Intel® Atom™ Software Summit

COMPUTEX
TAIPEI, TAIWAN

June 2, 2010

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

Agenda

- 09:30-09:35 Welcome
- 09:35-09:45 Navin Shenoy
- 09:45-10:35 Intel Keynote: Doug Fisher, Peter Biddle
- 10:40-11:00 Asus : Ellis Wang
- 11:00-11:10 Closing: Call to Action
- 11:10- end Demo showcase in Annex Areas
- 12:30 – 13:30 Buffet Lunch

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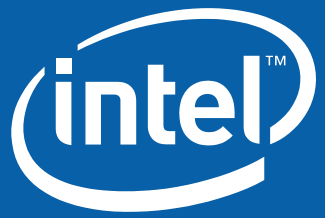
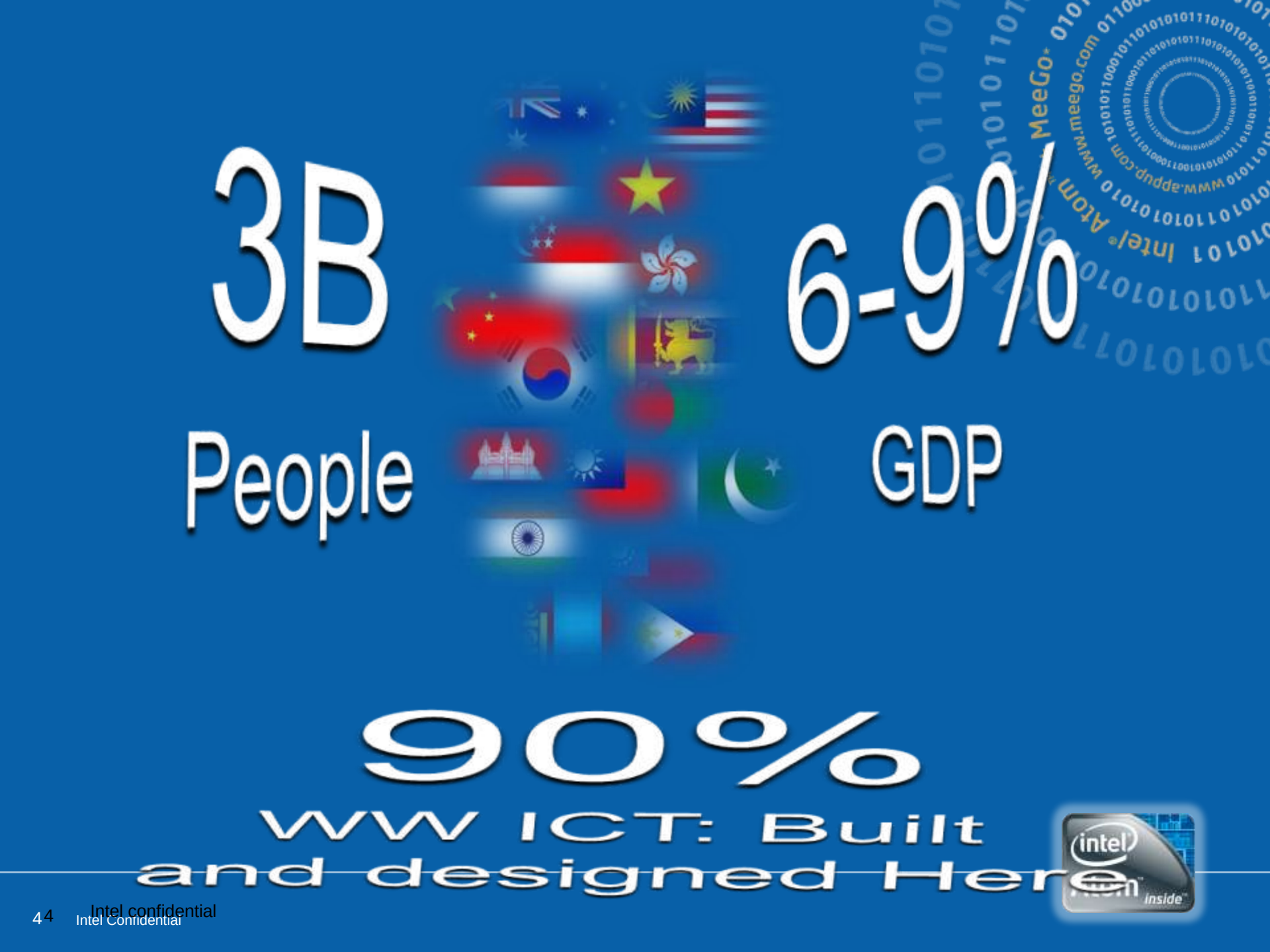


Navin Shenoy

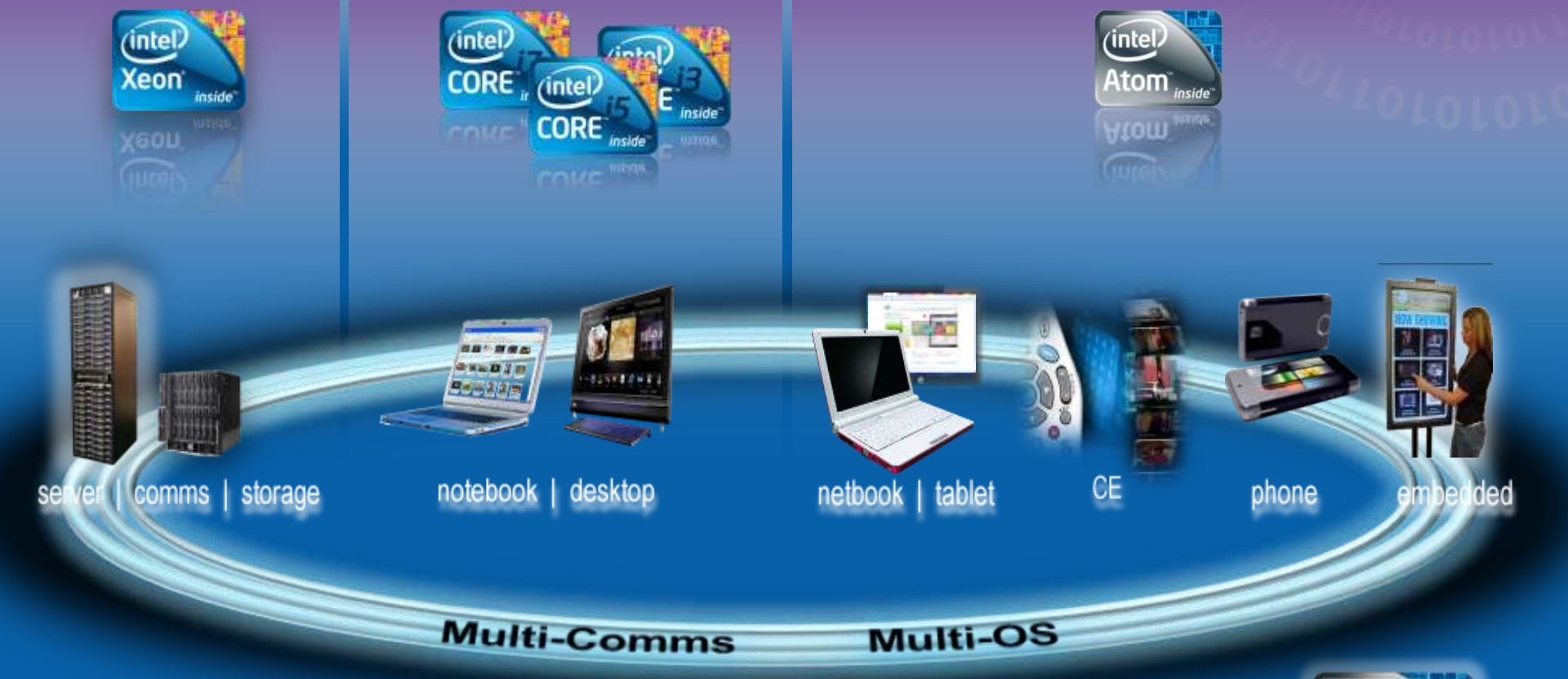
Intel Vice President

General Manager, Intel Asia Pacific


3B
People
6-9%
GDP
90%
WW ICT: Built
and designed Here

COMPUTE CONTINUUM

EVERYTHING COMPUTES. EVERYTHING CONNECTS.



Intel confidential
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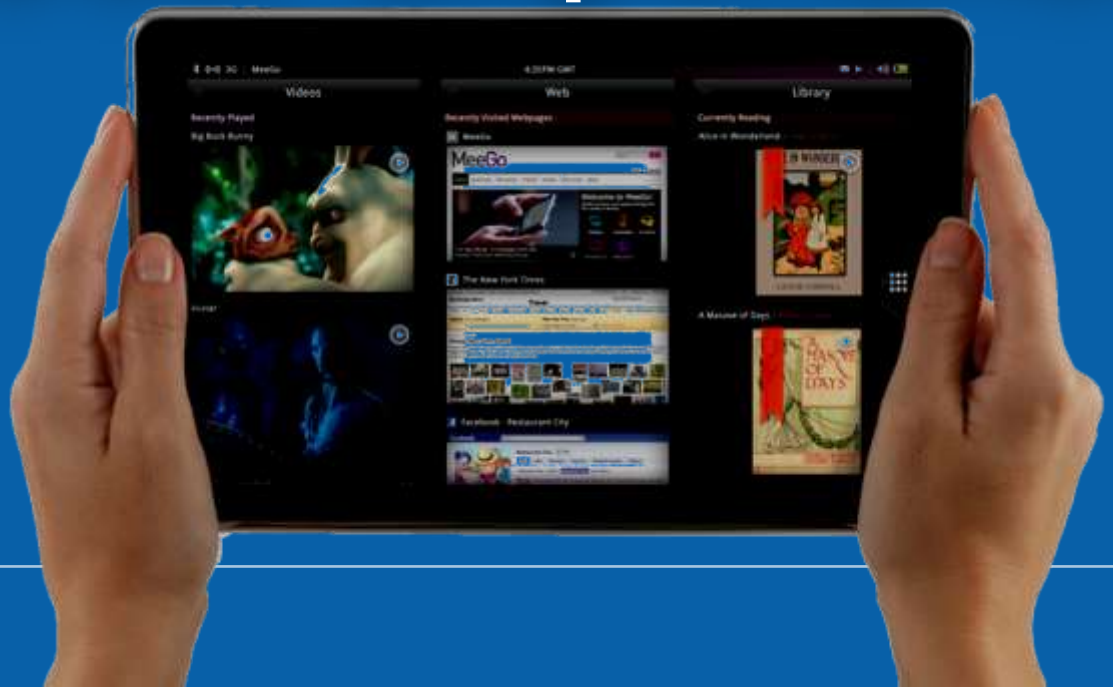
Difference between Success and failure ?

User Experience.



4,425,000
apac developers

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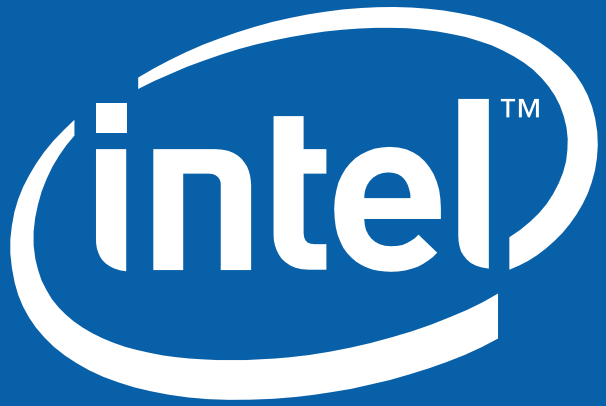
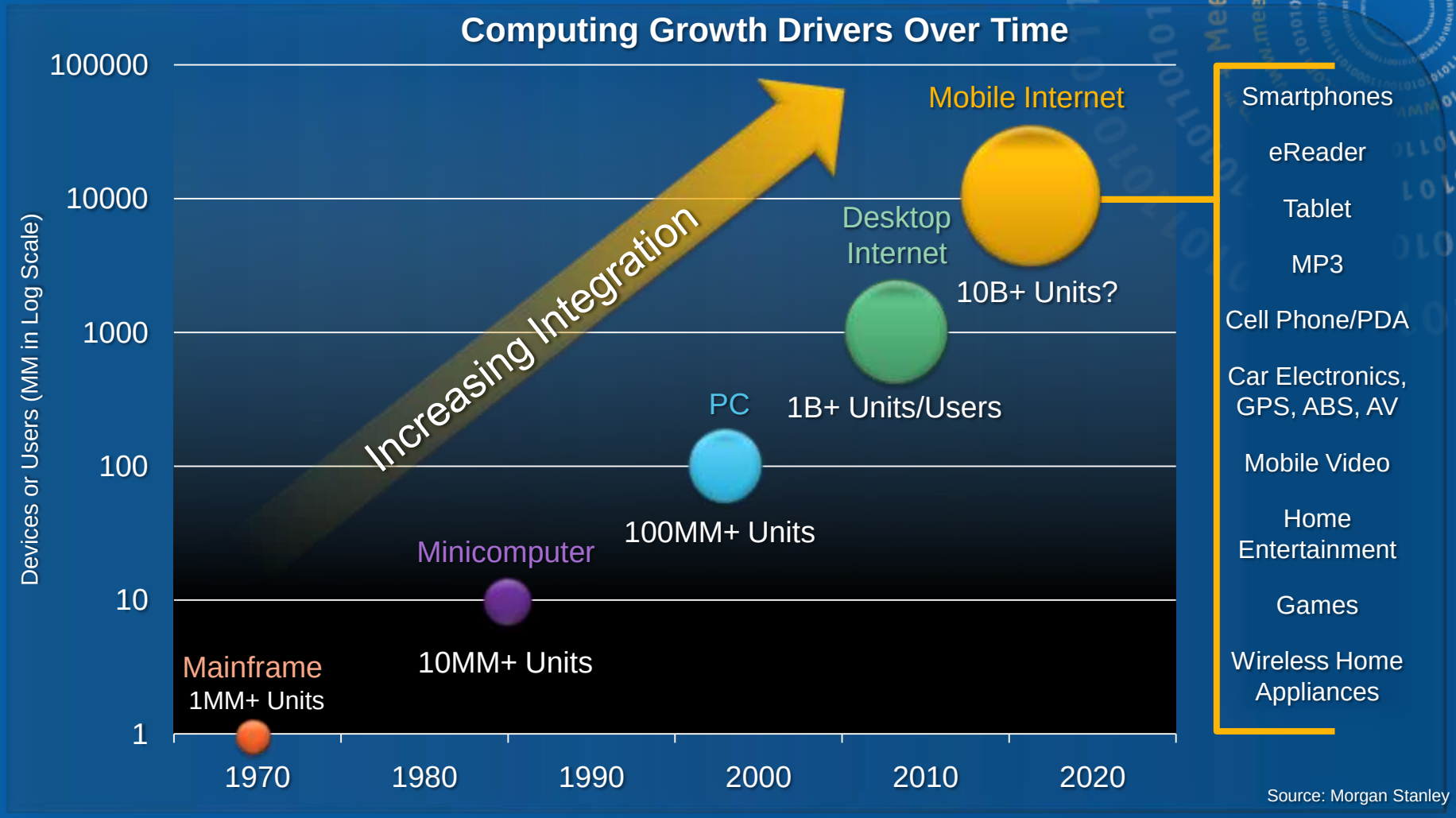


Doug Fisher

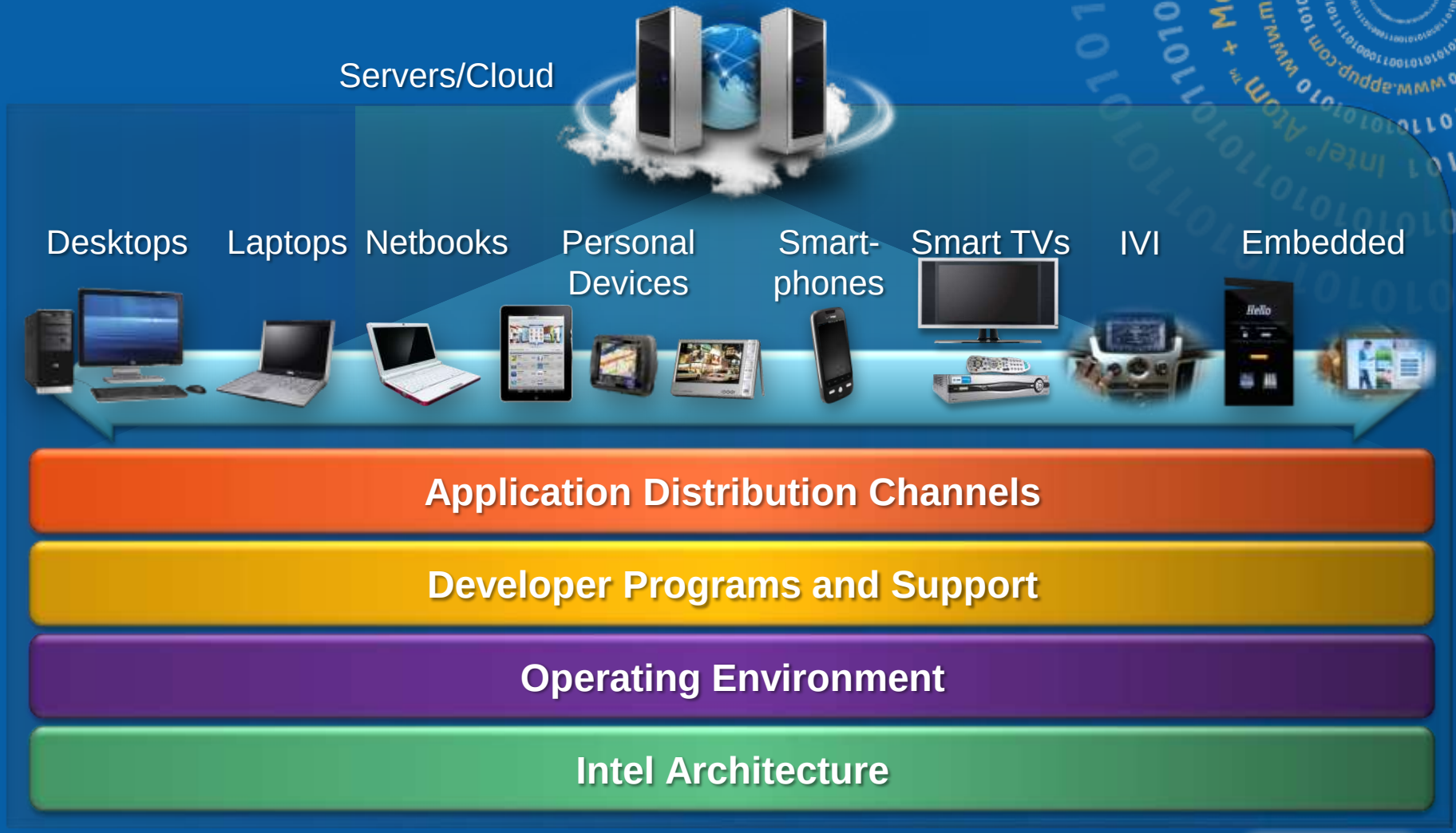
Intel Vice President
Software and Services Group
General Manager, Systems Software

Device Integration of Mobile Consumer



"Mobile Internet Usage Is and Will Be Bigger than Most Think"
Morgan Stanley, Oct 2009

Intel® Continuum of Computing



Intel® Atom™ Software Strategy

Port of Choice

Netbooks & Entry Level DTs

Tablets

Smart TV

Handsets

IVI

Media Phone

MeeGo*

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

What is MeeGo*?

- Fully Open Source Software platform
- Cross-device platform support
- One set of APIs
- One unified voice to developers

Video

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MeeGo* Spans Multiple Segments

Netbooks & EntryLevel DTs | Tablets | Smart TV | Handsets | IVI | Media Phone

Intel® Atom™ Developer Program & Intel AppUp℠ Center

Single Unified Operating Environment

Platforms based on Intel® Atom™ processors

MeeGo* is a continuation of Intel's Atom software strategy execution

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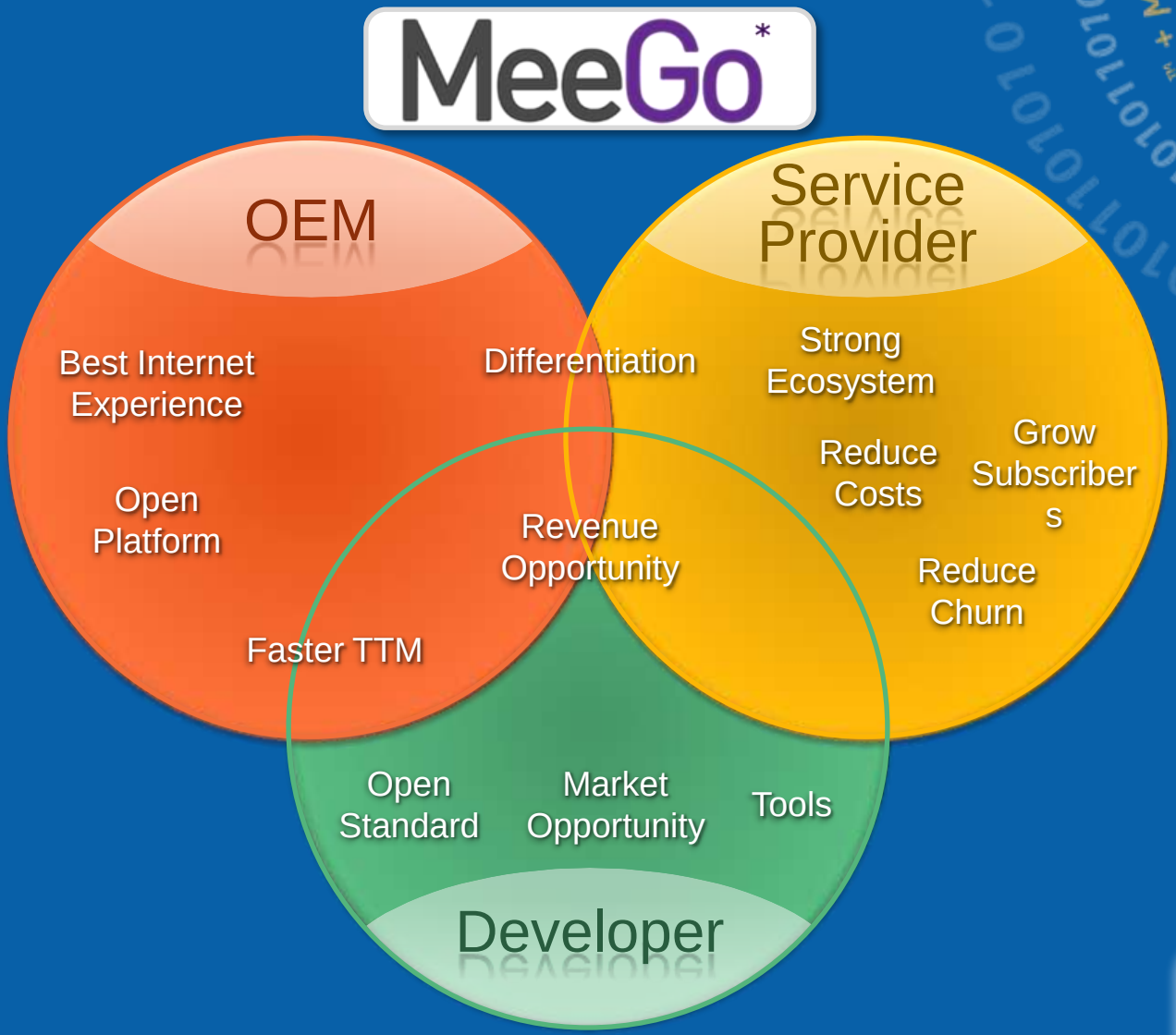
Delivering Value Across the Ecosystem



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MeeGo* v1.0 Project Release Now Available

Ready for OSVs at www.meego.com

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

Novell®

Guy Lunardi

Director, Client Systems

MeeGo* Across the Continuum

MeeGo*

Testimonial Video

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

MeeGo* Industry Momentum Grows

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

Optimizing the Solution Stack

Delivering Innovation to Consumers

User Experience

App Source — Applications Store — INTEL AppUp

User Interface — UI for each segment — MeeGo*

Operating Environment — Integrated value-added components — MeeGo* — Open Source MeeGo* Stack

Silicon — Intel® Atom™ Architecture — intel Atom inside

intel Atom inside

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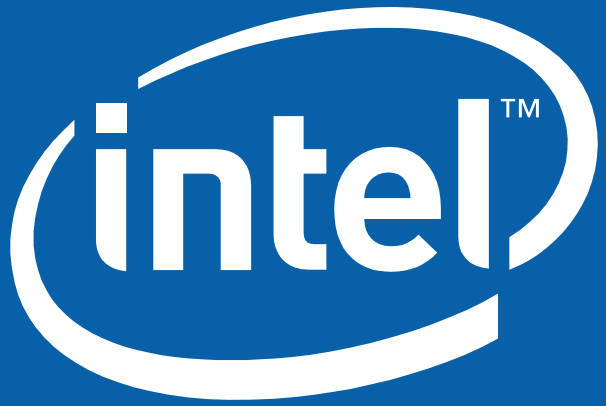

Peter Biddle

Director, Intel AppUp Center Product & Services
Software and Services Group

Mobile Devices Changed the Way We Buy and Sell Applications

Yesterday's Software

Today's Software

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

Find Yourself in the Consumer Innovation "Virtuous Circle"

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What do Small Developers Want?

Platform Services

API Volume

Money & Reputation

Low Friction Deployment

Validation ? Boring!

Innovate

Income & Interest

Ignore

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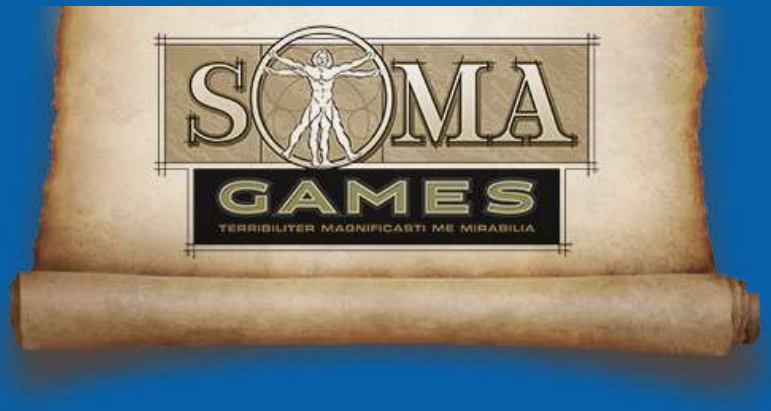
Easier Access to New Devices:

Intel® Atom™ Developer Program

Providing Developers Resources to create apps for Intel Atom processor based devices & Additional Revenue Streams with Low Cost of Entry

Progress Since Launch:

290k Users, 18k Members



Chris Skaggs, CTO

Soma Games

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Deliver Innovation for Netbooks and Mobile Devices
Atom Developer Program Makes It Easy

Joe Morris, VP Mobile Content

Konami Games

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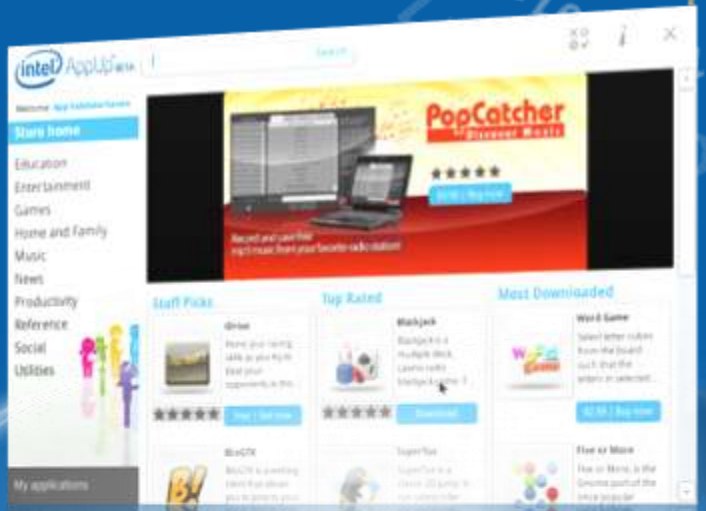
Deliver Compelling Applications Across Multiple devices

Intel® AppUp℠ Center Now in *Beta*



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Helping Consumers Do More with Mobile Devices

Convenience

Confidence

Innovation

Save Money

Visit Intel AppUp℠ Center at http://appup.com

Why Become Intel's Store Partner?

Enhance Product Offering

Maintain Competitive Edge

Additional Revenue Stream

Lower Cost of Entry

INTEL
AppUp
AppUp Center
Enhance your netbook, enhance your life
Download to your netbook
Today's featured apps—and we're adding more every day
How do you use Intel® AppUp™ Center?
snapact
MeeGo
www.meego.com
www.appup.com

Keynote Summary

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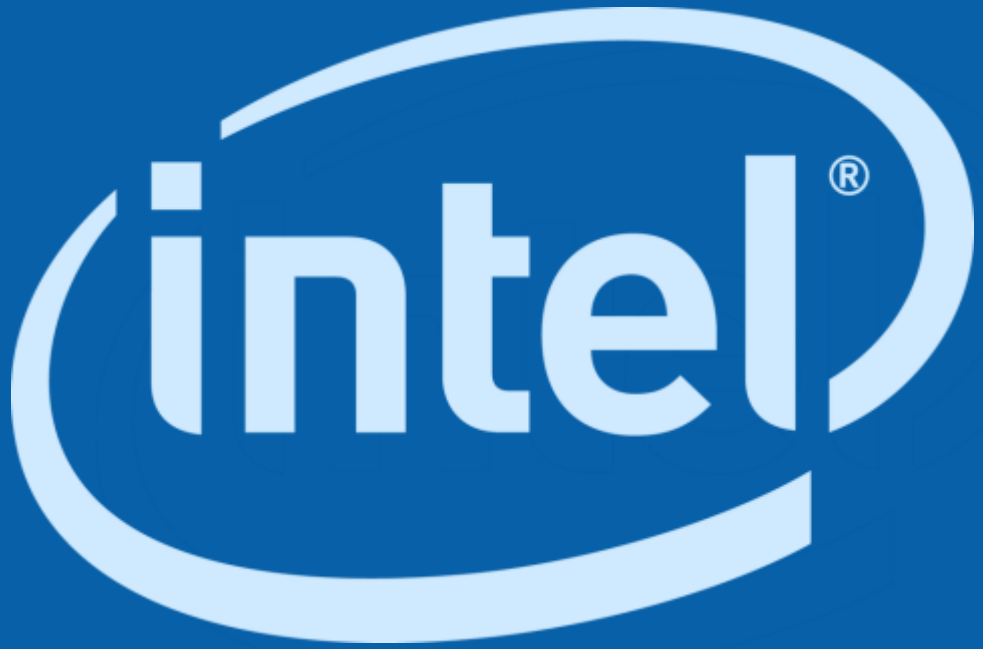
Ellis Wang, Title



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Atom
inside