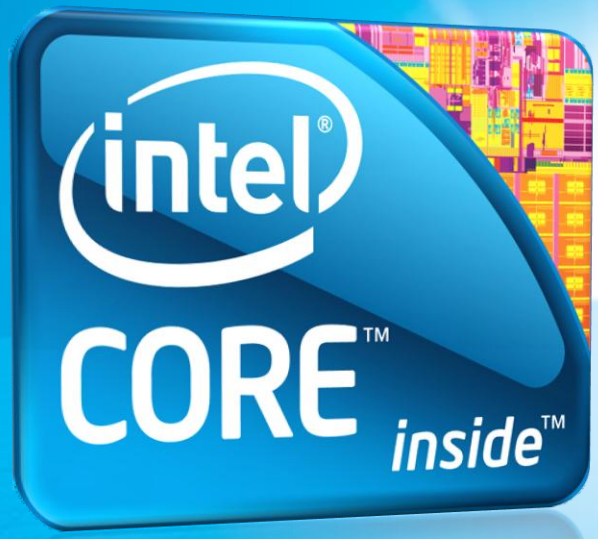
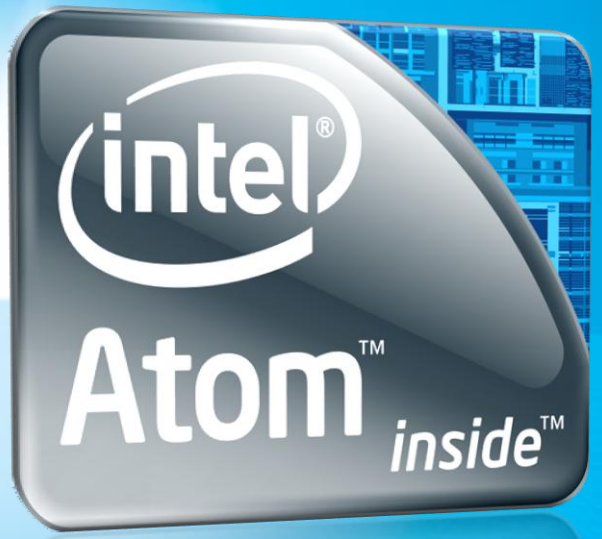
Computing Evolution

& Revolution





Sponsors of Tomorrow.™ intel

Sponsors of Tomorrow.

Computing Evolution & Revolution

A Global Growth Engine

Navin Shenoy

Vice President

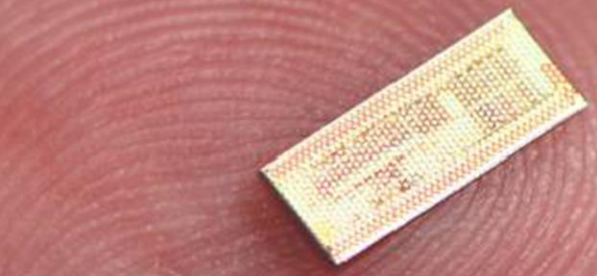
General Manager, Intel Asia Pacific

…less than 2years ago

June 3, 2008

"Atom everywhere:
Intel's MID, netbook,
and nettop strategy."

ars technica



Strong Industry Momentum For
Nettop and Netbook Platforms
GIGABYTE TECHNOLOGY
FUJITSU SIEMENS COMPUTERS
ASUS Rock Solid · Heart Touching
TCL The Creative Life
微星科技 innovation with style
ECS ELITEGROUP
Shuttle
BIOSTAR WWW.BIOSTAR.COM.TW
FOXCONN
iMedia
Microsoft
MEDION
PEGATRON
PEGATRON · UNIHAN CORPORATION
acer
LINPUS
JETWAY
lenovo 联想
xandros
MITAC
MITAC INTERNATIONAL CORP.
TOSHIBA
Hasee 神舟
PCPartner
ubuntu
HEDY
aigo 爱国者
ASUS
BenQ
clarion
HITACHI
Inspire the Next
HANBIT
ELECTRONICS CO., LTD.
FUJITSU
GIGABYTE
Panasonic
ideas for life
LG
NEC
lenovo
SAMSUNG
SHARP
Sophia systems
tabletkiosk
Taking the PC where it's never gone before.
TOSHIBA
USI 環隆電氣股份有限公司
Universal Scientific Industrial Co., Ltd.
viliv 빌립
Wibrain

Intel® Atom™ Everywhere

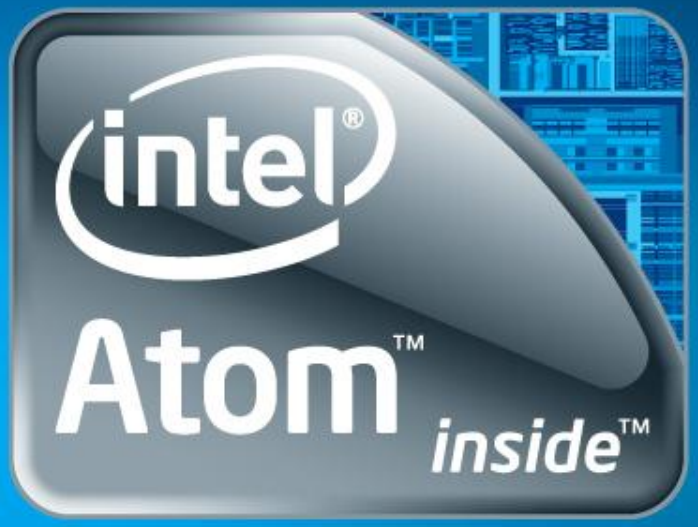
Digital Blackjack Table
Pachinko Machine
Vending Machine
Carwash Kiosk
Subway Ticket Station
Biometrics Finger Print Reader
Point of Sale
Digital Weight Scale
ATM
l Concierge System
eld Barcode Reader
ireles im Tester
Test and Measurement Appliance
Education Terminal
Programmable Logic Controller
Computer Numeric Controllers
Industrial HMI Panel

Improving The World In Ways Beyond What We Have Imagined

Sponsors of Tomorrow.™

INTELLIGENCE AND PERFORMANCE.

POWERING NEW EXPERIENCES.



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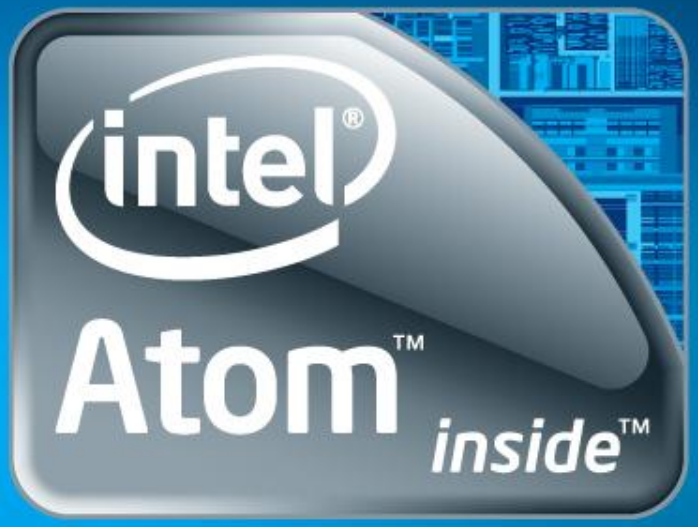
Anand Chandrasekher

Senior Vice President, Intel
General Manager,
Ultra Mobility Group



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Food, Water, Internet.

	% Saying Necessity	2008	2006
Necessities	One Car	93	92
	One House	88	88
	Washer and Dryer	86	82
	Internet Access	75	69
	Television	73	73
	Cell Phone	62	54
Luxuries	Cable TV	42	42
	Dishwasher	32	33
	Vacations	19	27
	An MP3 Player	8	6
	HD or Plasma Screen TV	8	6
	PDA (e.g. iPhone*, Blackberry*, ...)	7	6
	More than one House	1	3

The 2009 MetLife Study of the American Dream

"Four in five believe access to the Internet is a fundamental right"

Based on 27,000 adults in 26 countries

BBC World Service Poll
March 2010

"Chinese are obsessed with the Internet"

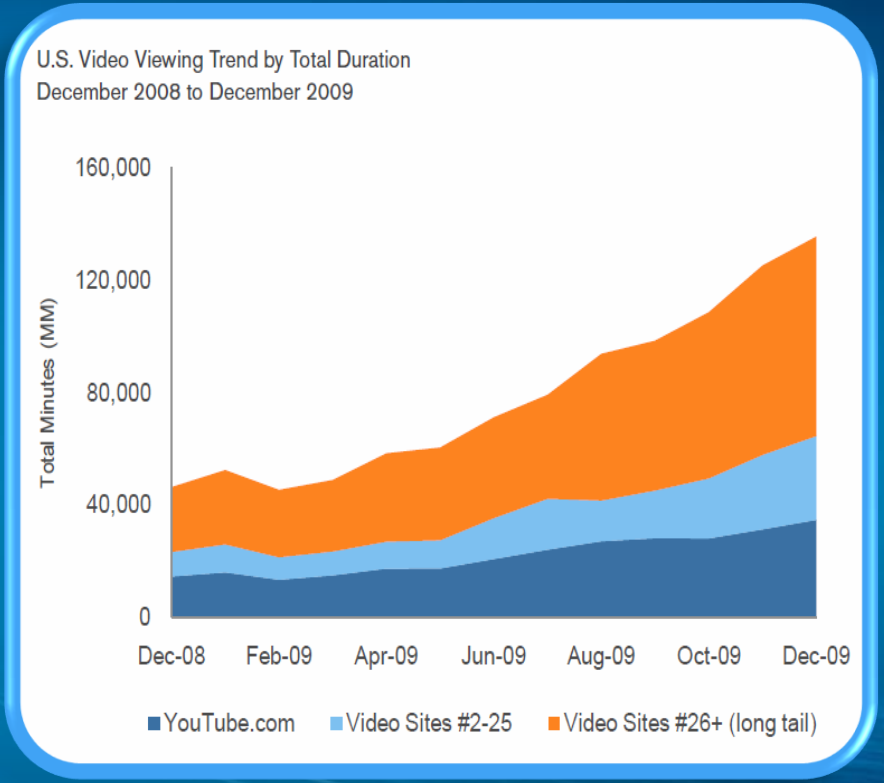
People's in countries largest 60 cities spend 70% of their leisure time online.

China Internet Network Information Center
January 2010

http://www.flickr.com/photos/35378394@N03/3280622749/

The Visual Experience

Portal (Regions)	Photos / Month
Facebook	3,000,000,000
Tencent (PRC)	2,800,000,000
Orkut (Lat Am)	800,000,000

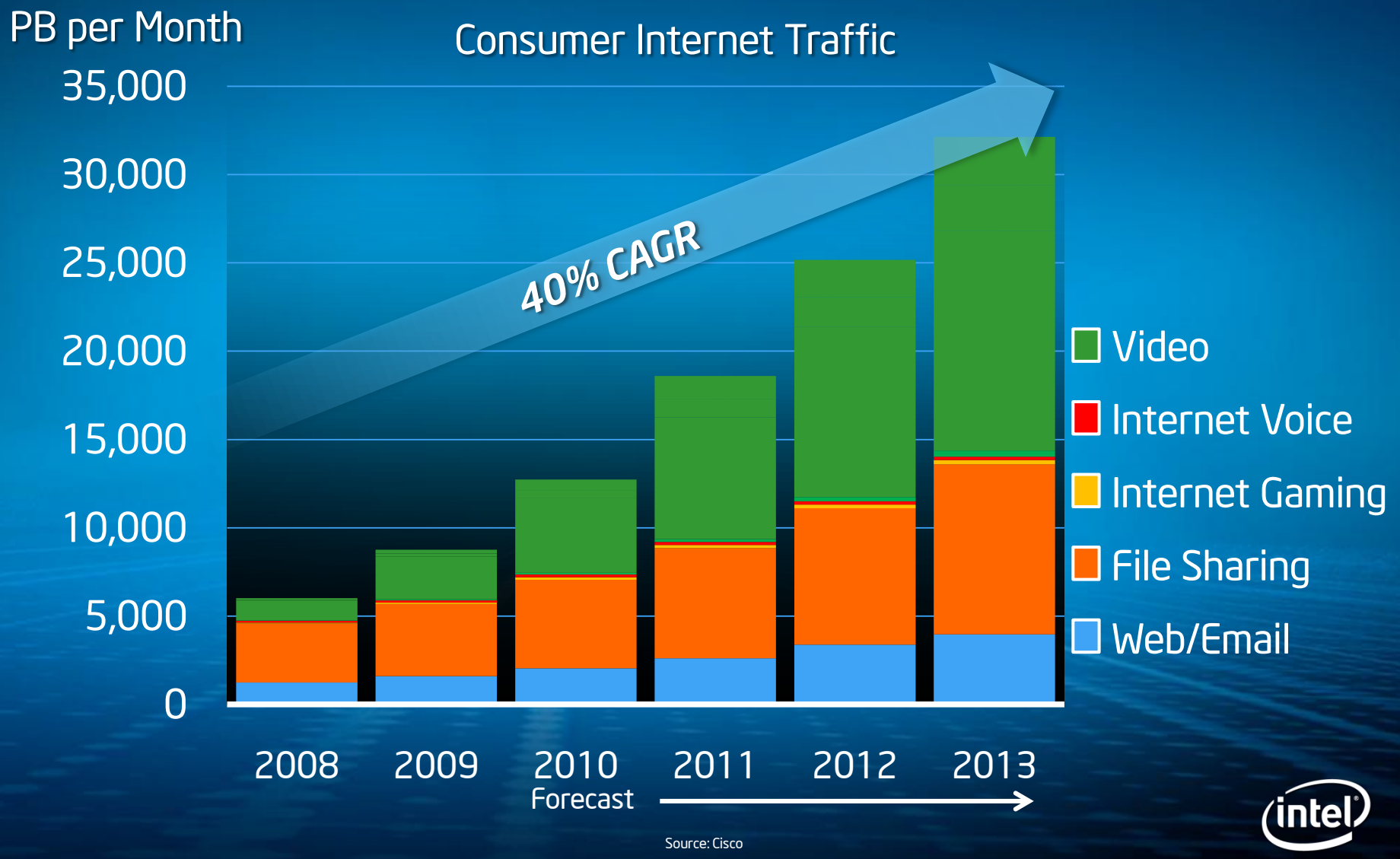


Mainstream for Consumers

Source: Facebook, Social Ads Platform Data; Company sources, comScore "Internet Data Passport"

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

Video Driving Internet Traffic Growth



Source: Cisco

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SIGN IN GO

Forgot password?

HOME NEWS BLOG ABOUT US CONTACT

music mastermind

Matt Serletic

CEO

Music Mastermind

music mastermind

Walkon/Demo

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

Creating a Computing Continuum

Servers/Cloud

Desktops Laptops Netbooks Personal Devices Smartphones Smart TVs Embedded

Video

Moorestown – What it is

Intel® Atom™ Processor Z6xx Series & Intel® Platform Controller Hub MP20

POWER BREAKTHROUGHS

>50x Platform Idle Power Reduction* (>10 Days)

>20x Audio Active Power Reduction* (~2 Days)

2-3x Video/Browsing Active Power Reduction* (4-5 Hrs)

LEADING PERFORMANCE

Outstanding Performance Across Compute, Graphics, and Web Downloads

Full HD 1080p MP/BP/HP Video Experience

Up to 1.5GHz for Smartphones

Up to 1.9GHz for Tablets

HIGH INTEGRATION

>40% Package Area Reduction*

>50% Board Area Reduction*

...Demonstrating...

Smartphones with 3.8"+ Displays

Tablets ~15mm Thin

SCALABILITY AND COMPATIBILITY

High Performance/Power Efficiency to Scale Across Smartphones and Tablets

Internet Compatibility for Consumers

Software Compatibility for Developers

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* Compared to 1st generation Intel Atom processor

Our "Man" on the Street
Janet Hsieh

Video

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

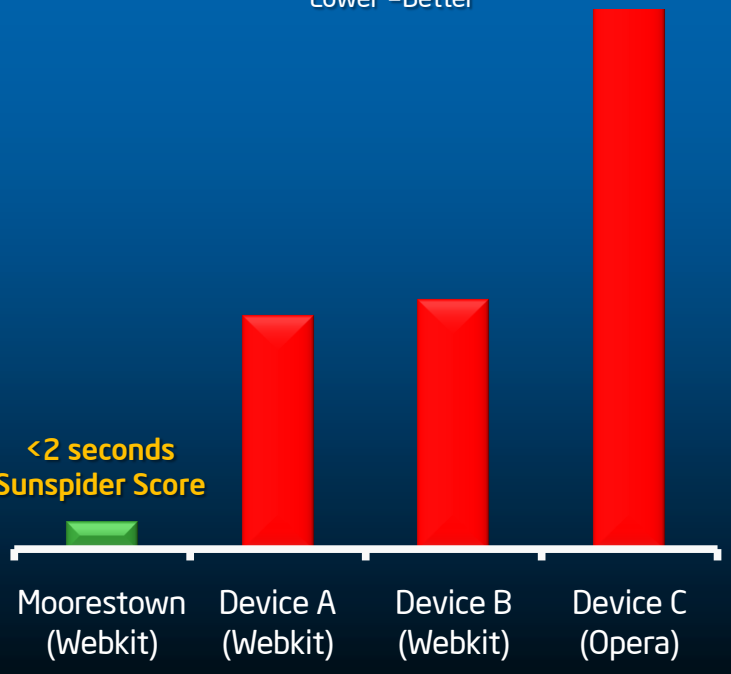
OPENPEAK
Products
Applications
Product Design
Newsroom
About Us
OpenFrame® 7
Andy Aiello
COO
OPENPEAK
OPENPEAK
intel
Guest

Web Page Performance Leadership

>4x

Javascript Performance

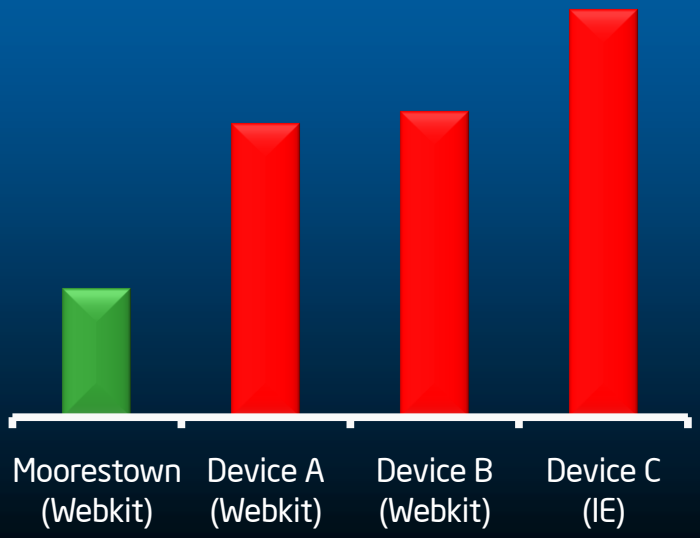
(Sunspider)
Lower =Better



2-3x

Web Page Download

(WL3.3)
Lower =Better



Enables Compelling Internet and User Experience

Device A/B/C represent leading smartphones in the market today
Based on Intel measurements

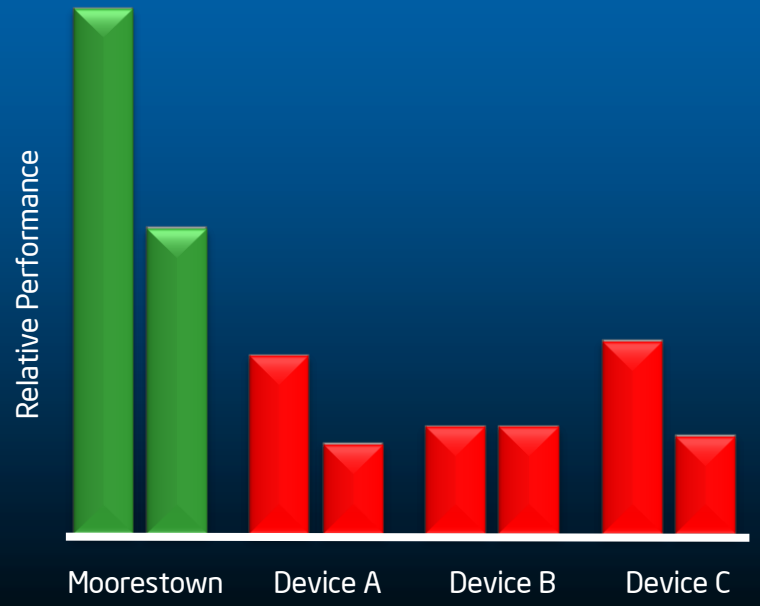
Video and Graphics Leadership

2-4x

Graphics Performance

(3D MM ES2.0 – Taiji, Hoverjet)
Higher = Better

Smart Integration + Optimized Drivers



Moorestown data based on Intel measurements; Device A/B/C based on 3rd party measurements.

1080p Leadership

Video Performance

>20mbps Bit Rates

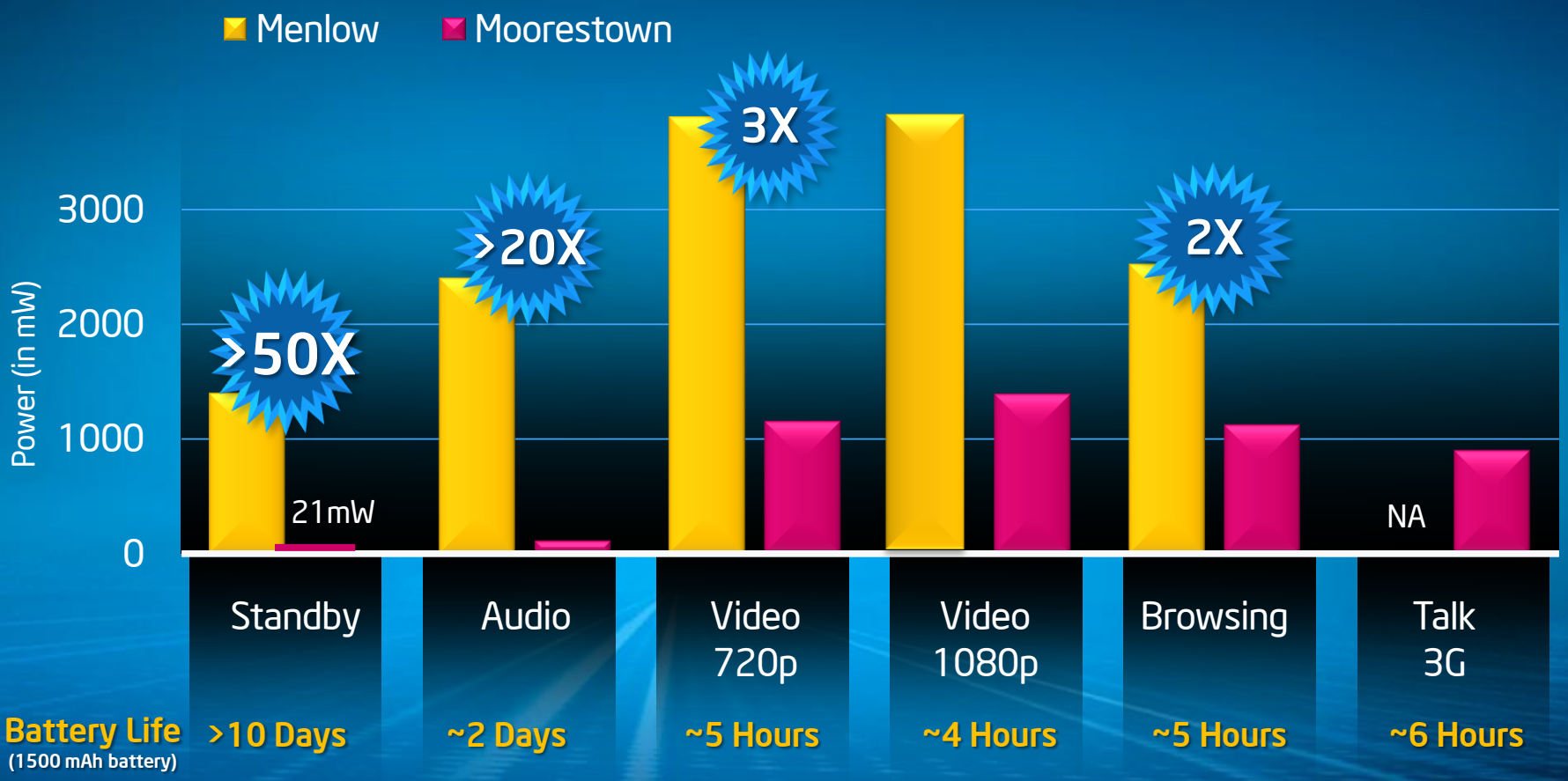
	Moorestown	Device A	Device B
1080p HP 30fps			
1080p MP 30fps			
1080p BP 30fps			
720p HP 30fps			
720p MP 30fps			
720p BP 30fps			

Based on LPDDR1 SKU

Enables Best Visual Experience in Handheld Devices

Device A/B/C represent leading smartphones in the market today

Generational Power Improvements

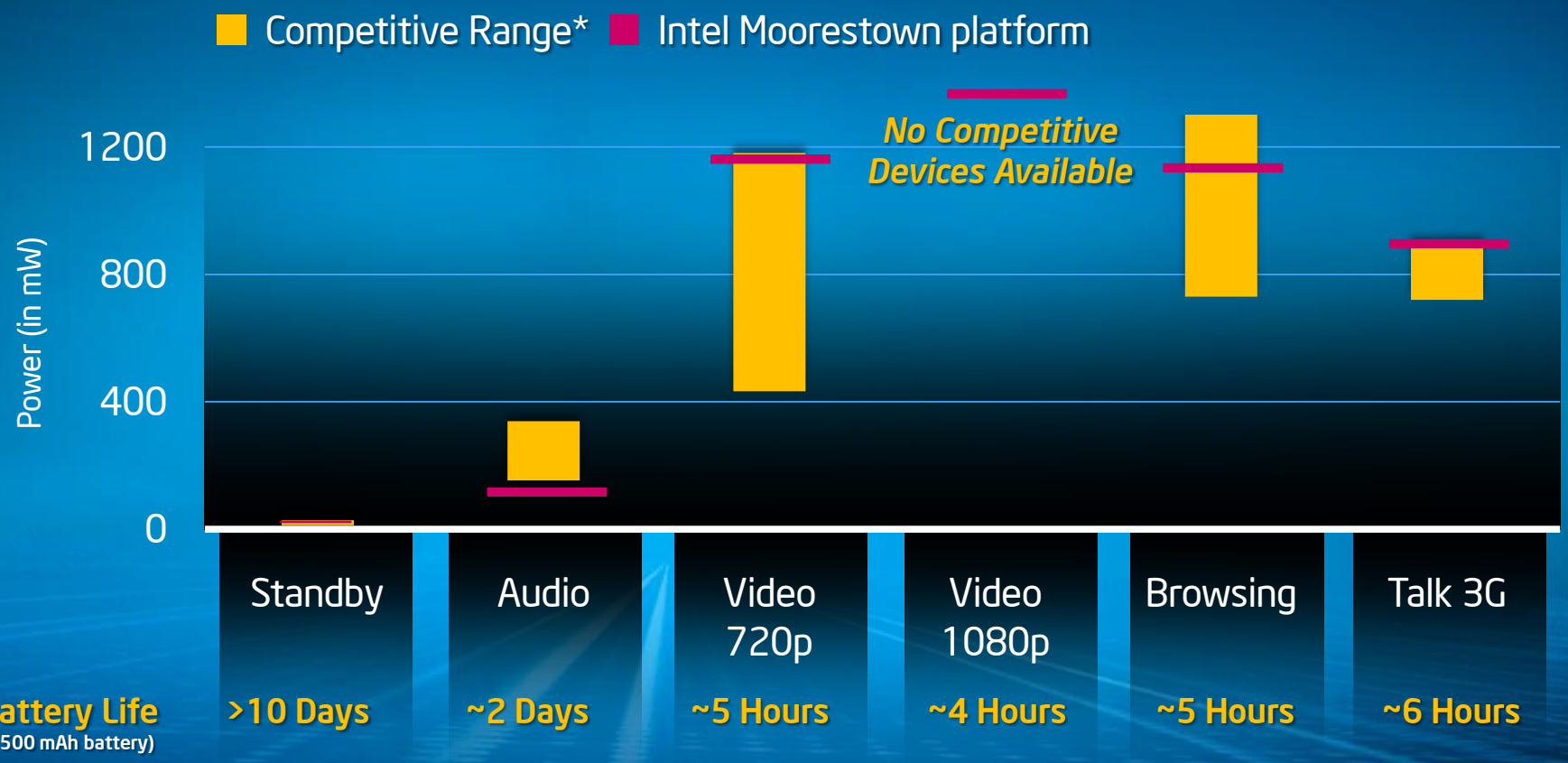


> 50x Lower Platform Idle Power = >10 Day Standby Time

Demo

Moorestown power data based on combination of measurements and targets

Competitive Smartphone Designs



Moorestown Platform in the "Smartphone Zone"

* based on top 5 leading smartphones

Moorestown Enables…

Range of Form Factors

Smartphones That Fit In Your Shirt Pocket

Sleek Tablets That Slide In Your File Folder

Uninterrupted Battery Life

>10 Days Standby

>2 Days Music

4-5 Hours Video

Fast and Responsive

Multi-tasking

Multi-windowing

Multi-point Video Conferencing

Amazing Visual Experience

1080p HD Video Playback

720p HD recording

3D Graphics and Gaming

HDMI Support

Full Internet Experience

PC-like Internet

Rich and Interactive

Fast Web Downloads

Demos

Note: Battery life estimates based on platform design and battery size. Assumes 1500 mAh battery.

Ofer Shapiro

CEO

Vidyo

Vidyo®

Personal Telepresence

Demo

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

The Compute Continuum

Port of Choice

MeeGo*

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

A Unified Environment...

MeeGo*

Guest

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

… And an Open Platform

OEM/SP Customized and Branded UI with Unique Combinations of Apps and Services

Cloud-based Services

facebook, Zimbra, twitter, flickr, Gmail, Google earth, last.fm

OEM/SP Branded Applications and Services

3rd Party ISV Applications and Services

gameloft, real, skype, AOL mail

3rd Party Runtime Based Applications and Services

Silverlight, ADOBE AIR, Java

MeeGo*

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

MeeGo* Industry Momentum Grows

OSVs

ISVs

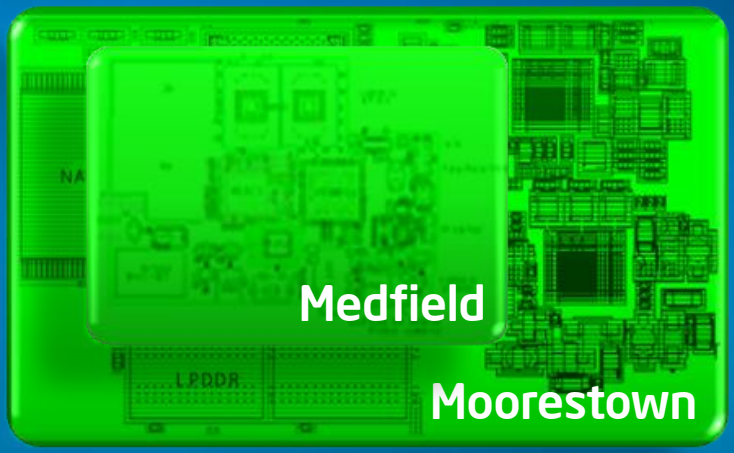
OEMs/ODMs

Service Providers

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

Medfield – 3rd Generation Handhelds On Intel 32nm Technology

Process Leadership Enabling Further Innovations



Single Chip Design On Dedicated 32nm SOC Process
Substantial Size and Power Reductions
Close Collaboration with Industry Leaders to Define Market-ready Features

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Summary

Internet Going Mobile is A Huge Opportunity

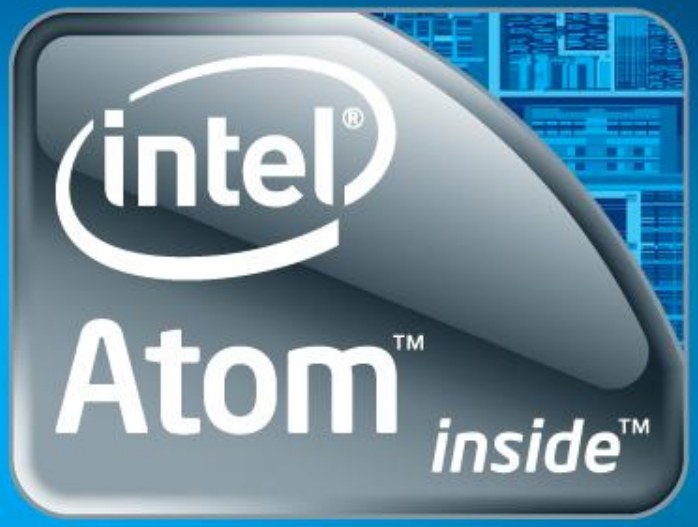
Intel® Atom™ Enables Rich Experiences End Users Want

Ecosystem is Moving Fast Around Moorestown

We're Not Stopping There

INTELLIGENCE AND PERFORMANCE.

POWERING NEW EXPERIENCES.



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