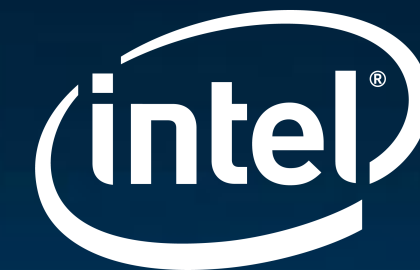


The background of the image is a vibrant blue gradient. It features a complex network of glowing white and yellow circuit traces and lines that flow across the frame. On the left side, there is a bright, glowing teal light source that creates a lens flare effect. In the lower-left quadrant, two rectangular panels are shown, each displaying a detailed, colorful microchip die with various colored regions (yellow, red, blue, orange). The floor of the scene is a light blue grid that recedes into the distance, creating a sense of depth. The overall aesthetic is futuristic and high-tech.

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**FORUM**  
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# Mobile Internet Devices: The Innovation Platform

**Anand Chandrasekher**  
Intel Corporation

# PC Internet Growth



SOURCE: Cisco Monthly Internet Traffic Worldwide

# But Internet Usage is Changing: Social Networking

*EBSCO Advertising Age*

*Alexa Global Internet Traffic Rankings*

**1999**

**2005<sup>1</sup>**

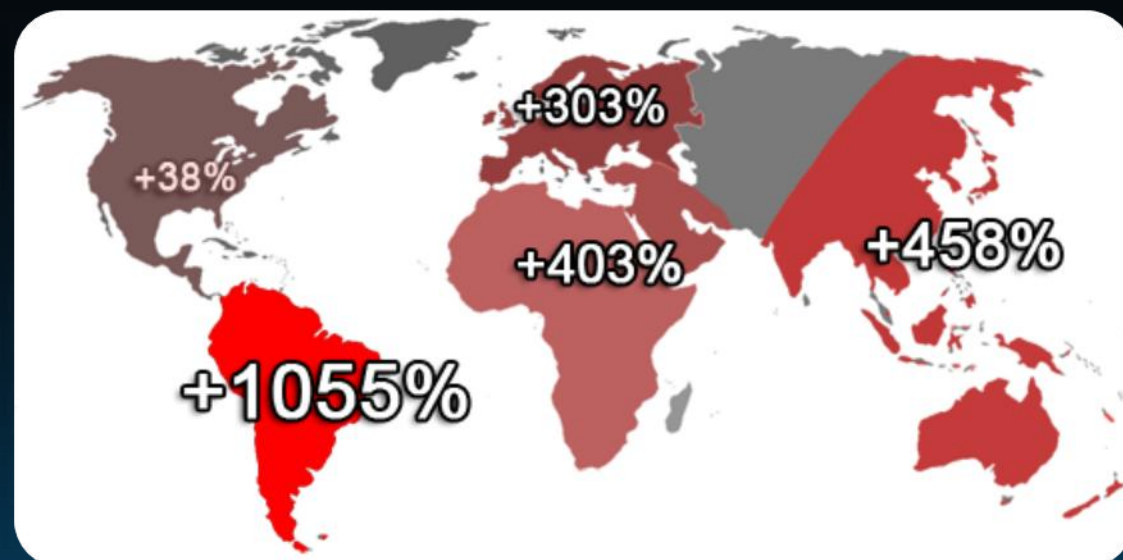
**2008<sup>2</sup>**

Rank	Web Site	Rank	Web Site	Rank	Web Site
1	AOL	1	yahoo.com	1	yahoo.com
2	yahoo.com	2	msn.com	2	<b>youtube.com</b>
3	Microsoft/msn.com	3	google.com	3	<b>live.com</b>
4	lycos.com	4	ebay.com	4	google.com
5	go.com	5	amazon.com	5	myspace.com
6	realnetworks.com	6	microsoft.com	6	<b>facebook.com</b>
7	excite@home	7	<b>myspace.com</b>	7	msn.com
8	ebay.com	8	google.co.uk	8	<b>hi5.com</b>
9	altavista.com	9	aol.com	9	<b>wikipedia.org</b>
10	timewarner.com	10	go.com	10	<b>orkut.com</b>

Traffic rank is based on three months of aggregated historical traffic data from Alexa Toolbar users and is a combined measure of page views / users (geometric mean of the two quantities averaged over time).  
(1) Rankings as of 12/31/05, excludes Microsoft Passport; (2) Rankings as of 11/06/07  
Source: Alexa Global Traffic Rankings, Morgan Stanley Research

# Internet Unabated

## Social Networking



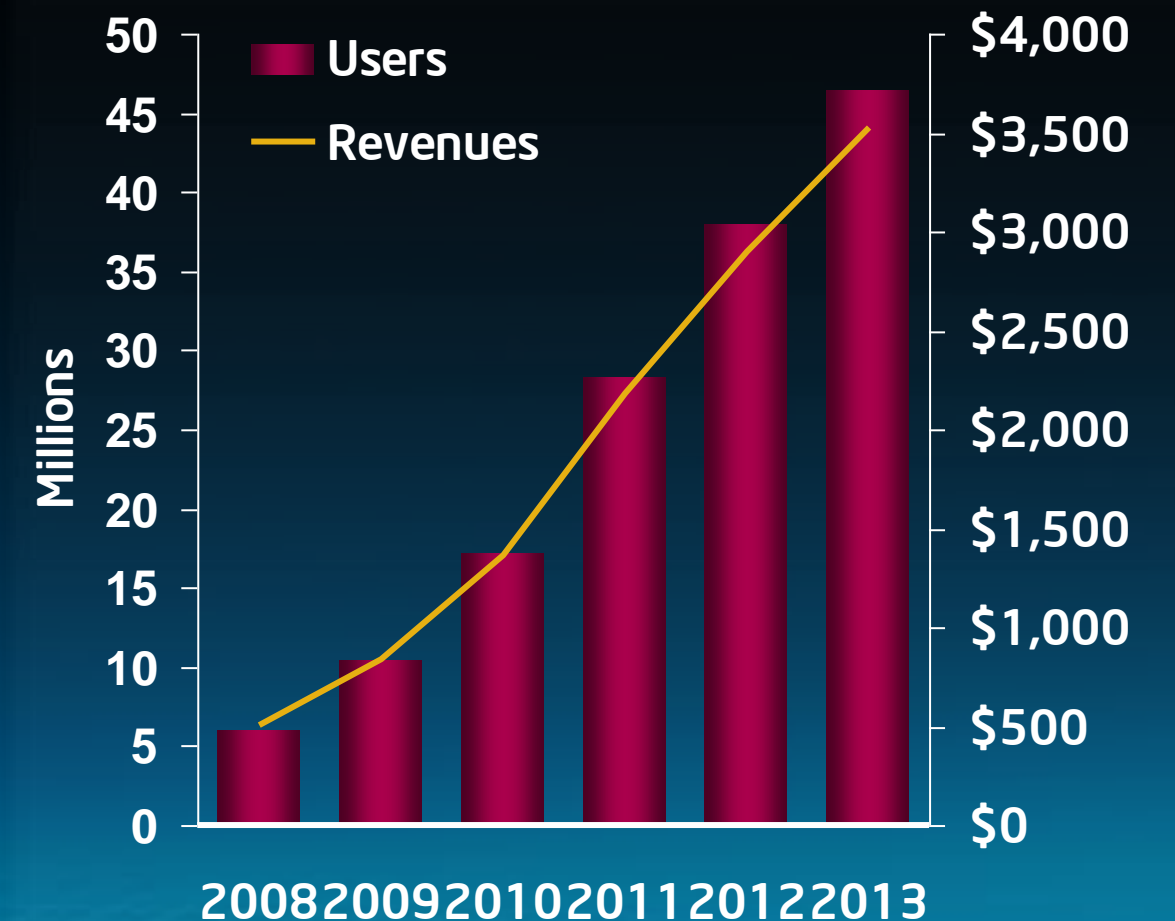
Facebook:  
June '07: 52M unique visitors,  
June '08: 132M unique visitors

## User Generated Content



>300M Unique Global Visitors  
84% Y-on-Y Growth  
28B Minutes

## Location:



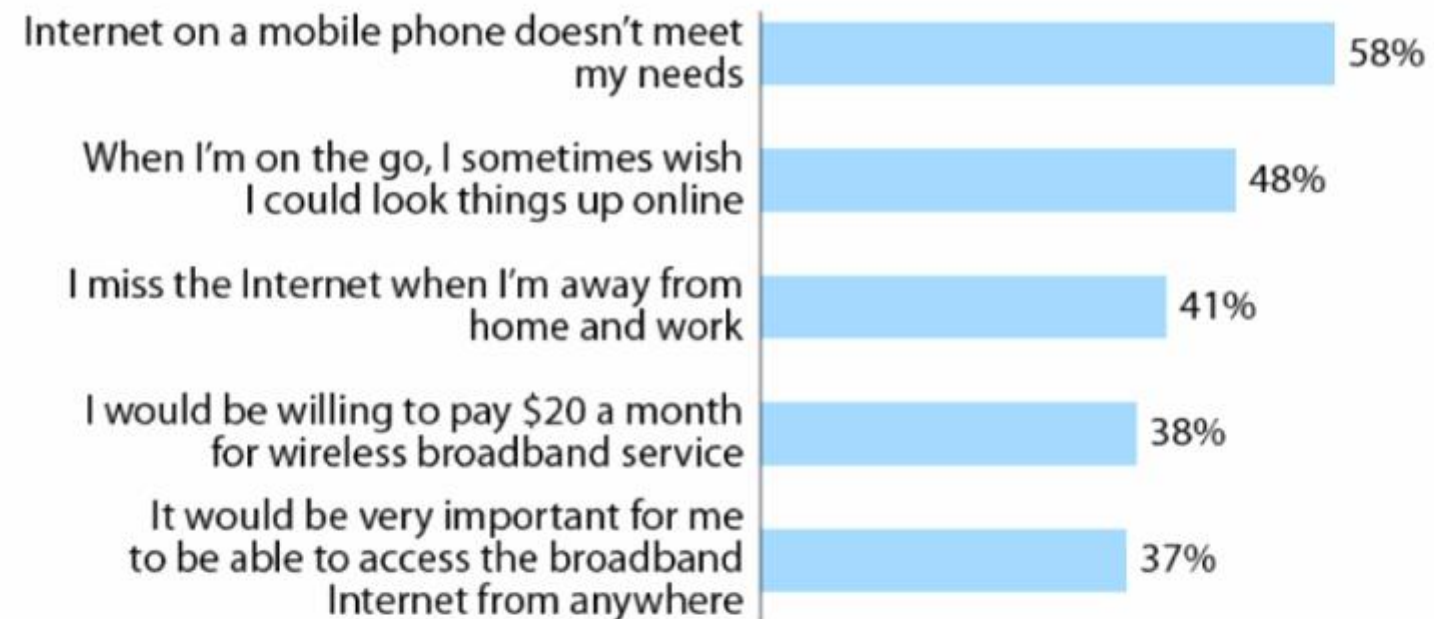
# Users Want to Take These Experience with Them

FORRESTER

February 2008 "Who Wants To Buy A Mobile Internet Device?"

"How much do you agree with the following statements about technology?"\*

## Mobile Internet is valuable



## Device shortcomings inhibit mobile Internet



Base: 5,398 North American online adults

Source: North American Technographics® Consumer Technology Online Survey, Q4 2007

\*Adults answering 4 or 5 on a scale from 1 (strongly disagree) to 5 (strongly agree)

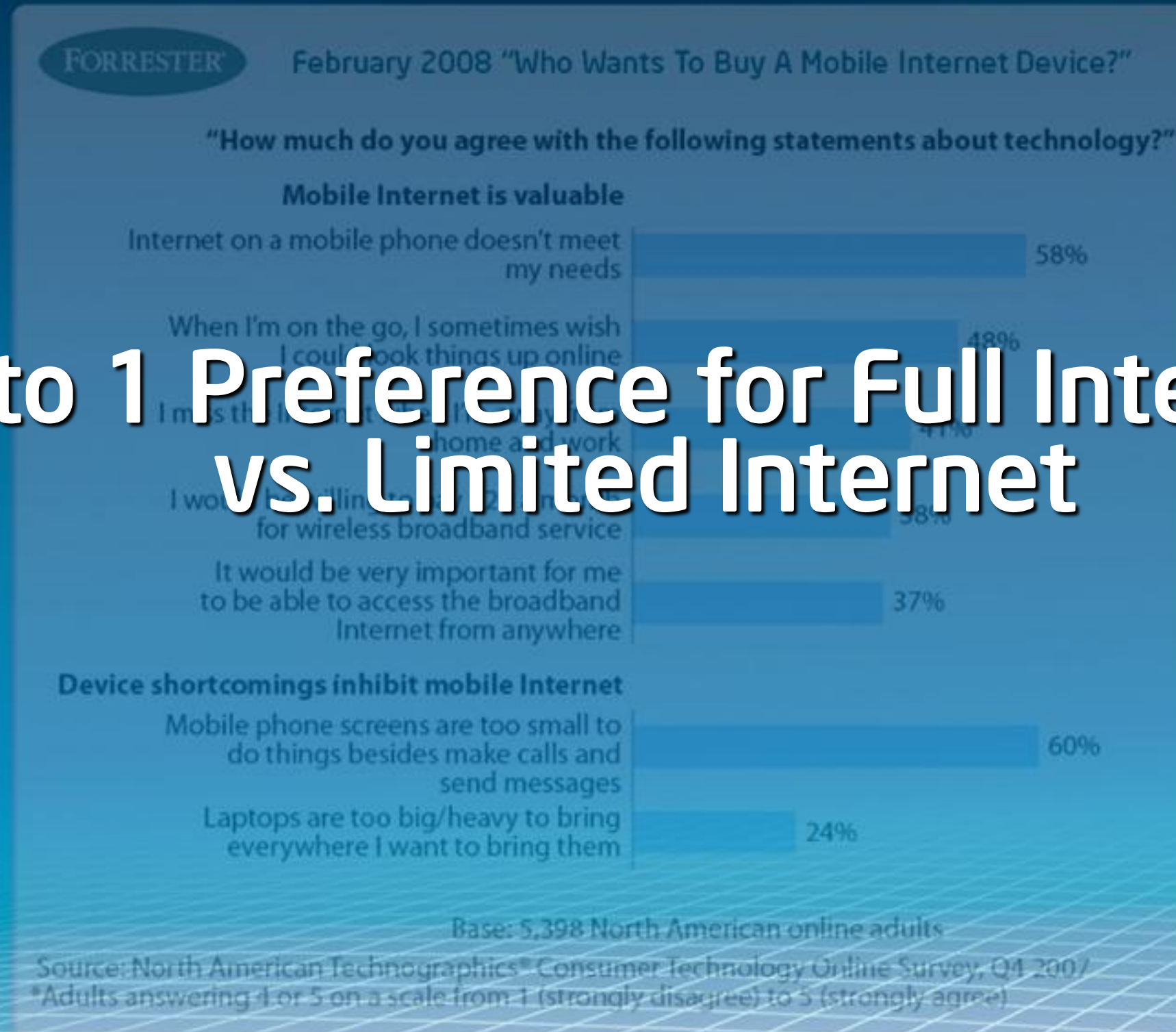
\*Adults answering 4 or 5 on a scale from 1 (strongly disagree) to 5 (strongly agree)  
SOURCE: North American Technographics® Consumer Technology Online Survey, Q4 2007

Base: 5,398 North American online adults

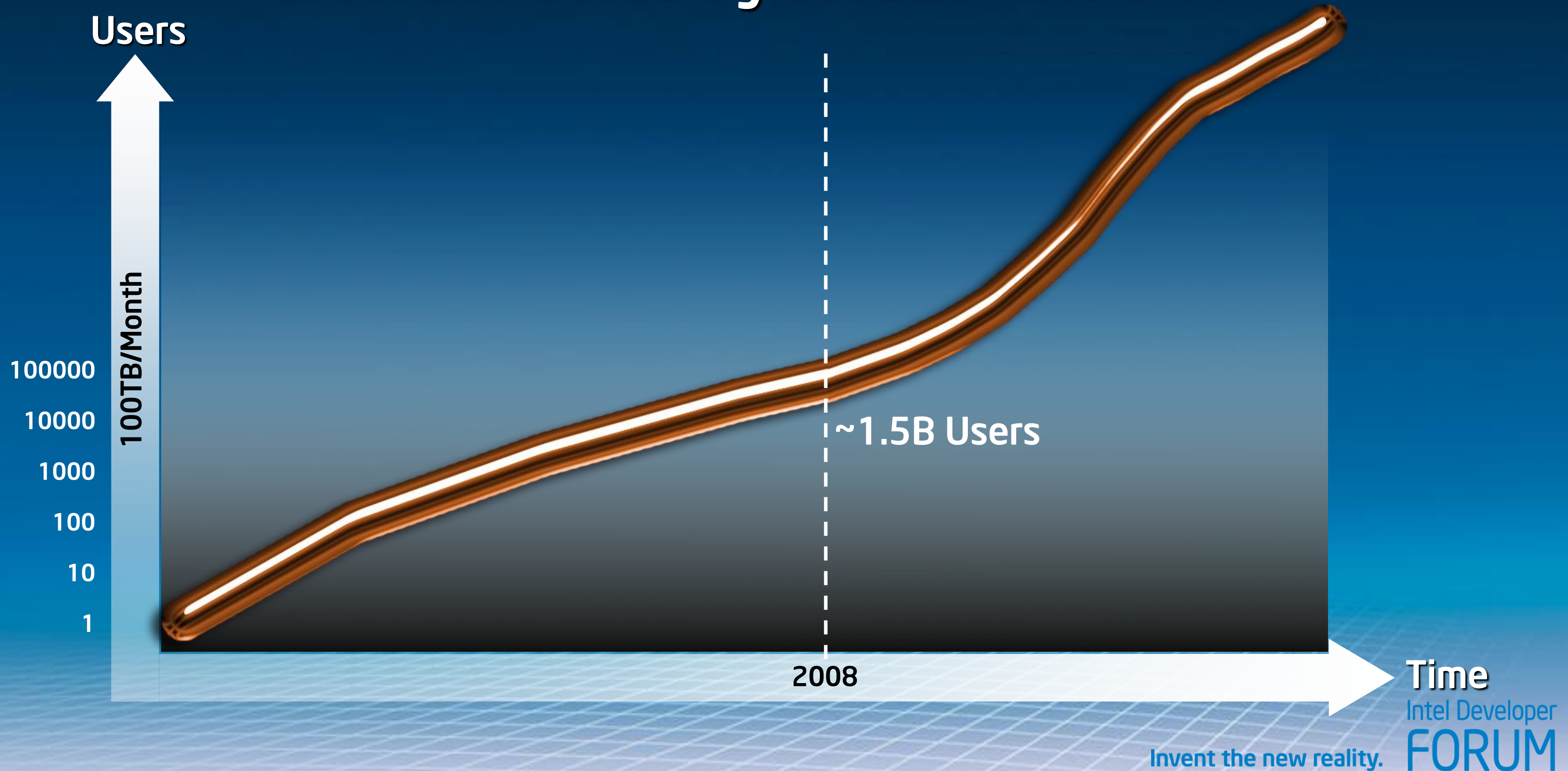
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# Users Want to Take These Experience with Them

2 to 1 Preference for Full Internet vs. Limited Internet



# Growth Fueled by Mobile Internet



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# Announcing Today

Brings the  
3 Trends Together

User Generated Content  
Location Based Services

Social Networking

Most Useful When Mobile

# gypsyii

Media

+ Favorites

GYPSII

BUZZ

# The Software Spiral Becomes the Internet Spiral

User Generated

Videos

Pictures

Text

Mobile Users

Consumer Desktop Users

Business Driven

IT Driven

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

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# What's Needed to Enable the Best Internet Experience in Your Pocket



**PERFORMANCE**  
To Run the  
Internet at  
Ultra Low Power

+



**INTERNET**  
Availability  
with All of the  
Latest Technologies

+



**SOFTWARE**  
Compatibility  
For the  
Developer

+



**WIRELESS**  
Connectivity  
For  
Always On

# Intel® Atom™ Processor

With Intel® System Controller Hub

## Intel's smallest processor built with the world's smallest transistors

< 25 mm<sup>2</sup> die size  
45nm High-K CMOS  
47 million transistors

## Intel's lowest power CPU

0.65-2.4 watts TdP<sup>1</sup>  
Low average power<sup>2</sup> (160-220mW)  
Low idle power<sup>3</sup> (80-100mW)



## High Performance

Fastest processor in <3W space  
1080p, 1080i, & 720p HD support  
HW accelerated full HD video decode  
400M pixels/sec peak fill rate  
HT Technology<sup>1</sup>

## Ground-up Design for CPU & Chipset

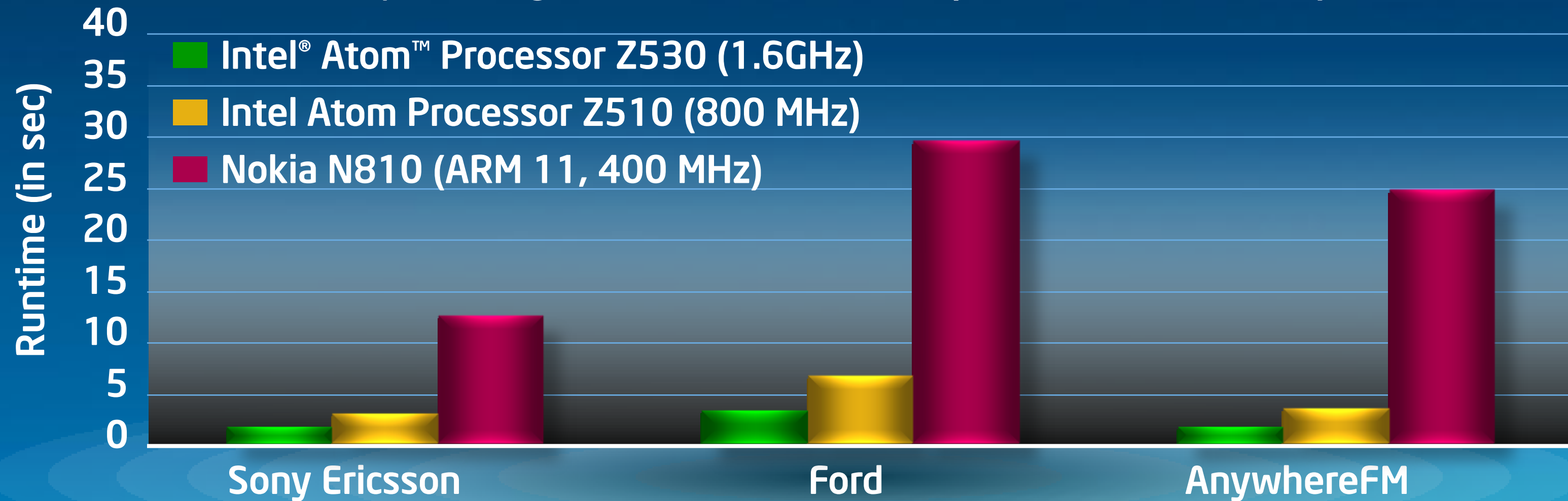
Core 2 Duo ISA Compatible  
SSE3, SSSE3, VT Support  
North + South bridge integrated  
Ultra low power 3D graphics

1. HT Technology can add 200mW of power above quoted TDP for HT SKUs when multi-threaded applications are run.
2. Average power is defined as measured CPU power whilst running BAPCo MobileMark'05 Office Productivity suite on Microsoft\* Windows\* XP for a period of 90min at 50°C .
3. Idle power is measured when running Windows Vista in idle at 50C

# Leadership Webpage Render Performance

## Rich Internet Sites

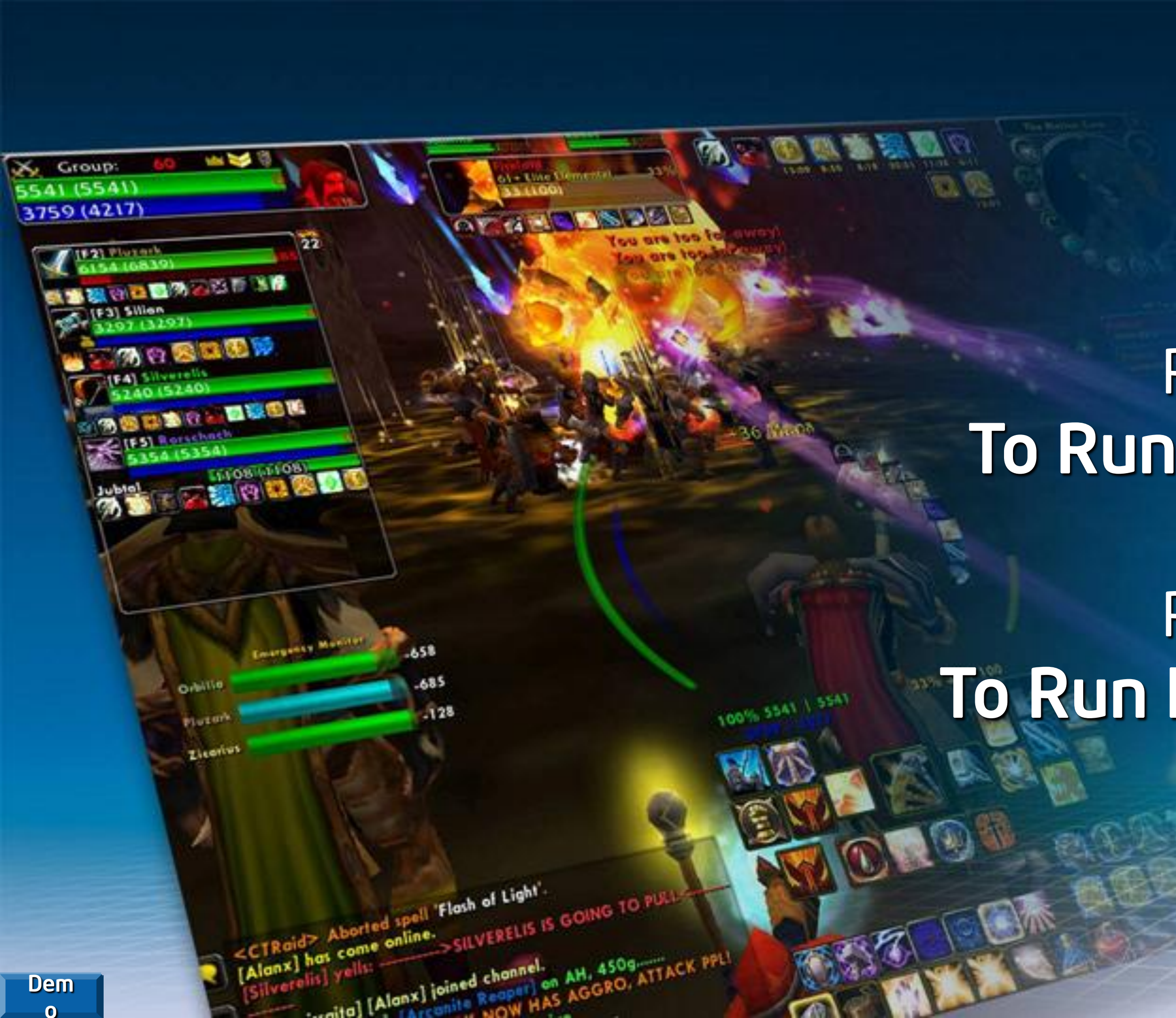
*(Browsing Over SSD - Network Dependencies Removed)*



**4-16 X Competitive Advantage**

•Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, visit Intel Performance Benchmark Limitations

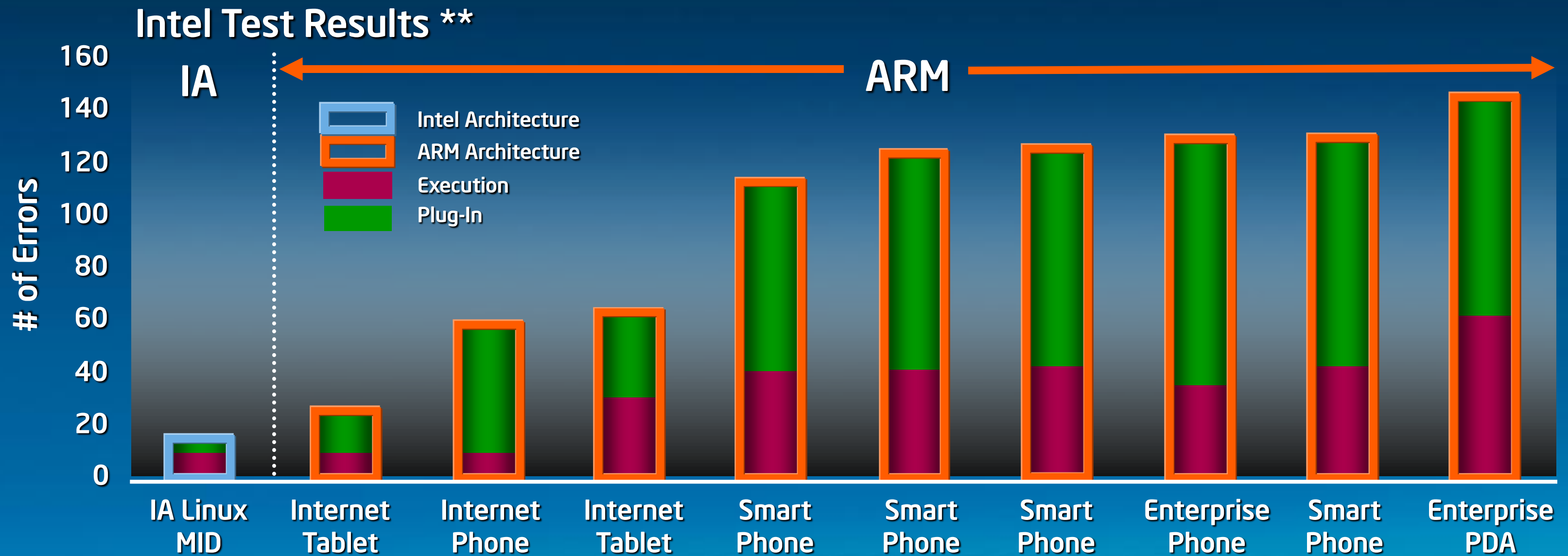
•Standard Nokia N810 device purchased in retail



Performance  
To Run Latest Websites

Performance  
To Run HD Video (1080p)

# Internet Compatibility Snapshot

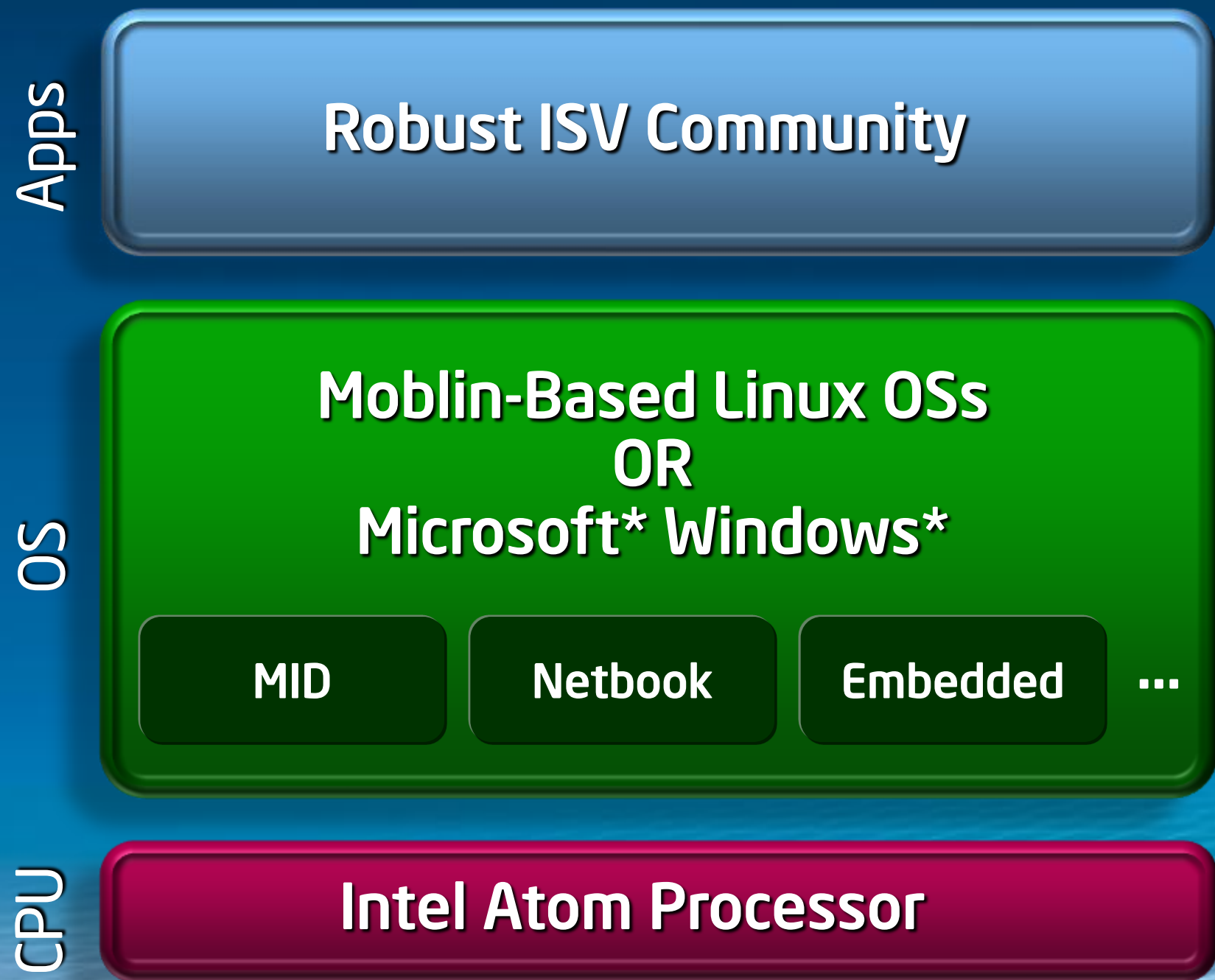


***Even the Best Point Solutions Do Not Match IA Experience***

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

\*\* Intel results for IA-based Linux MID based on McCaslin '07 platform (featuring the Stealey processor) and pre-production software stack created for test purposes that simulates performance of software stack for future Menlow based systems – actual device software may vary results.

# Software Compatibility



Flash 10 Available Across  
Windows and Linux On Same Day

Takes Advantage of  
IA Ecosystem and Tools



*Announcing Today*

**Warren Tomlin**  
Chief Creative Officer  
Fuel Industries



**fuel games**

Experiences that entertain, inspire, and challenge.  
Console, PC, mobile, online.



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# Growing Moblin-based MID Ecosystem

## Bringing Compelling User Experiences to Market



# MID Ecosystem Continues to Grow *Announcing Today*



*MIPI Display Architecture*



*UI Innovation*



*Branded Games*



*Social Networking,  
User Generated Content, &  
Location Based Services*



*Streaming Video*



*Security Solutions*



*Internet TV Programming*



*Moblin Compliant  
Applications*



*Extends Anywhere Media Access*



*Software Services*



*Virtualization Support*

# *Announcing Today*

Neusoft Joining MID Ecosystem  
Moblin Compliant Applications

**Dr Liu**

Chairman and  
Chief Executive Officer

**Neusoft**

Beyond Technology



# Design Wins for Menlow

ASUS®

aligo

BenQ



clarion®

DIGIFRIENDS  
DIGITAL GENERATION FRIENDS

FUJITSU



Hanbit

Innowell

GIGABYTE®

Inventec

KOHJINSHA

lenovo



Panasonic

SHARP



TechFaith

Wibrain

Yukyung  
International  
Co.Ltd

Form Factor



Productivity  
Netbook & MID



Consumer  
MID

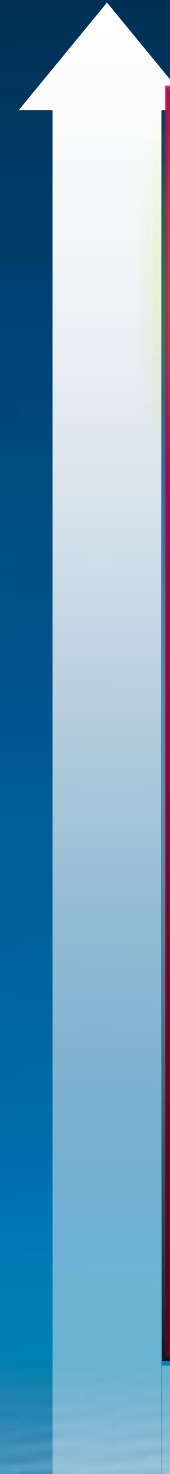


Communication  
MID

Time To Market



Ease of Penetration



Productivity  
Netbook & MID

ASUS®

FUJITSU

Panasonic®

SHARP



Consumer  
MID



Communication  
MID

Generation 1

Form Factor



# Curt Smith

Director of Applications,  
Chief Technology Office



# Rance Poehler


President  
Panasonic Computer  
Solutions Company





*Announcing Today*

Shipping in APAC  
Coming Soon in Japan and US

  
**FUJITSU**

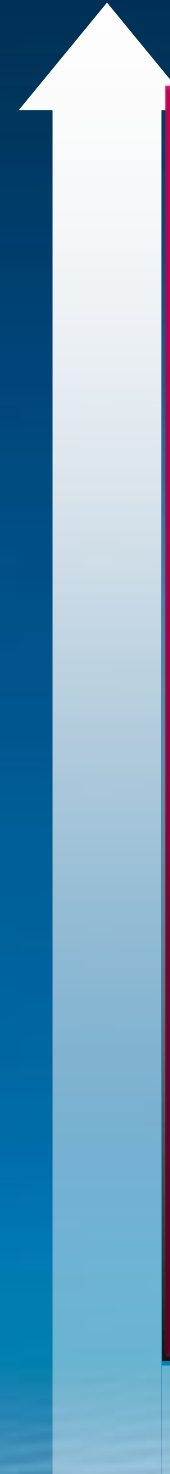
**Fujitsu Lifebook**

*No Compromise Computing on the  
World's Smallest Convertible PC*



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Ease of Penetration



Productivity  
Netbook & MID



Consumer  
MID

Generation 1

aigo 爱国者  
BenQ  
clarion  
DIGIFRIENDS



Communication  
MID

Form Factor



# *Announcing Today*

*ClarionMiND  
Coming Soon to the US*

**Mr. Tomoaki Nakamura**  
General Manager  
Business Development Office  
Clarion Co.,Ltd.

**clarion**<sup>®</sup>



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Intel Developer

# lenovo



A high-angle, top-down photograph of a woman in a purple hijab and purple top, smiling as she uses a tablet computer. She is standing in a crowded, brightly lit area with a grid floor. Other people are blurred in the background, suggesting a busy public space. The text "What's Next?" is overlaid in the center.

# What's Next?

Ease of Penetration



Productivity  
Netbook & MID



Consumer  
MID



Communication  
MID

Generation 2

Form Factor



# Moorestown: Continued Innovation

2008 / 09

2009 / 10



45nm

>10X\* Reduction  
in Idle Power  
Target Usages:  
communication

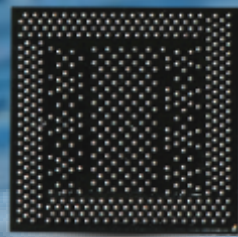


45nm

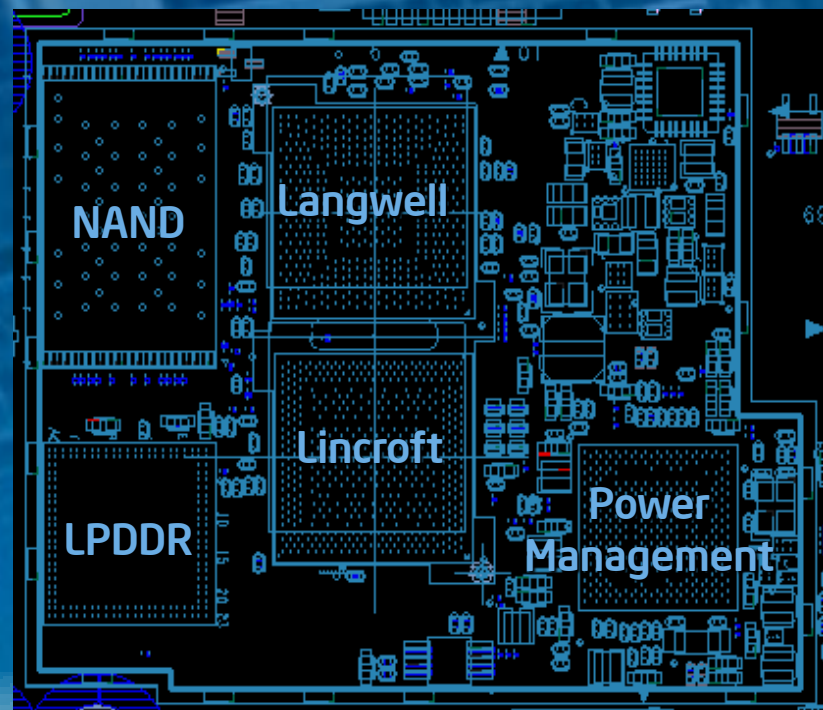
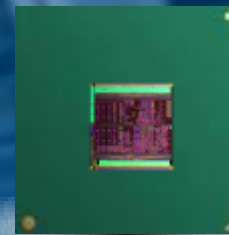
First Low Power CPU and Chipset  
designed from the Ground Up  
Target Usages: Entertainment,  
Social Networking, Information

# The Elegance of Small

Lincroft



Langwell





# Summary

Internet Going Mobile

Requirements for Delivering Innovation

Performance/Power  
Internet & Software Compatibility  
Wireless Connectivity

**We are just beginning!**



