Lynnfield
with Turbo



Power Gates

Near Zero Power For
Inactive Cores

Dynamically Delivering Optimal Performance and Energy Efficiency

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Thank You!
Intel® 5 Series Chipset Platform Readiness

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

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Richard Malinowski
Vice President, Mobility Group
General Manager, Client Components Group
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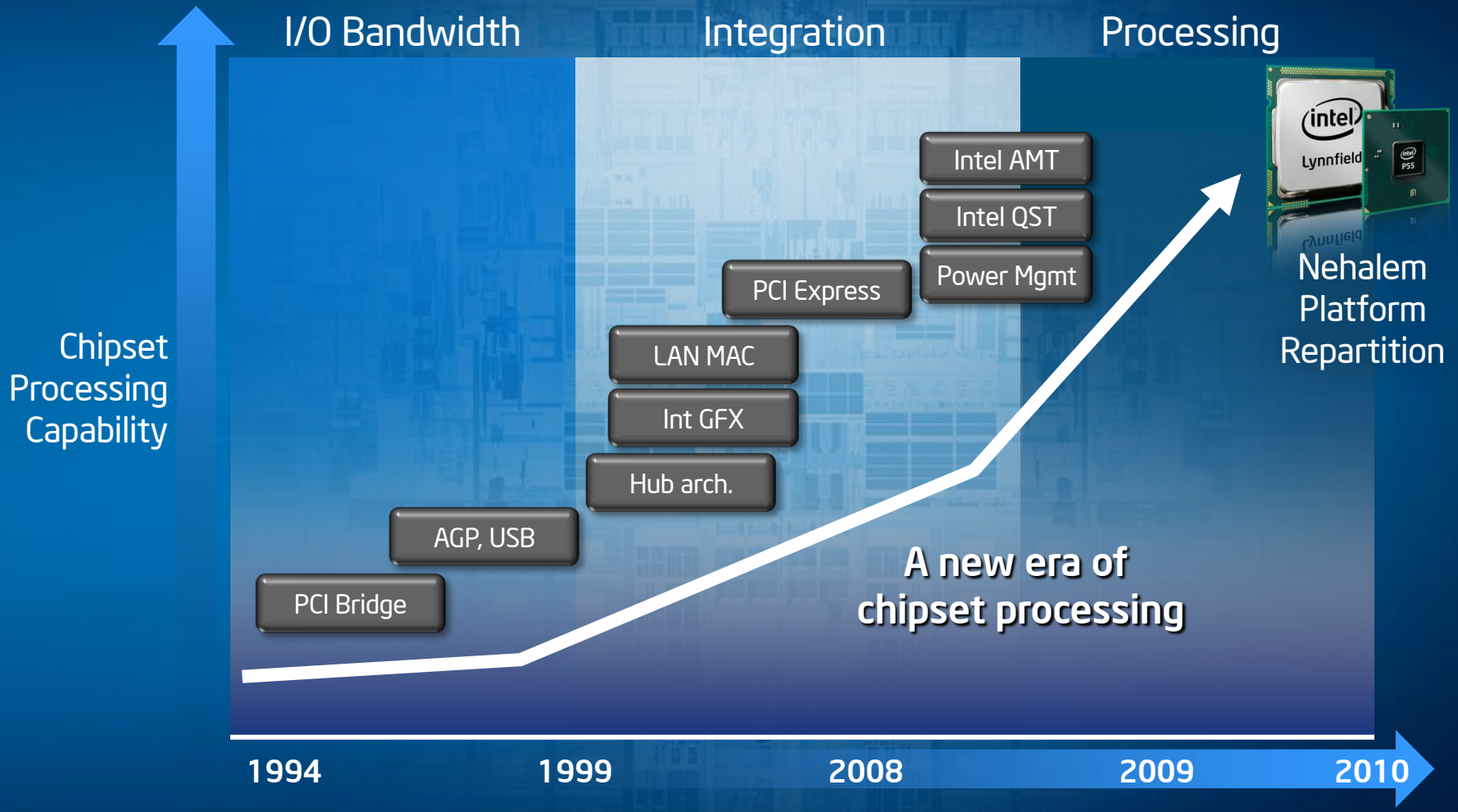
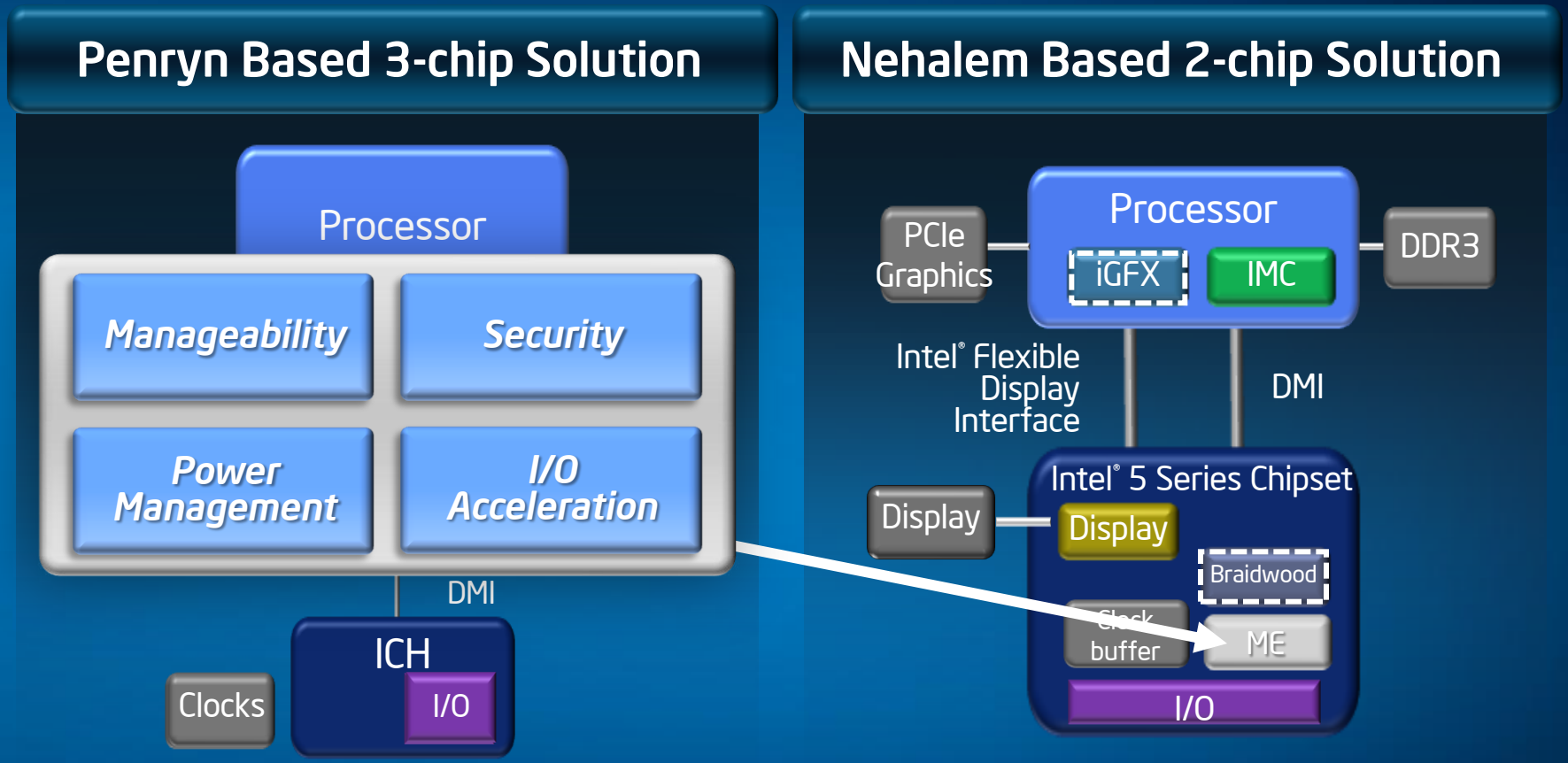
Chipset Evolution

From Connecting to Processing



Driving Innovation and New Capabilities

Nehalem Platform Re-Partition



A revolutionary change in Intel platform architecture

Braidwood Memory Technology: I/O Acceleration

2010 Platform Technology

Dramatically speeds up performance by reducing the time it takes to power up, access and run programs

- Enhanced system response
- Faster application starts
- More efficient use of total system memory

Available on selected
2010 Intel® 5 Series Chipset platforms

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Continued Innovation in the Lifestyle and SFF category

Reinvigorating the Desktop Market

Stylish designs that make you say "wow"

Great Media experience

Energy Efficient components without giving up performance

SFF/uSFF, Tiny, and AIO are projected to be 34% of WW Desktop PC TAM in 2009*

*Source: IDC, Worldwide and U.S. PC Client Sub Form Factor 2009–2013 Forecast Apr 2009 - Doc # 217641

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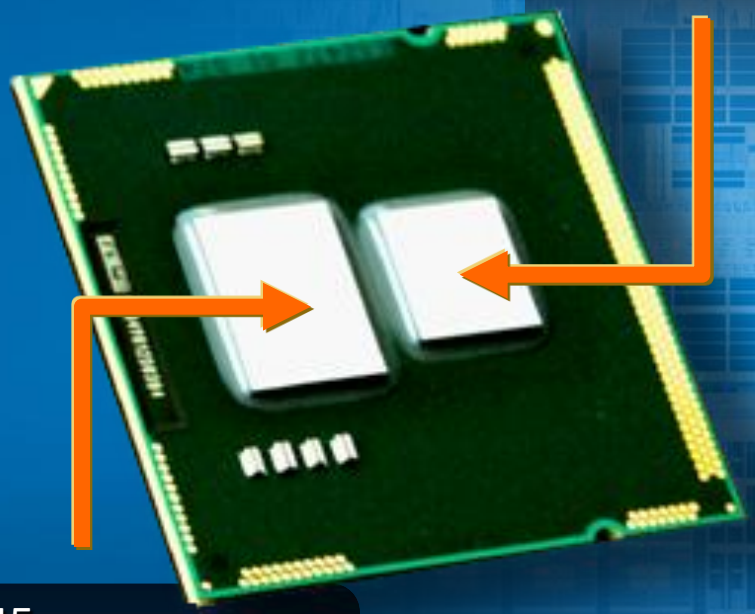
2010 Clarkdale Platform

Performance & power efficiency for smaller PCs



- First 32nm desktop products on track for Q4'09 production
- Designed for performance and energy efficiency
  - Intel® Turbo Boost Technology
  - Intel® Hyper-Threading Technology
  - Intel® Graphics Media Accelerator

Not all features are available on every processor line item

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Coming soon to the Channel Desktop Ecosystem

- Intel developing reference design and specification with industry
- Industry ecosystem support to enable "build to order" solution for the broad channel
- New building blocks for All-in-One systems available in the market 2H'09
- www.intel.com/go/aio

CHIMEI 世界級的液晶專家 BenQ Qisda TPV ViewSonic

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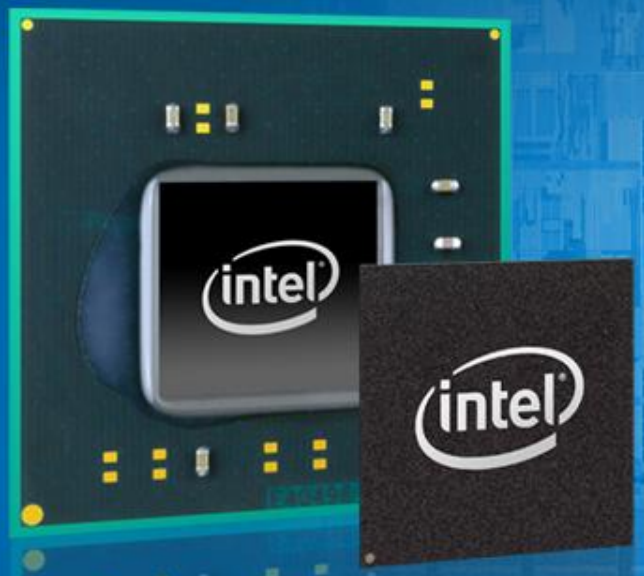
Nettops: Atom™ One Year Anniversary

Nettop Opportunity

intel® Atom™ inside™

Introducing Pine Trail-D

Taking Purpose Built Innovation to the next level



Shipping Q4'09

Fanless Design

50%

LOWER POWER

Package Size

70%

REDUCTION

Next generation purpose-built Atom architecture enables lower power and increased form factor flexibility

*Compared to Intel® Atom™ processor 330 / 945GC based platforms

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Strong Software Ecosystem Support

Windows XP Home
Windows Vista Basic
Windows 7 Starter
Windows 7 Basic

Moblin 2.0

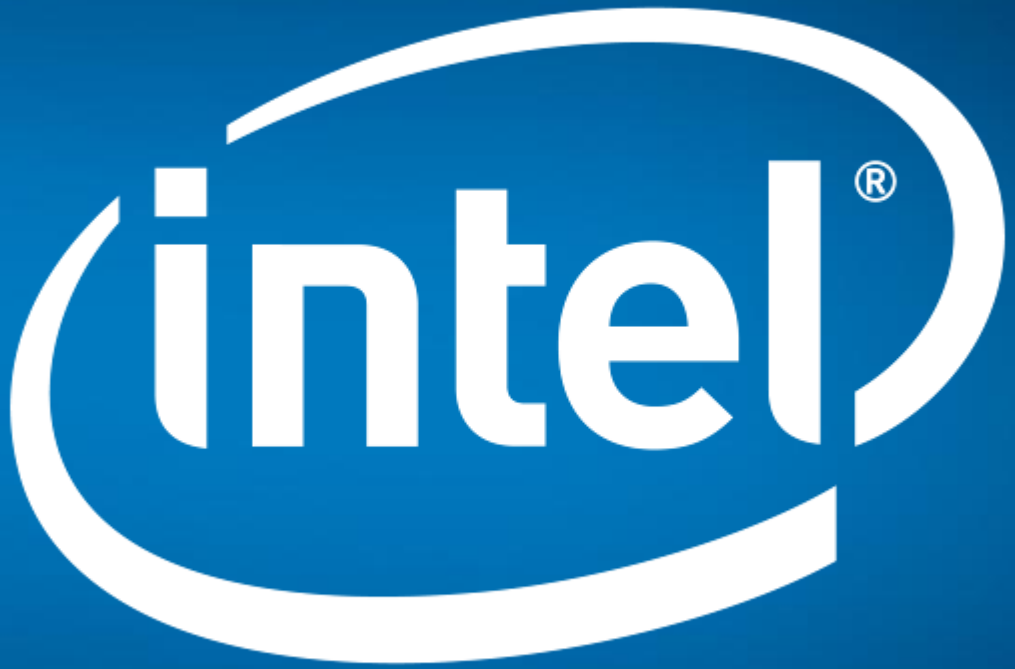
Nettops

Deliver affordable computing solutions *around the world* and cross the digital divide

- Basic computing and internet access
- Affordable, space-saving, energy-efficient devices
- Trusted Intel technology known for quality and reliability

Summary

- Innovation will drive the growth in DT segments
- Nehalem brings new levels of performance and capabilities for Enthusiasts
- Lifestyle and SFF innovation reinvigorating consumer DT
- Nettops helping to cross the digital divide
- Business innovation continues with Intel® vPro processor technology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Desktop Configurations - Lynnfield

Using IBEX PEAK Customer Reference Board (CRB)

Configuration 1: Intel® Lynnfield Processor (8MB Cache, 2.93GHz, B-1 stepping) Intel® Hyper-Threading Technology ON, Intel® Turbo Boost Technology ON *on IBEX PEAK CRB RVP FAB C REV 1 AA-301 Dual-channel DS Kingston* 2GB (2x1GB) DDR3-1333 9-9-9-24 with 1x GF 9600GT PCIe graphics + Seagate* 320GB NCQ SATA2 (BIOS: 35, Fan Control Enabled, INF:9.1.1.1006, Graphics: NV180.48 Imon compliant with VRD 11.1 requirements)*

Configuration 2: Intel® Lynnfield Processor (8MB Cache, 2.80GHz, B-1 stepping) Intel® Hyper-Threading Technology ON, Intel® Turbo Boost Technology ON *on IBEX PEAK CRB RVP FAB C REV 1 AA-301 Dual-channel DS Kingston 2GB (2x1GB) DDR3-1333 9-9-9-24 with 1x GF 9600GT PCIe graphics + Seagate 320GB NCQ SATA2 (BIOS: 35, Fan Control Enabled, INF:9.1.1.1006, Graphics: NV180.48, Imon compliant with VRD 11.1 requirements)*

Configuration 3: Intel® Lynnfield Processor (8MB Cache, 2.66GHz, B-1 stepping) Intel® Hyper-Threading Technology OFF, Intel® Turbo Boost Technology ON *on IBEX PEAK CRB RVP FAB C REV 1 AA-301 Dual-channel DS Kingston 2GB (2x1GB) DDR3-1333 9-9-9-24 with 1x GF 9600GT PCIe graphics + Seagate 320GB NCQ SATA2 (BIOS: 35, Fan Control Enabled, INF:9.1.1.1006, Graphics: NV180.48, Imon compliant with VRD 11.1 requirements)*

***Common Operating System for Configurations 1, 2 and 3**: Windows* Vista* Ultimate 32bit.*

Chassis for Configurations 1, 2 and 3: Antec NSK6580B

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Desktop Configurations

Configuration 4: Intel® Core™ i7-950 Processor (8MB Cache, 3.06GHz, 4.8GT/s Intel® QPI) Intel® Hyper-Threading Technology ON, Intel® Turbo Boost Technology ON *on DX58SO X58 Tri-channel SS Samsung* 3GB (3x1GB) DDR3-1066 7-7-7-20 with 1x GF 9600GT PCIe graphics, Seagate* 320GB NCQ SATA2 (BIOS: 2786, INF:9.1.0.1007, Graphics: NV180.48) , Windows* Vista* Ultimate 32bit*

Configuration 5: Intel® Core™ i7-920 Processor (8MB Cache, 2.66GHz, 4.8GT/s Intel® QPI) Intel® Hyper-Threading Technology ON, Intel® Turbo Boost Technology ON *on DX58SO X58 Tri-channel SS Samsung* 3GB (3x1GB) DDR3-1066 7-7-7-20 with 1x GF 9600GT PCIe graphics, Seagate* 320GB NCQ SATA2 (BIOS: 2786, INF:9.1.0.1007, Graphics: NV180.48) Windows* Vista* Ultimate 32bit*

Configuration 6: Intel® Core™2 Quad Processor Q9650 (12MB Cache, 3.00GHz, 1333MHz FSB) *DQ45CB Q45 Dual channel DS Micron* 2GB (2x1GB) DDR2-800 5-5-5-18 with Integrated Intel® GMA X4500HD onboard graphics subsystem, Seagate* 320GB Barracuda* NCQ Serial ATA, (BIOS:0059, Intel Chipset INF: 9.0.0.1007, Graphics: 15.9.9.1527), Windows* Vista* Ultimate 32bit.*

Configuration 7: Intel® Core™2 Quad Processor Q9550 (12MB Cache, 2.83GHz, 1333MHz FSB) *DQ45CB Q45 Dual channel DS Micron* 2GB (2x1GB) DDR2-800 5-5-5-18 with Integrated Intel® GMA X4500HD onboard graphics subsystem, Seagate* 320GB Barracuda* NCQ Serial ATA, (BIOS:0059, Intel Chipset INF: 9.0.0.1007, Graphics: 15.9.9.1527), Windows* Vista* Ultimate 32bit.*

Configuration 8: Intel® Core™2 Quad Processor Q8400 (4MB Cache, 2.66GHz, 1333MHz FSB) *DQ45CB Q45 Dual channel DS Micron* 2GB (2x1GB) DDR2-800 5-5-5-18 with Integrated Intel® GMA X4500HD onboard graphics subsystem, Seagate* 320GB Barracuda* NCQ Serial ATA, (BIOS:0059, Intel Chipset INF: 9.0.0.1007, Graphics: 15.9.9.1527), Windows* Vista* Ultimate 32bit.*

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