



# Intel® Atom™ Software Summit

COMPUTEX  
TAIPEI, TAIWAN

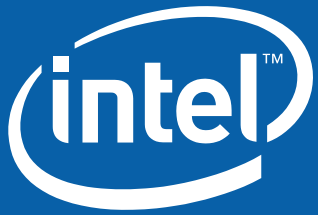
June 2, 2010



# 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





# 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.



server | comms | storage



notebook | desktop



netbook | tablet



CE



phone



embedded

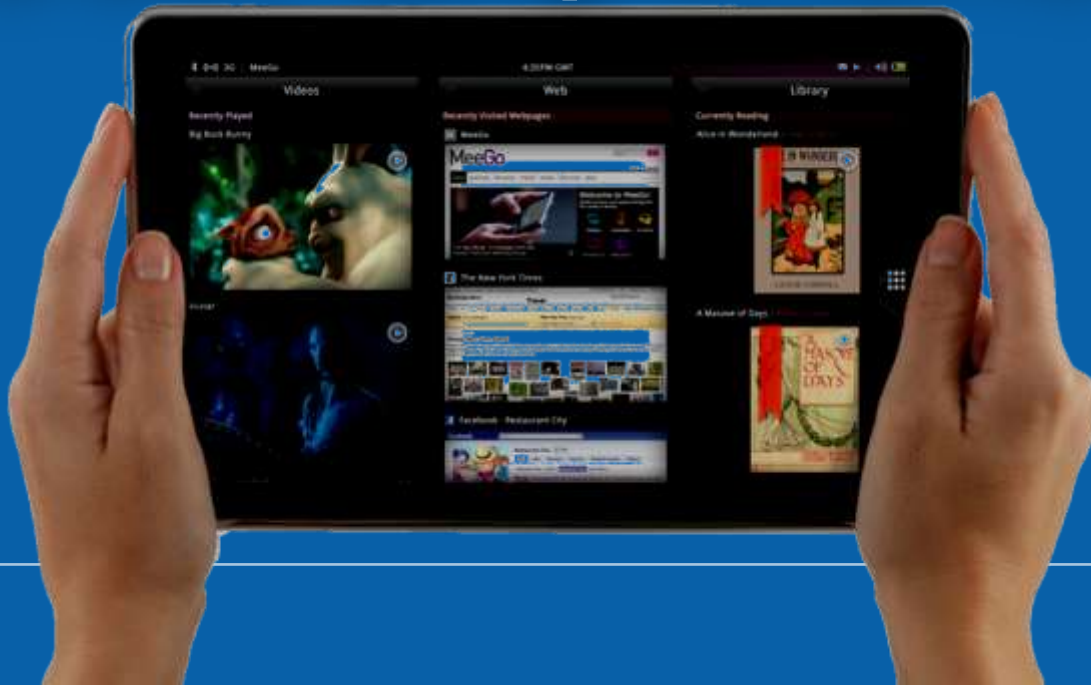
Multi-Comms

Multi-OS



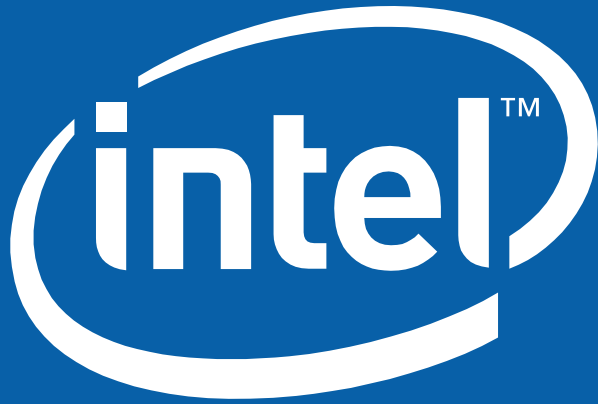
# Difference between Success and failure ?

# User Experience.



4,425,000  
apac developers





# Doug Fisher

Intel Vice President

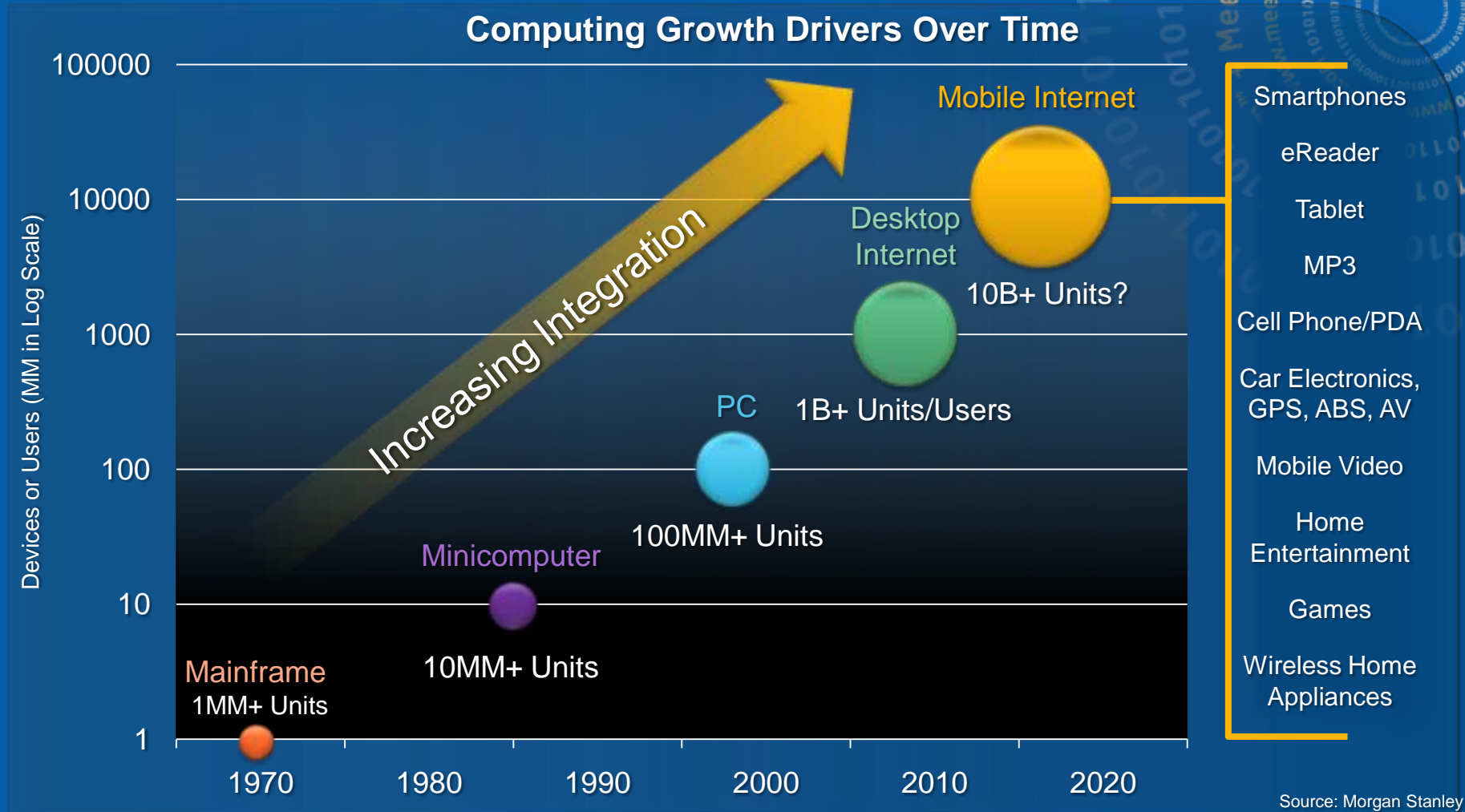
Software and Services Group

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

Servers/Cloud



Desktops



Laptops



Netbooks



Personal Devices



Smart-phones



Smart TVs



IVI



Embedded



Application Distribution Channels

Developer Programs and Support

Operating Environment

Intel Architecture



# Intel® Atom™ Software Strategy

*Port of Choice*

Netbooks &  
Entry Level  
DTs



Tablets



Smart  
TV



Handsets



IVI



Media  
Phone



MeeGo\*



# What is MeeGo\*?

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



Video



# MeeGo\* Spans Multiple Segments

Netbooks &  
EntryLevel DTs



Tablets



Smart  
TV



Handsets



IVI



Media  
Phone



Intel® Atom™ Developer Program & Intel AppUp<sup>SM</sup>  
Center

MeeGo® Single Unified Operating Environment

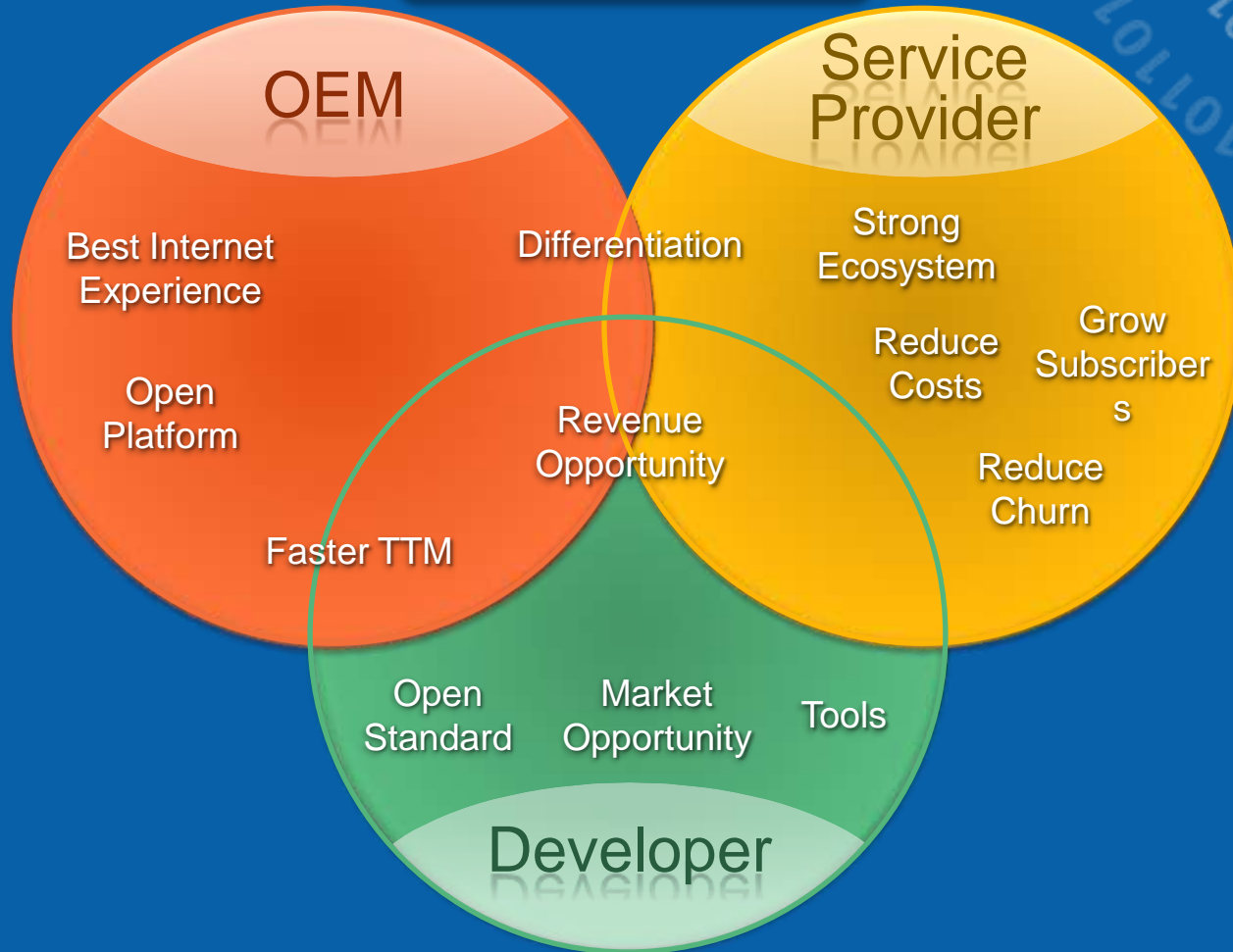


Platforms based on Intel® Atom™ processors

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



# Delivering Value Across the Ecosystem



# MeeGo\* v1.0 Project Release Now Available



Ready for OSVs at [www.meeego.com](http://www.meeego.com)



# Novell®

Guy Lunardi  
Director, Client Systems





# MeeGo\* Across the Continuum



## Testimonial Video



# MeeGo\* Industry Momentum Grows

## OSVs



## ISVs



## OEMs/ODMs

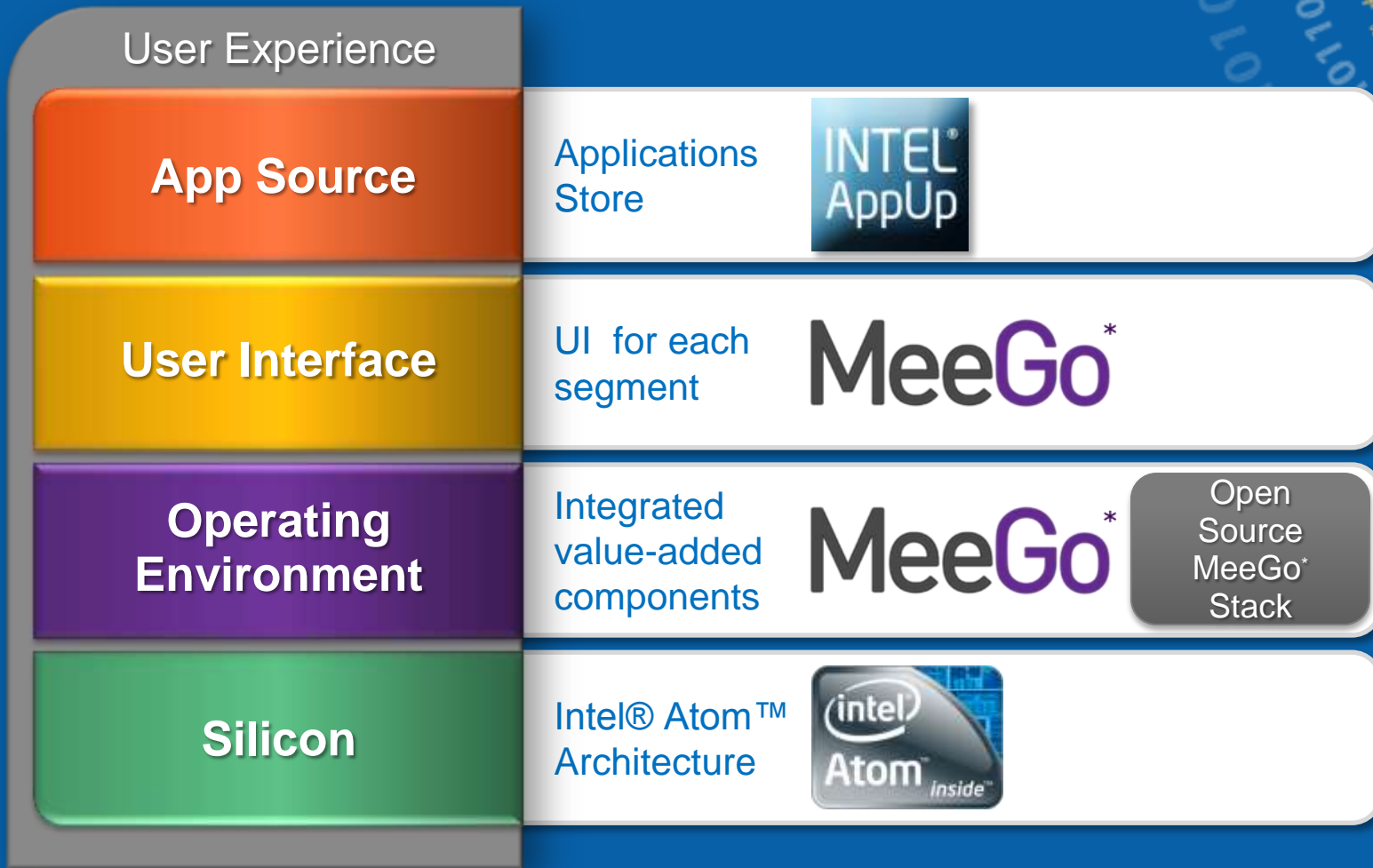


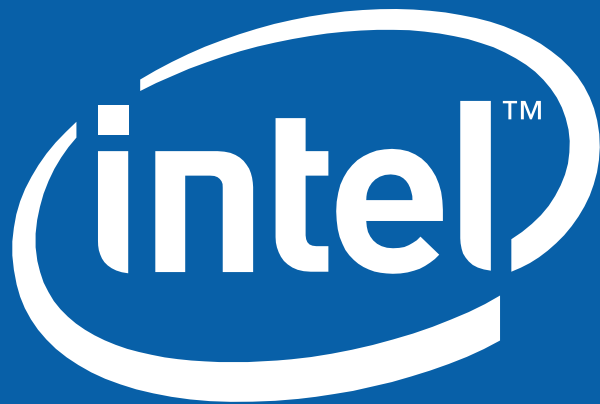
## Service Providers



# Optimizing the Solution Stack

*Delivering Innovation to Consumers*





## Peter Biddle

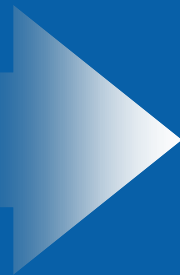
Director, Intel AppUp Center Product & Services  
Software and Services Group



# Mobile Devices Changed the Way We Buy and Sell Applications

## Today's Software

### Yesterday's Software



Top Paid Apps

Sort By: Best-sellers

1	Angry Birds Games Updated May 19, 2010 \$0.99 BUY	2	Doodle Jump - BE ... Games Updated May 11, 2010 \$0.99 BUY	3	Fruit Ninja Games Updated May 26, 2010 \$0.99 BUY	4	TETRIS Games Updated Nov 21, 2009 \$0.99 BUY
5	BATTLESHIP Games Released Dec 14, 2009 \$0.99 BUY	6	Bowmaster Games Released May 17, 2... \$0.99 BUY	7	Pocket God Entertainment Updated May 25, 2010 \$0.99 BUY	8	Ragdoll Blaster 2 Games Updated May 20, 2010 \$0.99 BUY
9	Skee-Ball Games Updated Oct 14, 2009 \$0.99 BUY	10	Cyanide and Happi... Entertainment Released May 24, 2... \$0.99 BUY	11	Battery Doctor Pro... Utilities Updated May 10, 2010 \$0.99 BUY	12	Idiot Proof Test Entertainment Updated May 21, 2010 \$0.99 BUY
13	Bejeweled 2 Games Updated Feb 11, 2010 \$0.99 BUY	14	Talking Carl Entertainment Updated Dec 30, 2009 \$0.99 BUY	15	THE GAME OF LIFE ... Games Updated Nov 04, 2009 \$0.99 BUY	16	GLASS TOWER Games Updated May 12, 2010 \$0.99 BUY
17	Plants vs. Zombies Games Released Feb 15, 2010 \$0.99 BUY	18	MONOPOLY Games Updated Nov 20, 2009 \$0.99 BUY	19	SCRABBLE Games Updated Apr 22, 2010 \$0.99 BUY	20	I Am T-Pain Music Updated Feb 25, 2010 \$0.99 BUY
21	Doodle Army Games Updated May 20, 2010 \$0.99 BUY	22	RedLaser Utilities Updated Mar 30, 2010 \$0.99 BUY	23	Hipstamatic Photography Updated May 19, 2010 \$0.99 BUY	24	Stick Skater Games Updated Apr 20, 2010 \$0.99 BUY



# Find Yourself in the Consumer Innovation “Virtuous Circle”



# What do Small Developers Want?



# Easier Access to New Devices: Intel® Atom™ Developer Program

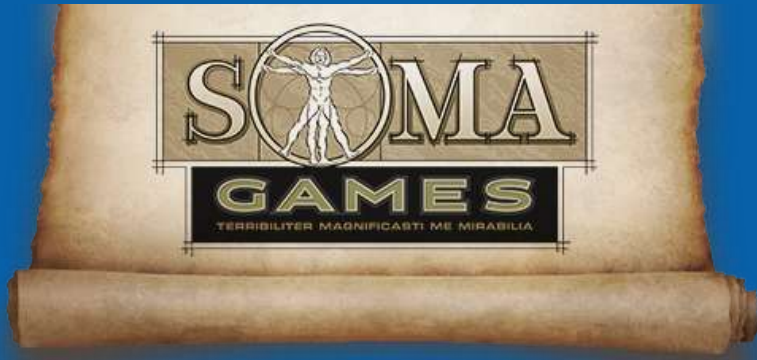


Providing Developers  
Resources to create apps for Intel  
Atom processor based devices &  
Additional Revenue Streams  
with Low Cost of Entry

Progress Since Launch:  
290k Users, 18k Members







# Chris Skaggs, CTO

Soma Games



# Deliver Innovation for Netbooks and Mobile Devices

## Atom Developer Program Makes It Easy



# KONAMI

## Joe Morris, VP Mobile Content

Konami Games



# Deliver Compelling Applications Across Multiple devices



# Intel® AppUp<sup>SM</sup> Center Now in *Beta*



# Helping Consumers Do More with Mobile Devices

Convenience

Confidence

Innovation

Save Money



# Visit Intel AppUp<sup>SM</sup> Center at <http://appup.com>

The screenshot shows the Intel AppUp Center website. At the top, the Intel logo is followed by "AppUp Center BETA" and the tagline "Your source for netbook apps." There are social media share icons for Facebook and Twitter. The main banner features a man and a child on a beach with a surfboard, and a netbook with several app icons. The text on the banner reads: "Enhance your netbook, enhance your life. Play more, do more with apps designed especially for your netbook. Get Started >". A dark purple button says "Download to your Netbook > Intel AppUp™ Center Beta For Windows XP & 7". Below this, a text box says "Don't have a netbook? Browse netbooks powered by Intel > AppUp™ Center is still in Beta, make sure you stay up on the latest AppUp™ news and developments." At the bottom of the banner is an email sign-up form with a "Sign Up" button.

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# Why Become Intel's Store Partner?

Enhance Product Offering

Maintain Competitive Edge

Additional Revenue Stream

Lower Cost of Entry







# Keynote Summary



MeeGo\*





Ellis Wang, Title



