





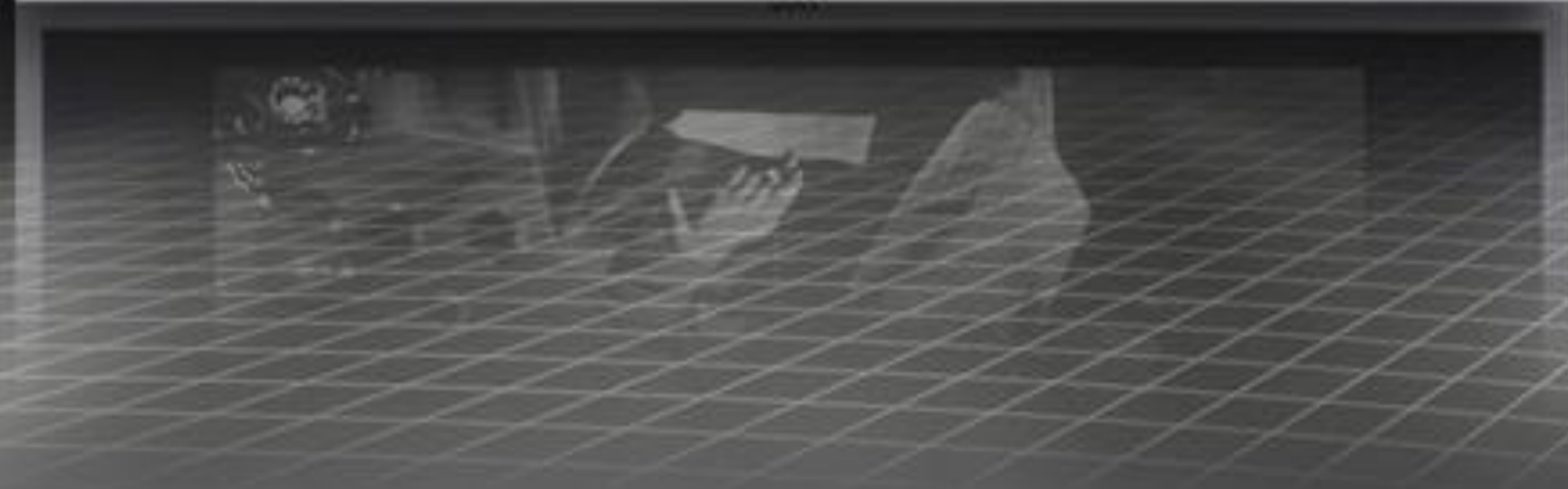


Photo 1













**the**  
**viewer**  
**is**  
**Right**



# Q Question #1:

What percentage of 2008 Superbowl viewers used a notebook or cellphone to surf the internet while watching the game?

A: 35%

B: 43%

C: 52%



# Q Question #1:



A: 35%

43%

C: 52%



# Q Question #2:

How many viewers cast votes in this year's American Idol finale?

A: 63.2M

B: 80.4M

C: 97.5M



# Q Question #2:



A: 63.2M

B: 80.4M

97.5M



# Q Question #3:

How many buttons were on the first wireless remote?

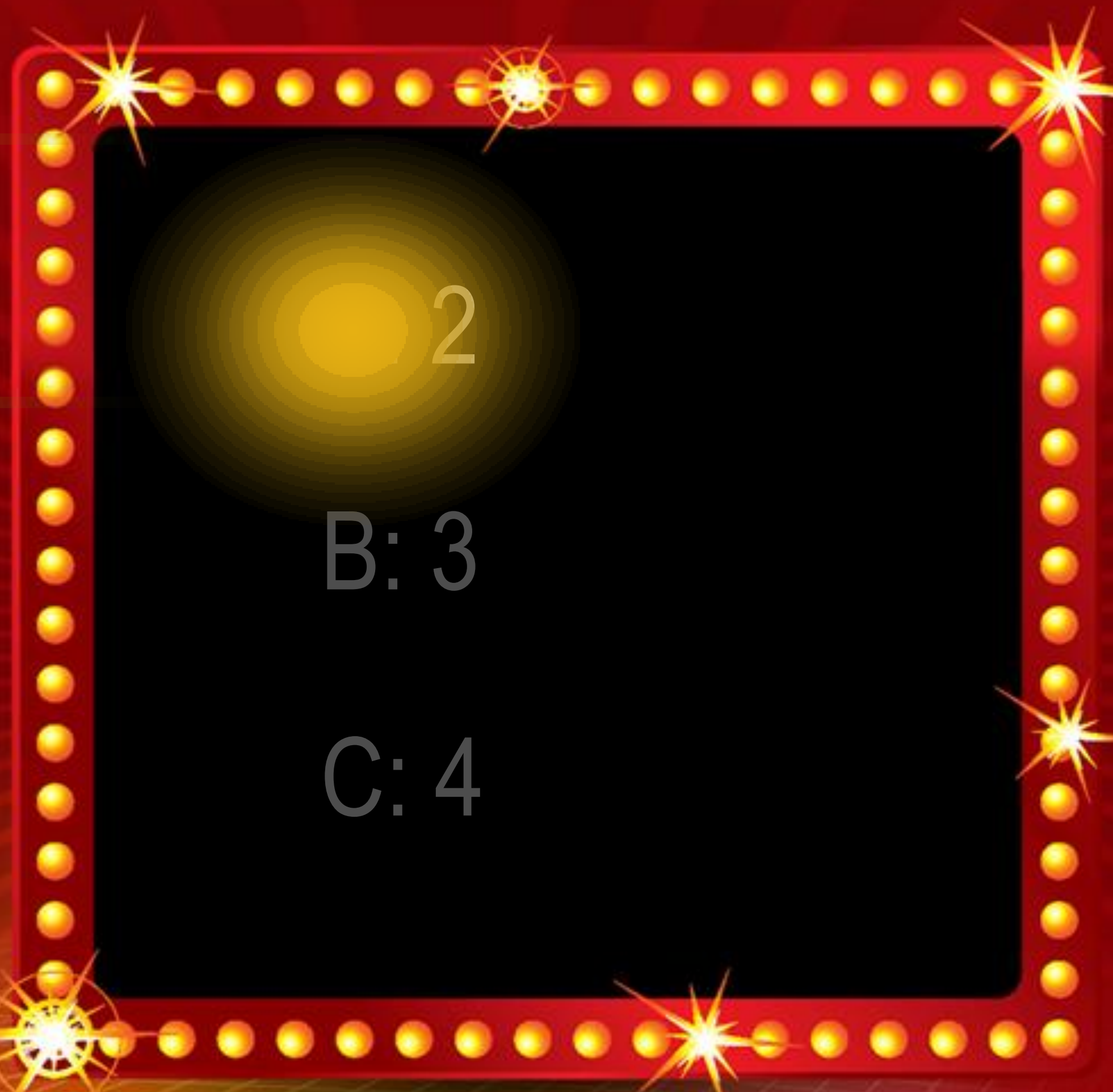
A: 2

B: 3

C: 4



# Q Question #3:



2

B: 3

C: 4





**the**  
**viewer**  
**is**  
**Right**



**RICH**







**SOCIAL**





**SIMPLE**



**TELEVISION**  
*plus*  
**INTERNET**





# Patrick Barry

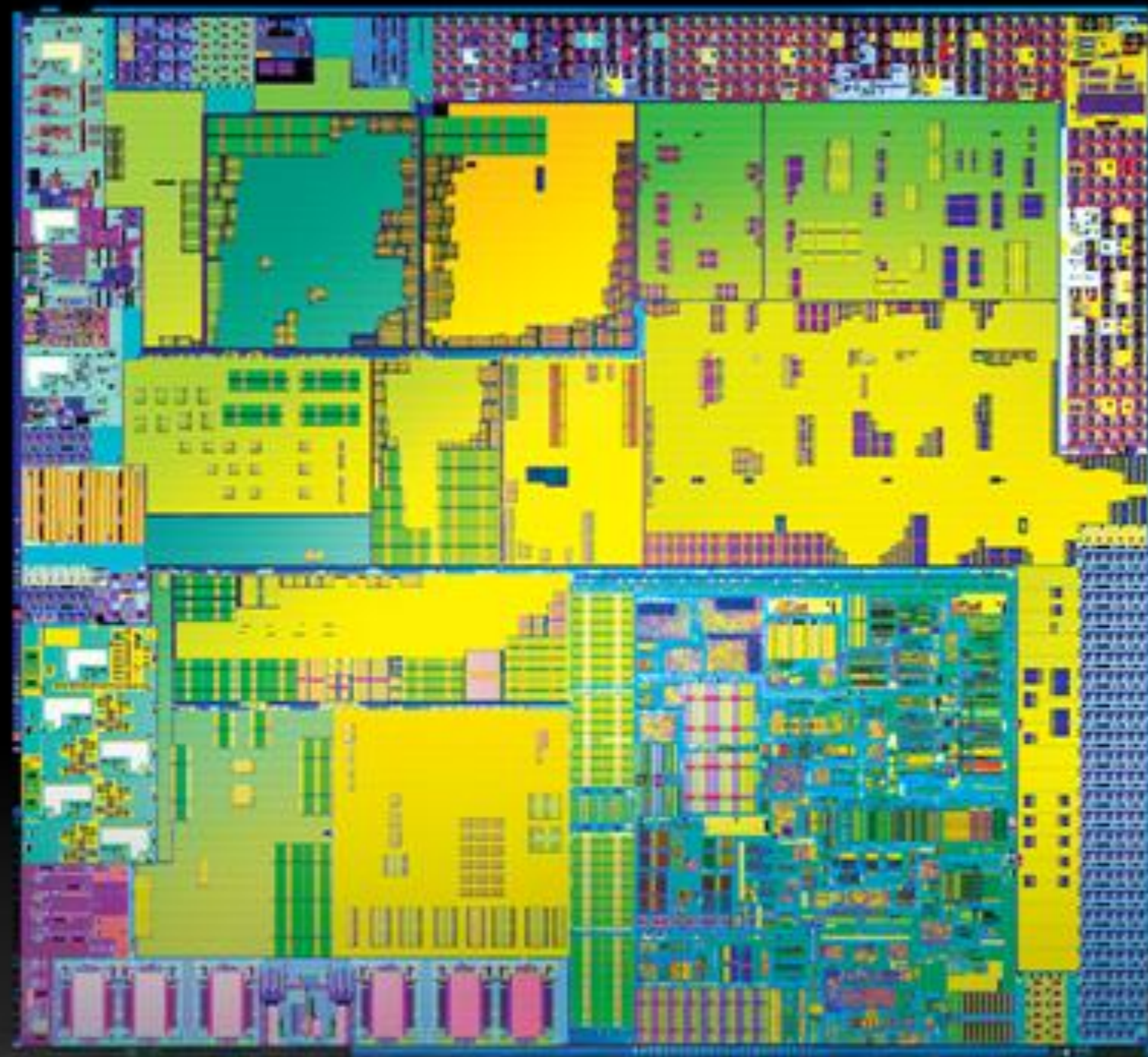
Vice President, Connected TV, Yahoo! Inc.

YAHOO!®





# Introducing the Intel® Media Processor CE 3100





# Intel® Media Processor CE 3100

**150**

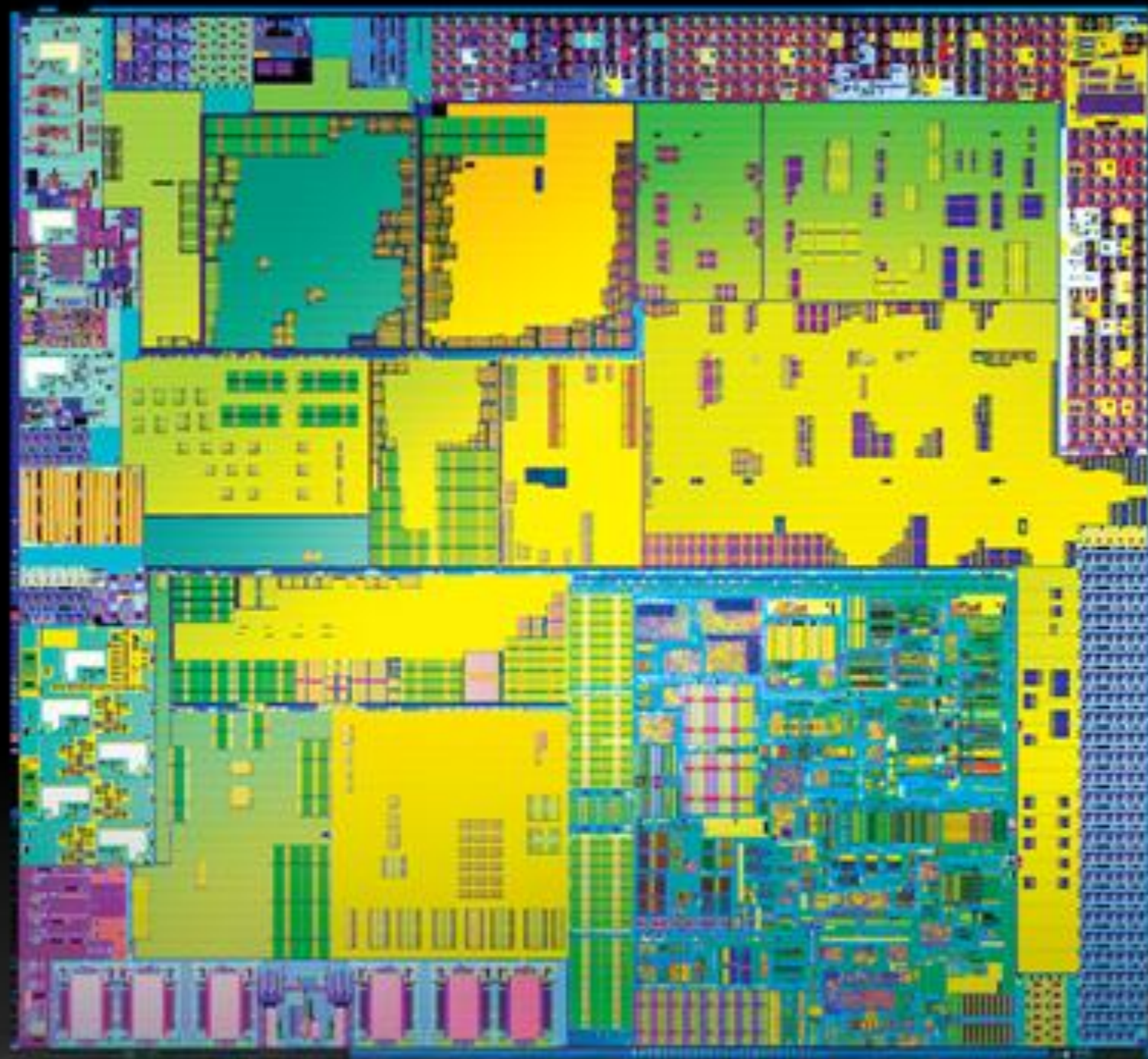
Million Transistors

**46**

Clock Domains

**15**

Unique Pieces of IP



**150**

Million Transistors

**46**

Clock Domains

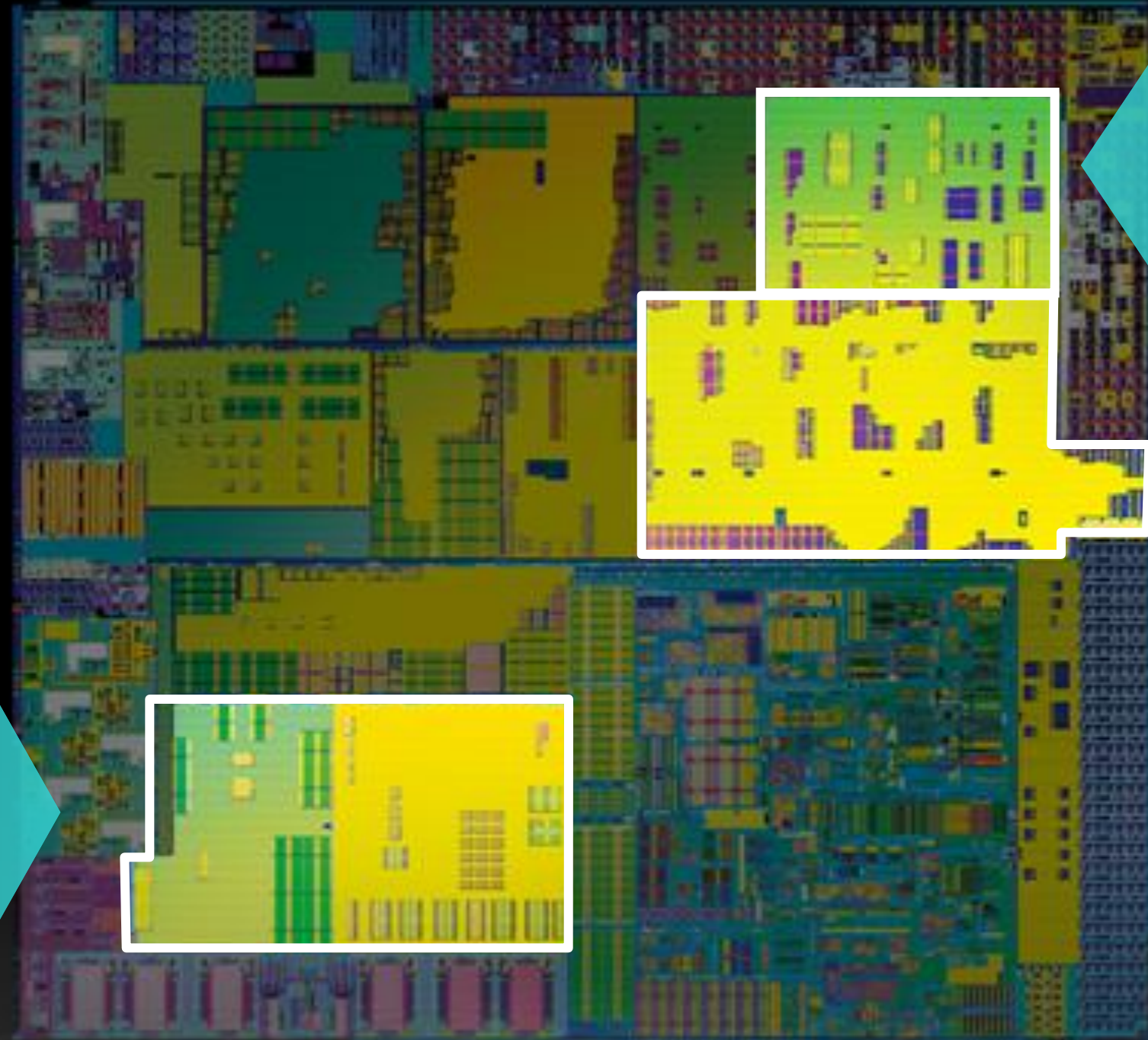
**15**

Unique Pieces of IP



# Intel<sup>®</sup> Media Play Technology

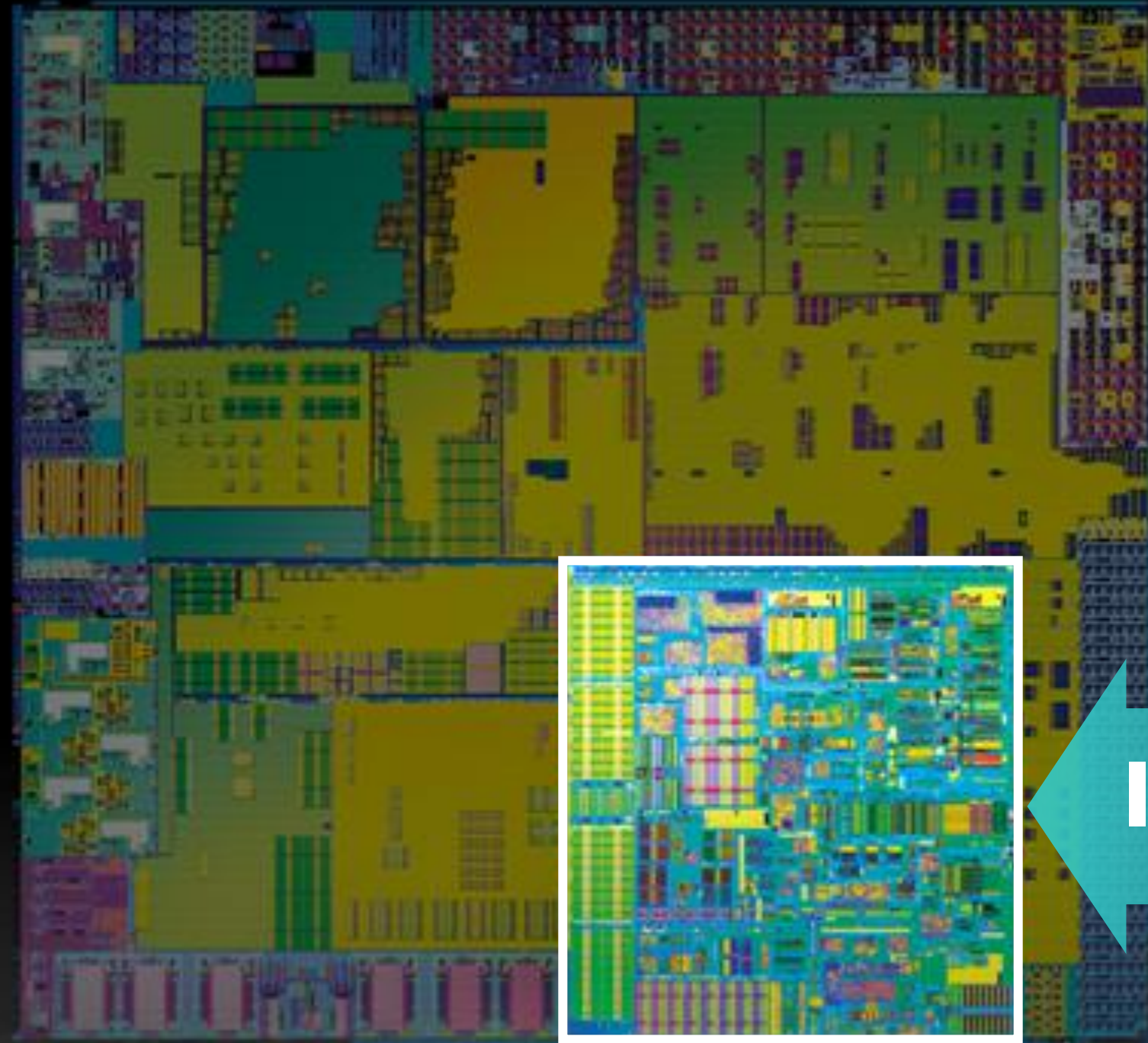
Audio/Video  
Decode



Display  
Processing Engine

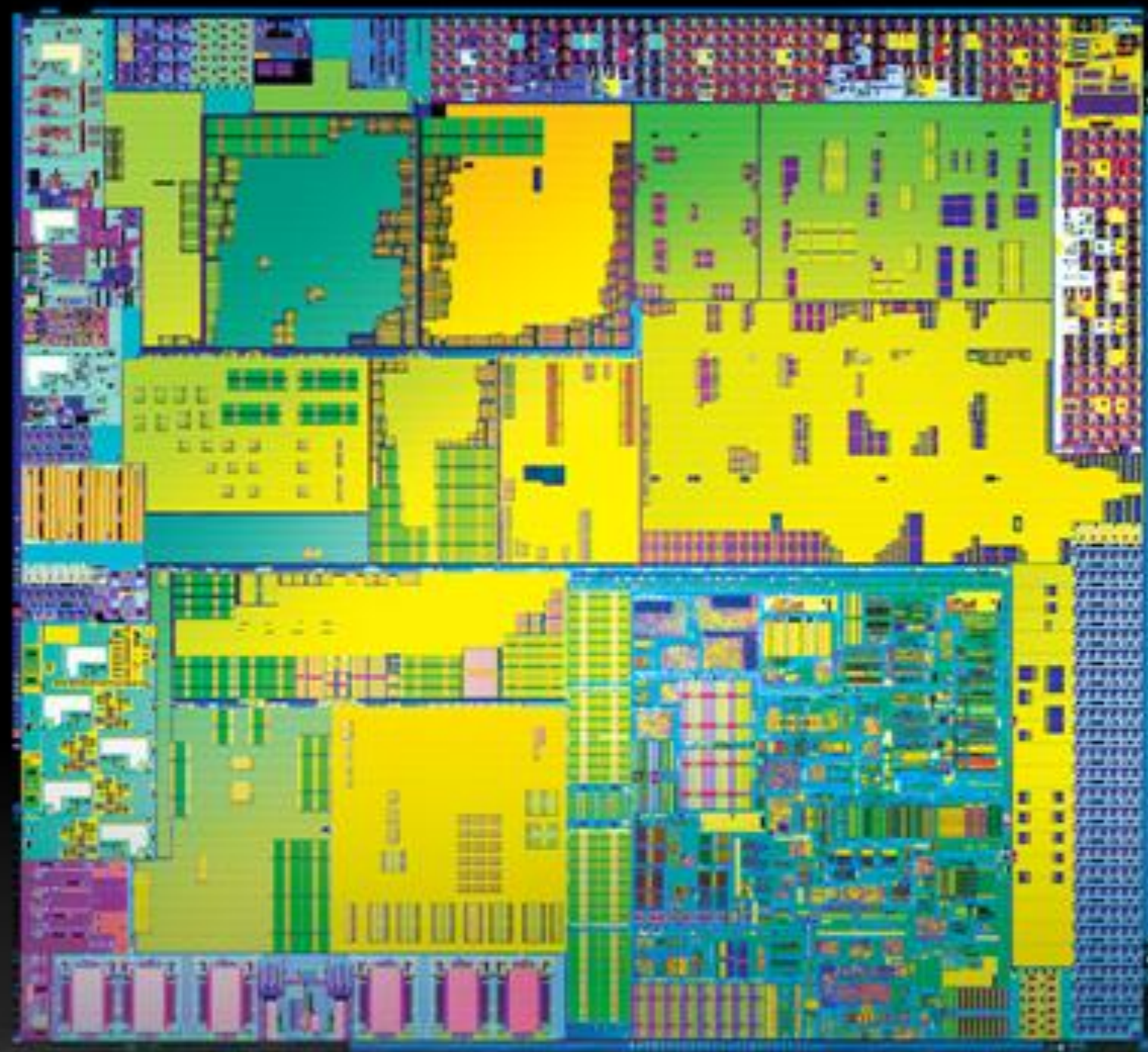
Graphics  
Engine





**IA Core**









“

We are excited to bring Flash Lite 3 to Intel's Media Processor CE 3100. The initial porting effort has been incredibly easy as a result of the IA core along with its full set of existing x86 development tools. Flash Lite 3 brings out the best in this new high performance platform from Intel enabling Rich Internet Applications to be delivered directly from the web to your television set .”

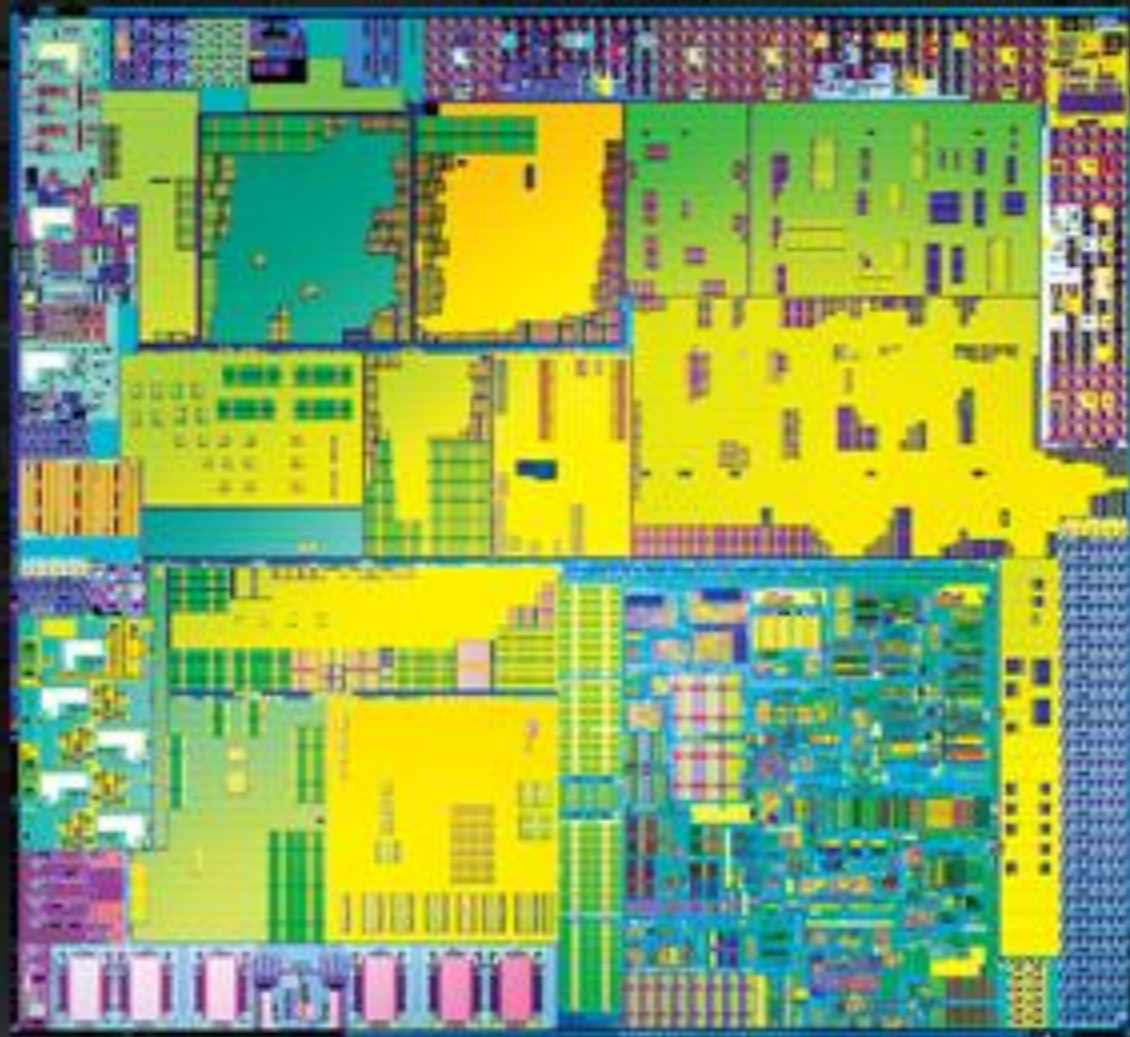


**Don Woodward**

Principal Scientist, Digital Home at Adobe



# Intel® Media Processor **CE 3100** *plus* **WIDGET CHANNEL**

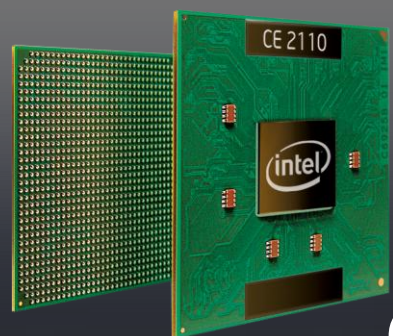




# 2007

## IA CPU & Chipset

*Performance  
Internet Compatibility  
Software Ecosystem*



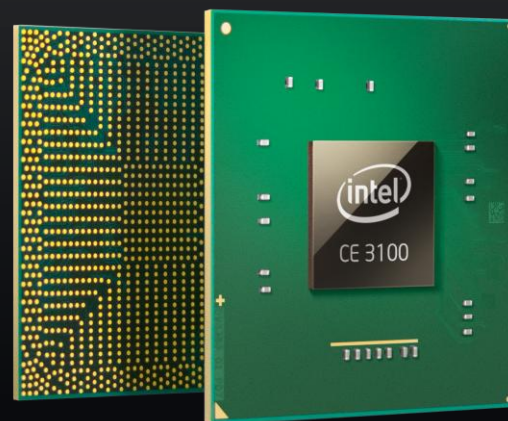
## Intel® Media Processor 2110

*Cost-Effective Integration  
AV Decoders*

# 2008

## Intel® Media Processor CE 3100

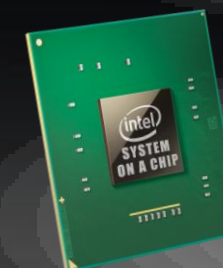
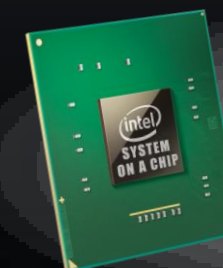
*Multiple Segments*



# 2009+

## Future IA SoCs

*Optimized for Segments  
45nm & Silverthorne  
First is Sodaville*



All products, computer systems, dates and figures specified are preliminary based on current expectations, and are subject to change without notice.



**TELEVISION**  
*plus*  
**INTERNET**





**MEET**

**THE**

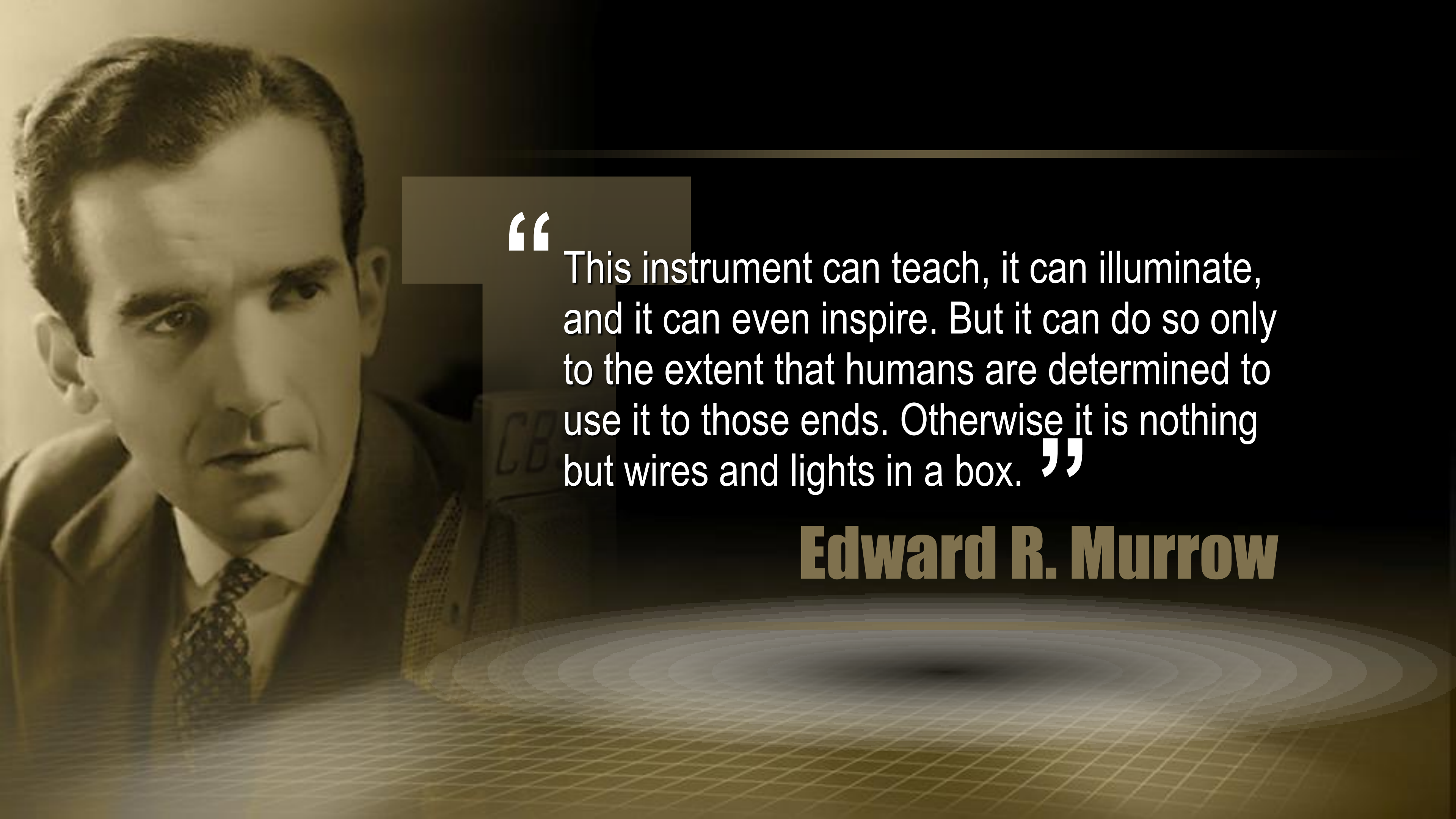
**PLAYERS**



**TELEVISION**  
*plus*  
**INTERNET**







“ This instrument can teach, it can illuminate, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is nothing but wires and lights in a box. ”

**Edward R. Murrow**



For More Information Go To  
<http://www.intelconsumerelectronics.com/>

