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Celebrating 10 Years



Unleashing The Internet Experience

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Explosive Growth

Social Networking % of Total Internet (WW)



Source: ComScore Aug 2007



- ~1 BILLION SUBSCRIBERS on Social Networking websites WORLDWIDE.
- ~154 MILLION PEOPLE accessing a Social Networking website EVERY DAY.
- ~3 BILLION MINUTES spent Social Networking EVERY DAY.
- ~8 BILLION TOTAL PAGES accessed on Social Networking websites EVERY DAY.

Subscribers: 10987100171133845234
 People: 1A780987156479948445234
 Minutes: 1A780987310188474245234
 Pages: 11A780987788939480545234



Source: List of social networking websites, http://en.wikipedia.org/w/index.php?title=List_of_social_networking_websites&oldid=157404330 (last visited Aug. 15, 2007). Number of subscribers refers to user count.

Source: Average daily values are calculated by Intel based on comScore* MediaMetrix Worldwide Data, July 2007.

But Today's Devices Don't Offer An Optimum Experience

Subset of the Full Internet

Inadequate Performance

Incompatible with Each Other

Communication is Variable and Expensive

**"In General The Whole Mobile Space
is a big mess. The whole mobile
development thing feels like 1984".**

Tom Conrad, CTO Pandora



Mobile Phone: Features Never Used (Q2/07)

Browse the Internet on Mobile Phone

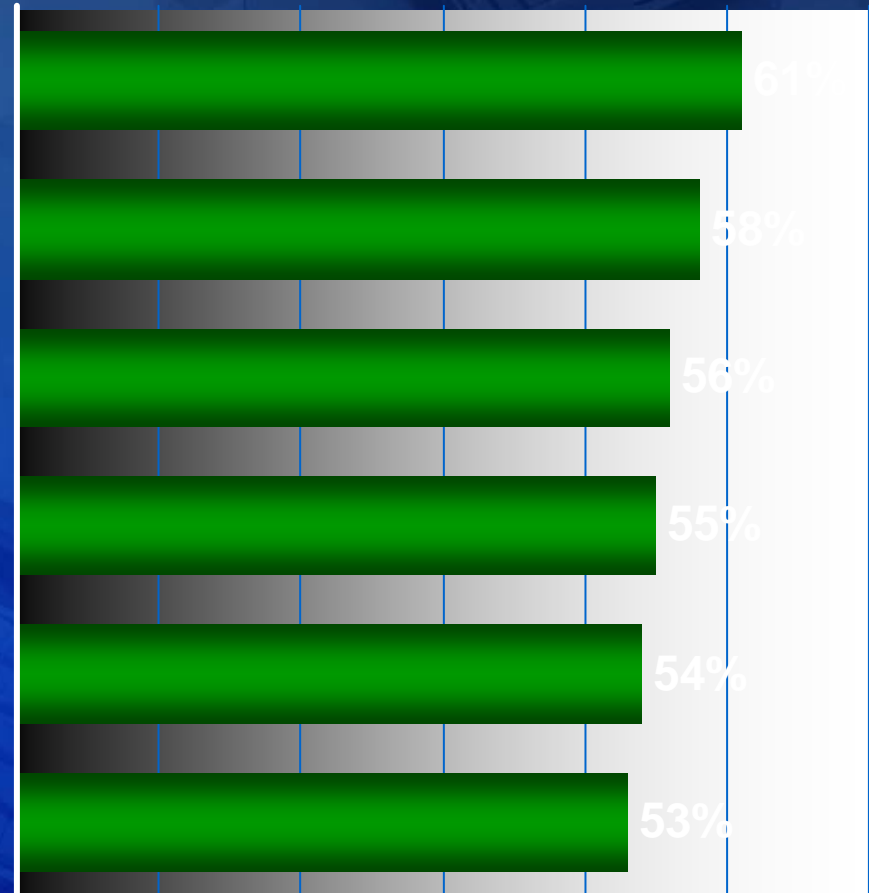
Using Search Engine on Mobile Phone

Download and Play Video

Send Emails with Mobile phone

Send Photo via Mobile Phone

Receive Emails with Mobile Phone

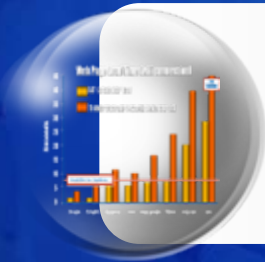


Source: 2007 - Parks Associates; Mobile Entertainment Platforms and Services II, 2007

What's Needed to Unleash the Full Internet



Software Compatibility
For the User and Developer

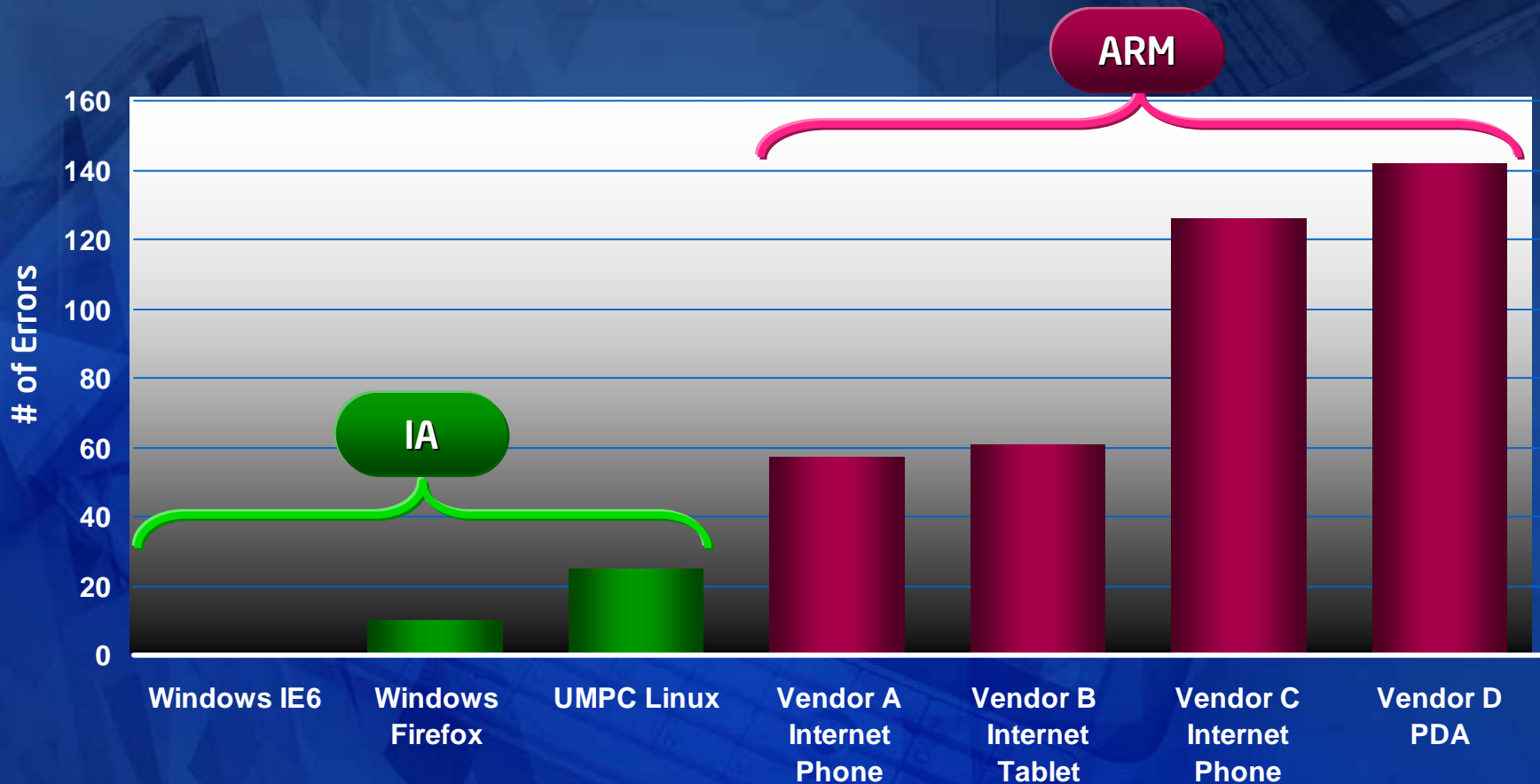


Mobile Responsiveness
and Visualization



Always on Always Connected

Deliver Full Internet Compatibility For the User and Developer



Number of Errors Found Running Top Internet Sites*

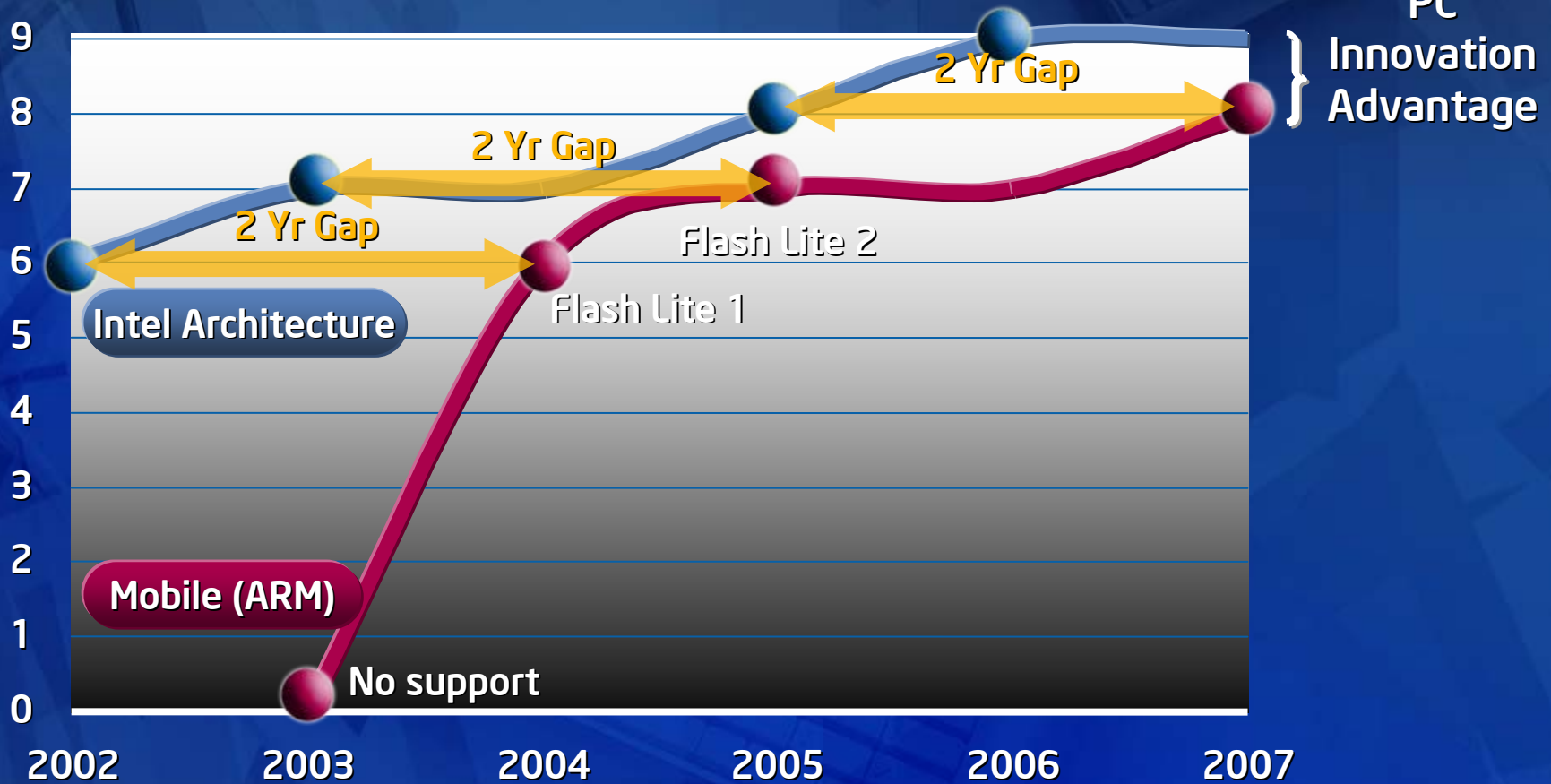
*57 sites visited, most popular + leading edge, read-only usage models, all errors counted. Data Based on Intel's Internal Testing

Source : Intel Testing



No Compromise Internet Access Innovation Happens First on the PC

Adobe* Flash
Video Version **



Source : Intel



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

** Chart shows year when version of Adobe Flash Video first commercially available on these architectures

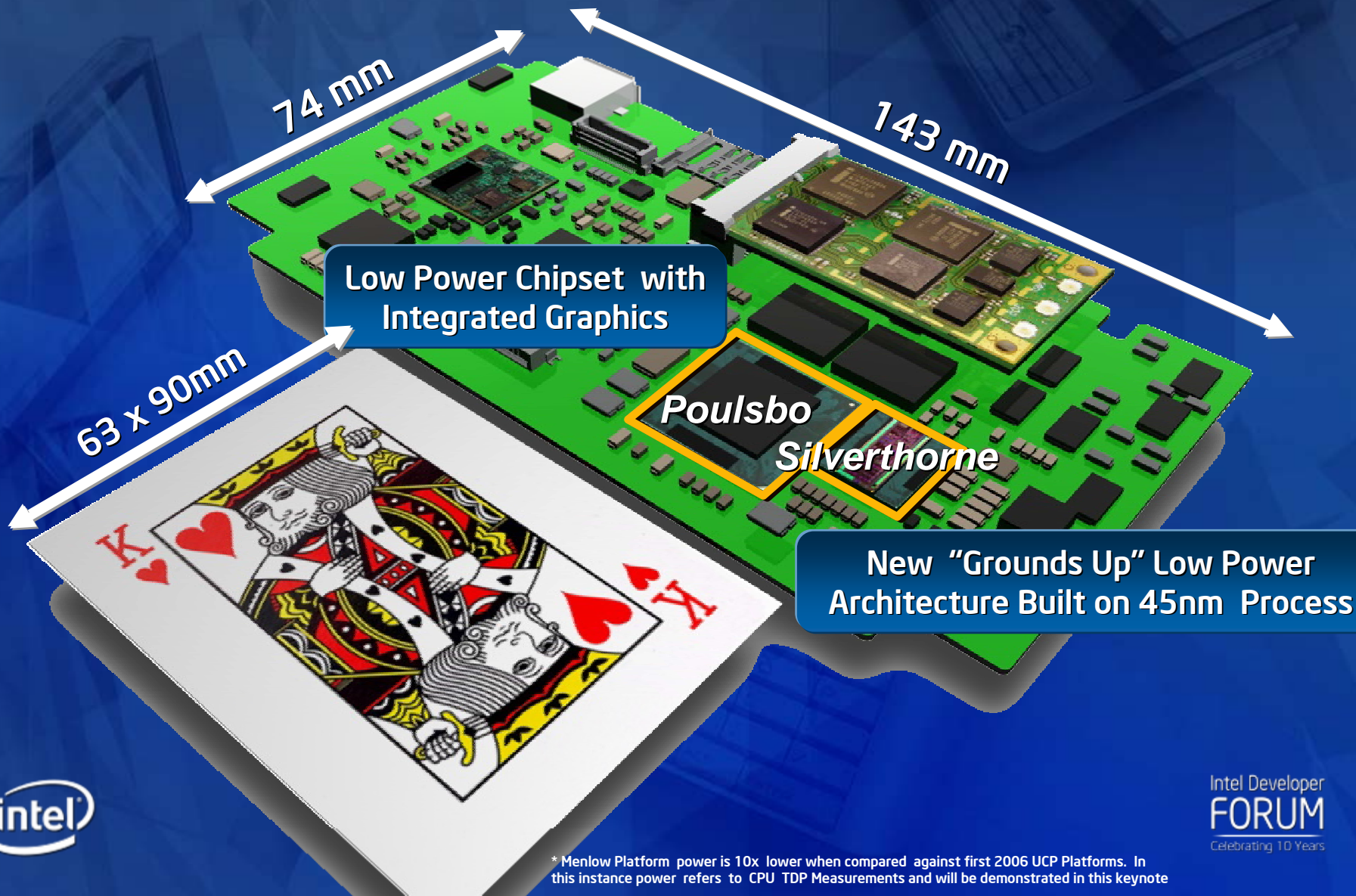
Intel Innovation Imperatives

WITHOUT Sacrificing Performance
and Compatibility

DELIVER Lower Thermals, Power
Consumption and Package Size



2008: Menlow Platform Great Performance and 10X* Lower Power



Fall IDF 2005

Intel
Architecture

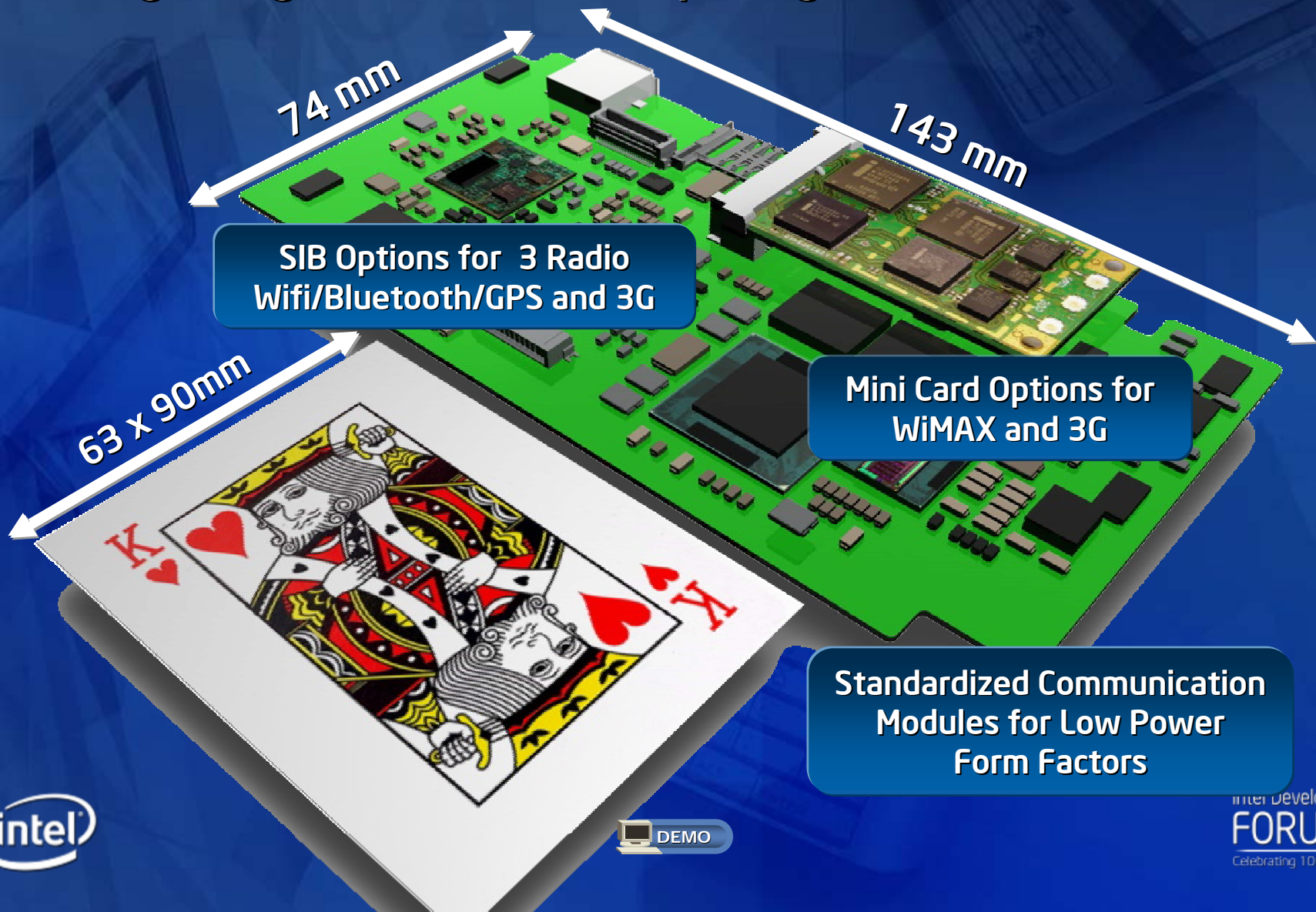
10X
LOWER
POWER



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Always Connected Experiences

Integrating Low Power Computing and Communications



SIB Options for 3 Radio
Wifi/Bluetooth/GPS and 3G

Mini Card Options for
WiMAX and 3G

Standardized Communication
Modules for Low Power
Form Factors



Mobile Innovation Alliance

Announced at Spring IDF; 6 Months of Great Innovation

Thank you

We Are Not Alone In This Journey

Announcing Today
Mobile Internet Device Innovation Alliance



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Inventec



Quanta



Compal



Asus



Elektrobit



Benq



Industry Investment and Innovation

aigo 爱国者。

clarion

clearwire[®]
wireless broadband

FUJITSU

H HARMAN/BECKER
AUTOMOTIVE SYSTEMS

HITACHI
Inspire the Next

Designing The Future
KDDI

KT

lenovo **TOSHIBA**

 **LG**

NEC

intel[®]

Panasonic
ideas for life

NTT
Do Co Mo

SAMSUNG


XOHM

Microsoft Collaboration

Intel Ultra Mobile Platforms and
Windows Vista*

Continued Innovation of
UMPC Platforms

Thanks Microsoft !!!



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

Mobile Internet Devices with Linux

Linux Well Suited for Footprint and Power Management



A Vibrant Community To Deliver:
A Standard Stack
Application Compatibility
Enable Great Experiences



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Mark Shuttleworth Canonical



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Al Ramadan

Senior Vice President
Mobile and Device Solutions Business Unit
Adobe



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ASUS
R3 UMPC

SearchCoders/ Dashboard Alpha

Results from "Since two days ago" saved search: 285

simooipalmer	[flexcoders] Anybody Out there Please! Re: Flex Builder/Webapp/... I have exactly this set up with a J2EE servlet project using the WTP Eclipse plug-in and a Flex Buil...	Sep 18 07
Manu Dhandu	[flexcoders] Redirect to login page Hi! Can someone tell me how do I unload flex and load/redirect to login page once the session is o...	Sep 18 07
Doug McCune	Re: [flexcoders] Adding buttons to an Accordion header Yeah, you need to download flexlib. I just updated the zip file to include the CanvasButtonAccordion...	Sep 18 07
Samuel R. Noff	RE: [flexcoders] nulling primitive data types We use xxxMM, VALUE to represent null on both client and server (.NET). We've been doing it in .NET...	Sep 18 07
Steve Hueners	Re: [flexcoders] Adding buttons to an Accordion header I seem to be missing a step in configuring my project's implementation of this (to Peter Gillfinize ...	Sep 18 07
Loif Wells	Re: [flexcoders] Anybody Out there Please! Re: Flex Builder/Weba... Matt, At my workplace, we normally have a team working on the front-end and another working on the ...	Sep 18 07

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POPULAR ARTISTS

- Red Hot Chili Peppers
- Nicki Minaj
- Avril Lavigne
- Justin Timberlake
- Beyonce
- Nelly Furtado
- Alicia Keys
- Chris Brown
- Fergie
- Christina Aguilera

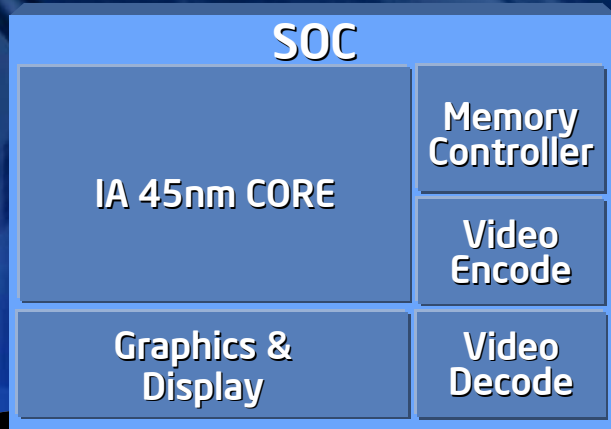
PLAY

But - This Is Just The Beginning

Next Up: Moorestown

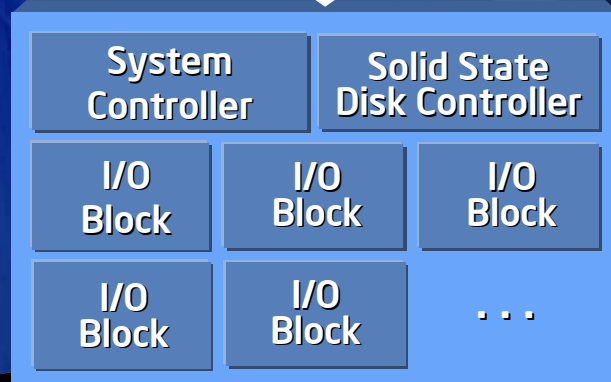


Moorestown Platform



SOC

- Bring Latest Process Benefits to CPU, Graphics, Video and Memory Controller



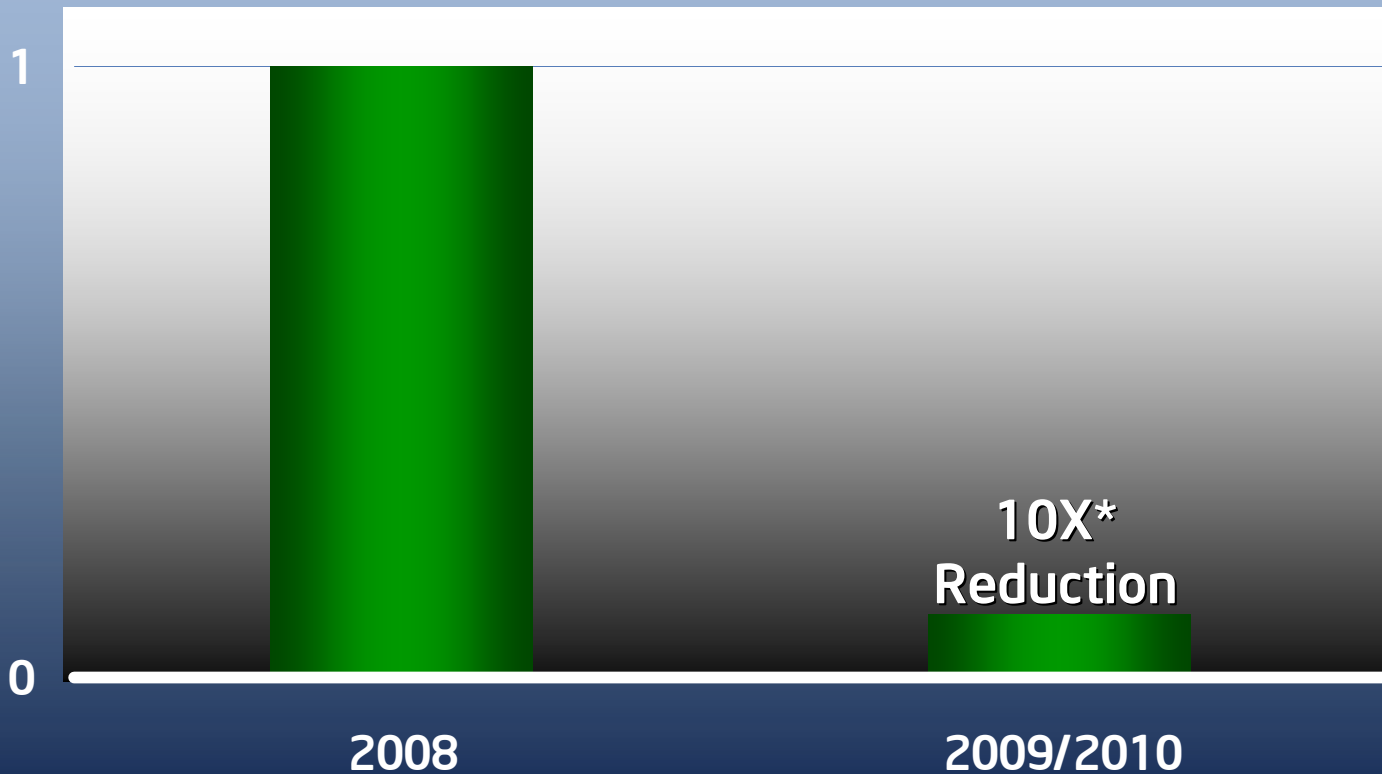
Communications Hub

- Low Power Operation
- Focus I/O Hub on Storage, Features & Comms Integration
- Enable Fast Turn Around Time



Moorestown Platform Imperative: Uncompromising Battery Life

Normalized Platform Idle Power



ANIM

* Intel Estimate Based on Technical Specification.

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Enabling The Next Generation of Full Internet On The Go





Summary: Unleash The Internet Experience

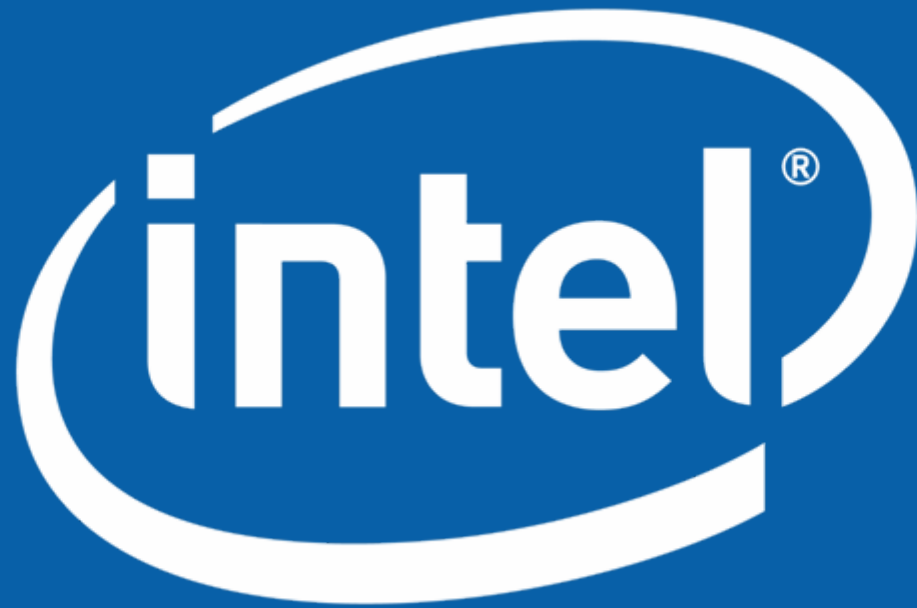
Full Internet In Your Pocket is a Major Transformation

An Explosive Opportunity

Momentum Is Building

We Are on Track





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