



**2005**

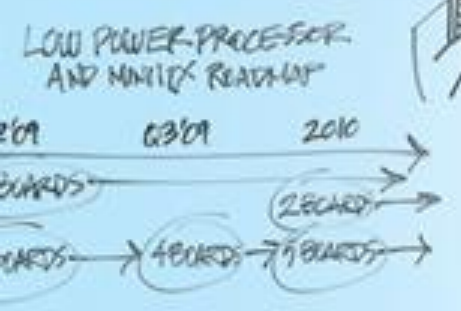
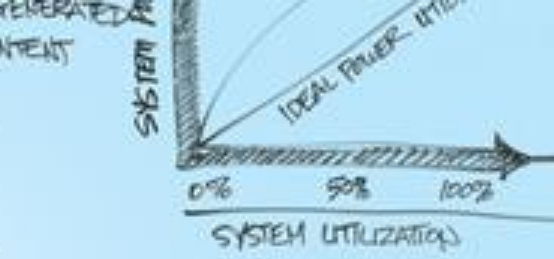
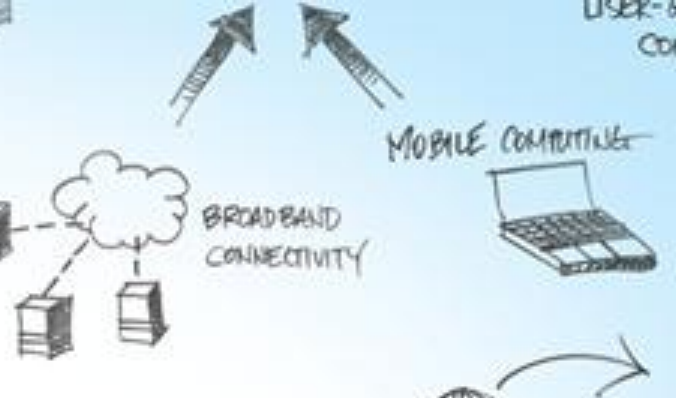
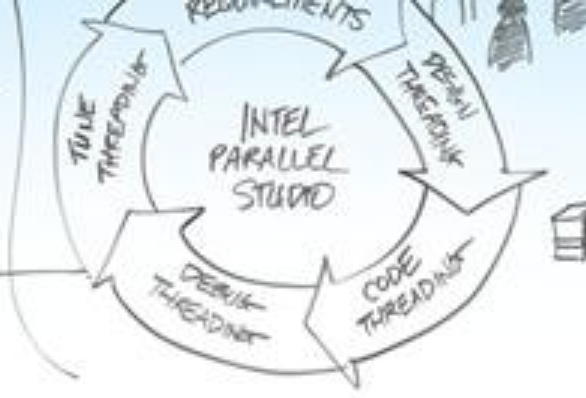
- 5.1M BOPS
- 8 RACKS
- 126 SERVERS
- 240 SQ FT
- 48 KW

**2009**

- 5.1M BOPS
- 1 RACK
- 17 SERVERS
- 40 SQ FT
- 6 KW

**THE BOTTOM LINE**

- FLOOR SPACE 83%
- ENERGY COSTS 87%
- ENERGY SAVINGS \$5K

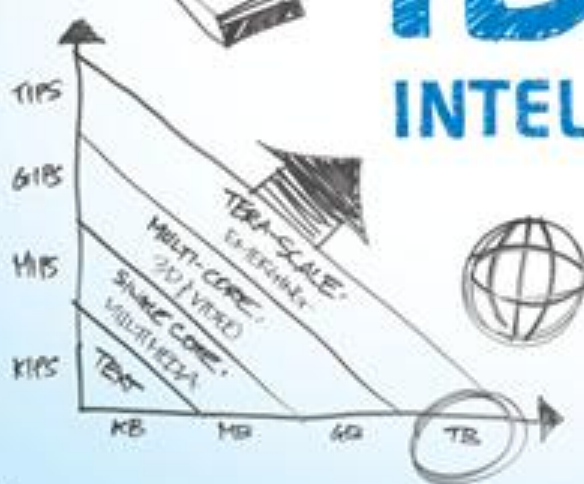
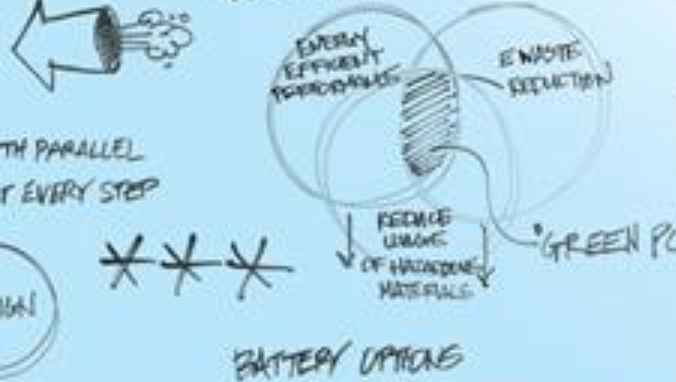


# IDF2009

## INTEL DEVELOPER FORUM

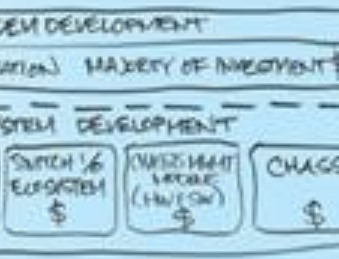
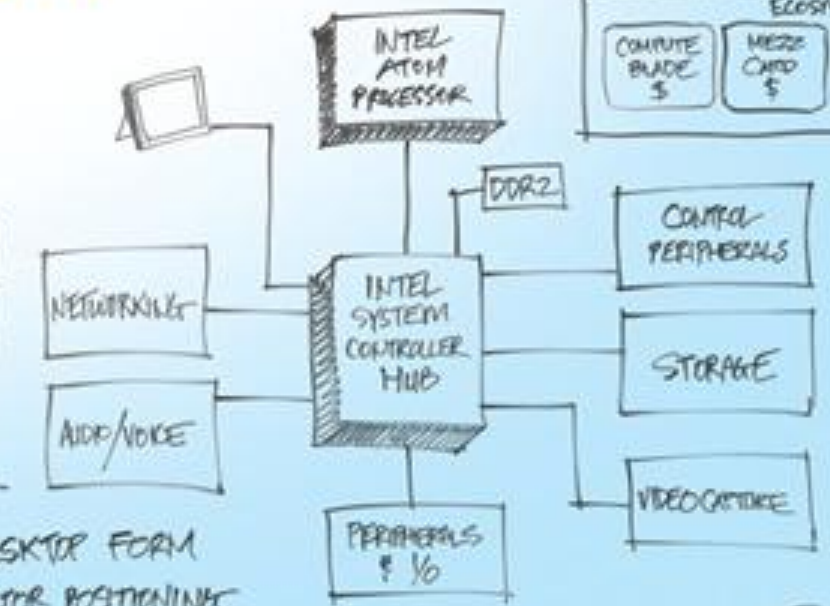


### VECTORS OF A 'GREEN' DESKTOP



**STORAGE: HARD DISK DRIVE OPTIONS**

	2.5" HDD	1.8" HDD
CAPACITY	160-250 GB	60-120 GB
THICKNESS	7.95 mm	5 mm
PLATTER	DUAL	SINGLE
COST	1x	2x
		SAME CAPACITY



### INTEL CORE I7 PROCESSOR PIPELINE



### HEAT: IMMERSIVE CONNECTED EXPERIENCES



### DESKTOP FORM FACTOR POSITIONING



**EOD-ENERGY: TWO SIDES OF THE COIN**



INTEL MICROPROCESSOR	OPERATING FREQUENCY	TRANSISTORS	PROCESSOR TECHNOLOGY
NEHALEM	3.06 GHz	731M	45nm
WESTMERE	3.06 GHz	731M	32nm





# The Platform for CE Innovation









**Intel® Media  
Processor CE3100**  
*Launched last year in Q3*







TODAY IS SO YESTERDAY. YESTERDAY.

# Suri Medapati

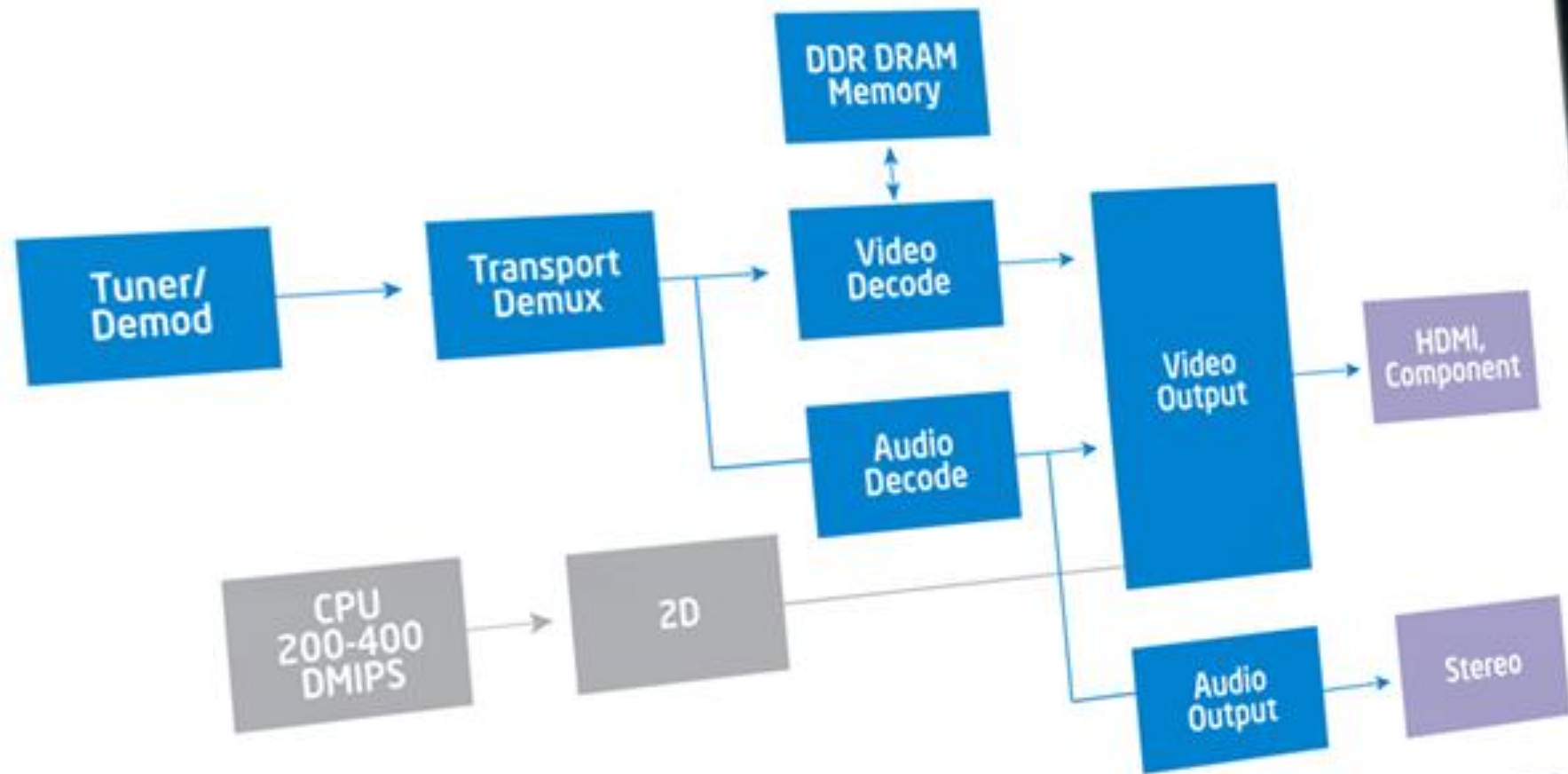
Principal Engineer  
and Architect  
Digital Home Group



Play  
Intel for consumers









cable

TV Listings  
9:08pm

TELE  
LIST

Terminal  
9-9:30p

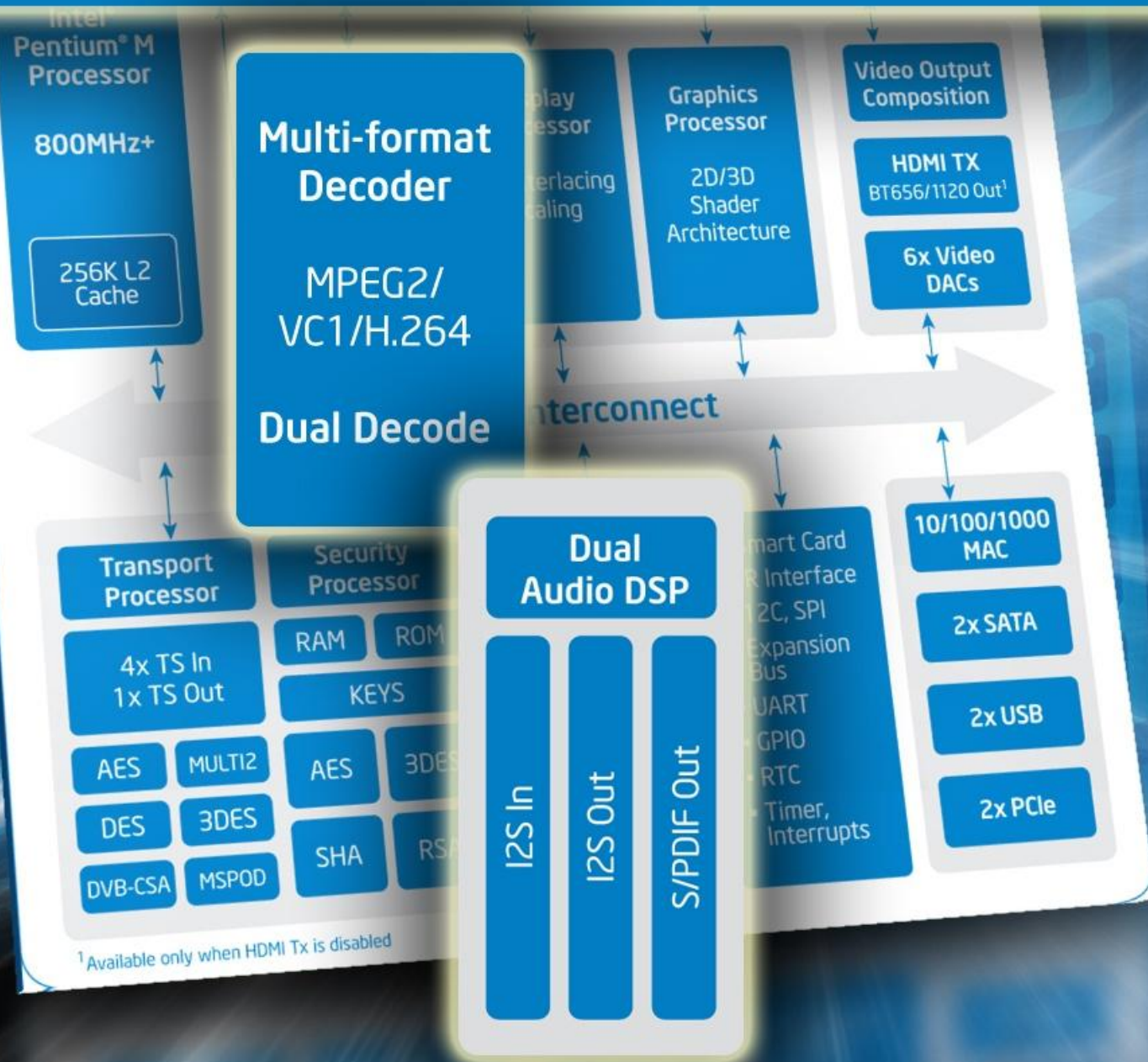
A story about a man who deserve more attention than life. Soon, he found himself trapped in terminal.



Today	9:00p	9:30p	10:00p	▶
6 PBS	Bill Moyer's Journal	Robin & Friends	Big Love	
7 CW	SmackDown!		According Jim	
8 MNT	Paradise Hotel 2			
9 ION	Terminal		Terminal 2	
10 TELMUN	Dona Barbara		Don Juan	

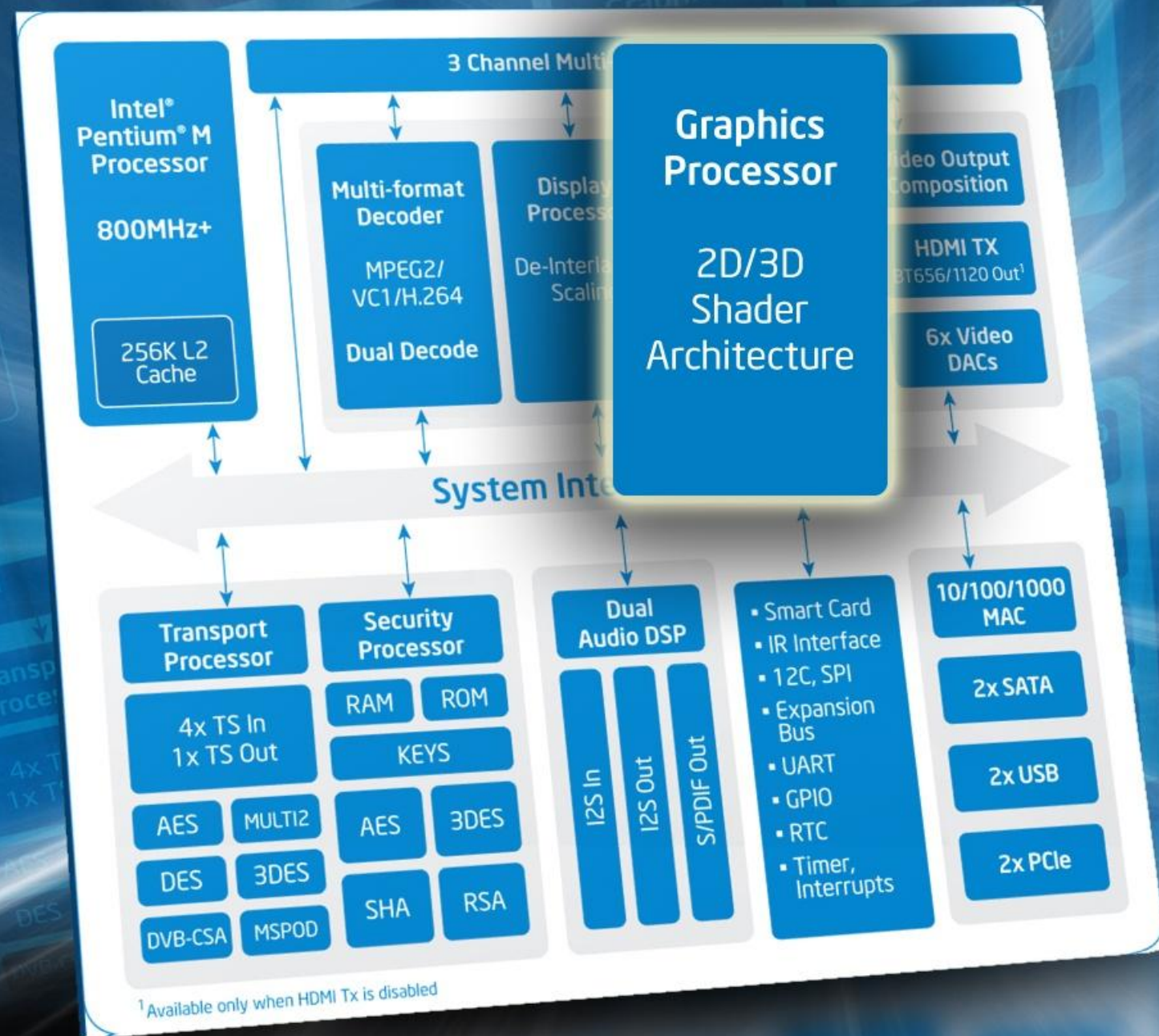


## 3 Channel Multi-Port DDR2 Controller



# Intel Media Processor CE3100 Block Diagram





<sup>1</sup> Available only when HDMI Tx is disabled

# Intel Media Processor CE3100 Block Diagram





**IDF2009**  
INTEL DEVELOPER FORUM



Intel®  
Pentium® M  
Processor

800MHz+

256K L2  
Cache

Multi-format  
Decoder

MPEG2/  
VC1/H.264

Dual Decode

3 Channel Multi-Port DDR2 Controller

Display Processor  
Interlacing  
Scaling

Graphics Processor  
2D/3D  
Shader  
Architecture

Video Output  
Composition  
HDMI TX  
BT656/1120 Out<sup>1</sup>  
6x Video  
DACs

Interconnect

Transport Processor  
4x TS In  
1x TS Out  
AES  
MULTI2  
DES  
3DES  
DVB-CSA  
MSPOD

Security Processor  
RAM  
ROM  
KEYS  
AES  
3DES  
SHA  
RSA

Dual Audio DSP  
I2S In  
I2S Out  
S/PDIF Out

- Smart Card
- IR Interface
- I2C, SPI
- Expansion Bus
- UART
- GPIO
- RTC
- Timer, Interrupts

10/100/1000  
MAC  
2x SATA  
2x USB  
2x PCIe

<sup>1</sup> Available only when HDMI Tx is disabled

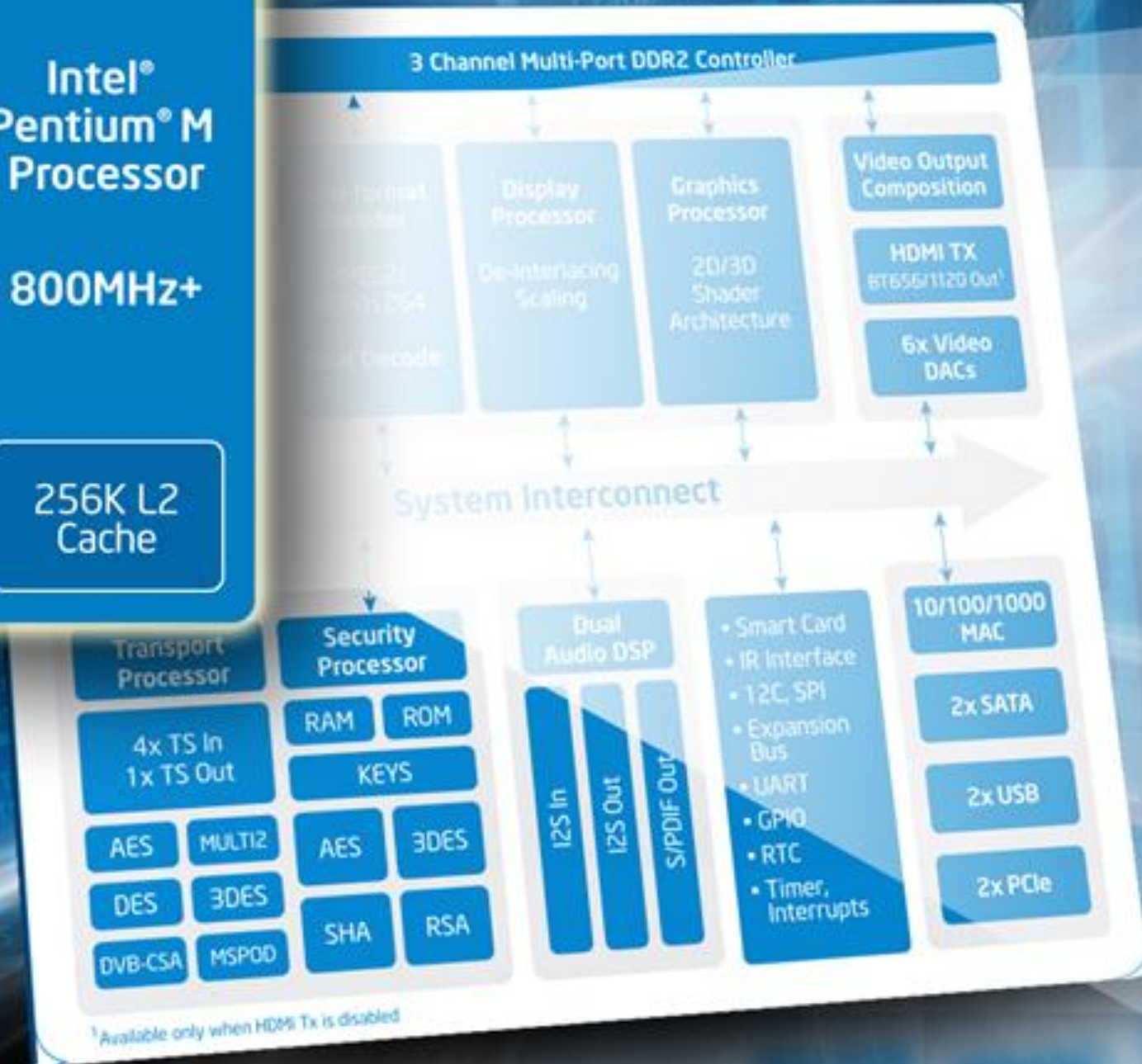
# Intel Media Processor CE3100 Block Diagram



Intel®  
Pentium® M  
Processor

800MHz+

256K L2  
Cache



**GET YOUR GAME ON**  
with new Dell® XPS & Alienware™ laptops!

INTEL® CORE™ i7 920XM 2.0GHZ PROCESSOR  
1GB NVIDIA GEFORCE® GTX 260M GRAPHICS CARD

 **VIEW AD**  
SHARE  
EMAIL M  
CUSTOM

**IDF2009**  
INTEL DEVELOPER FORUM

**YOU MIGHT ALSO LIKE**  
**NUMB3RS**  
FRIDAY 10|9c

 **WATCH NOW**  
SAVE FOR LATER  
IGNORE

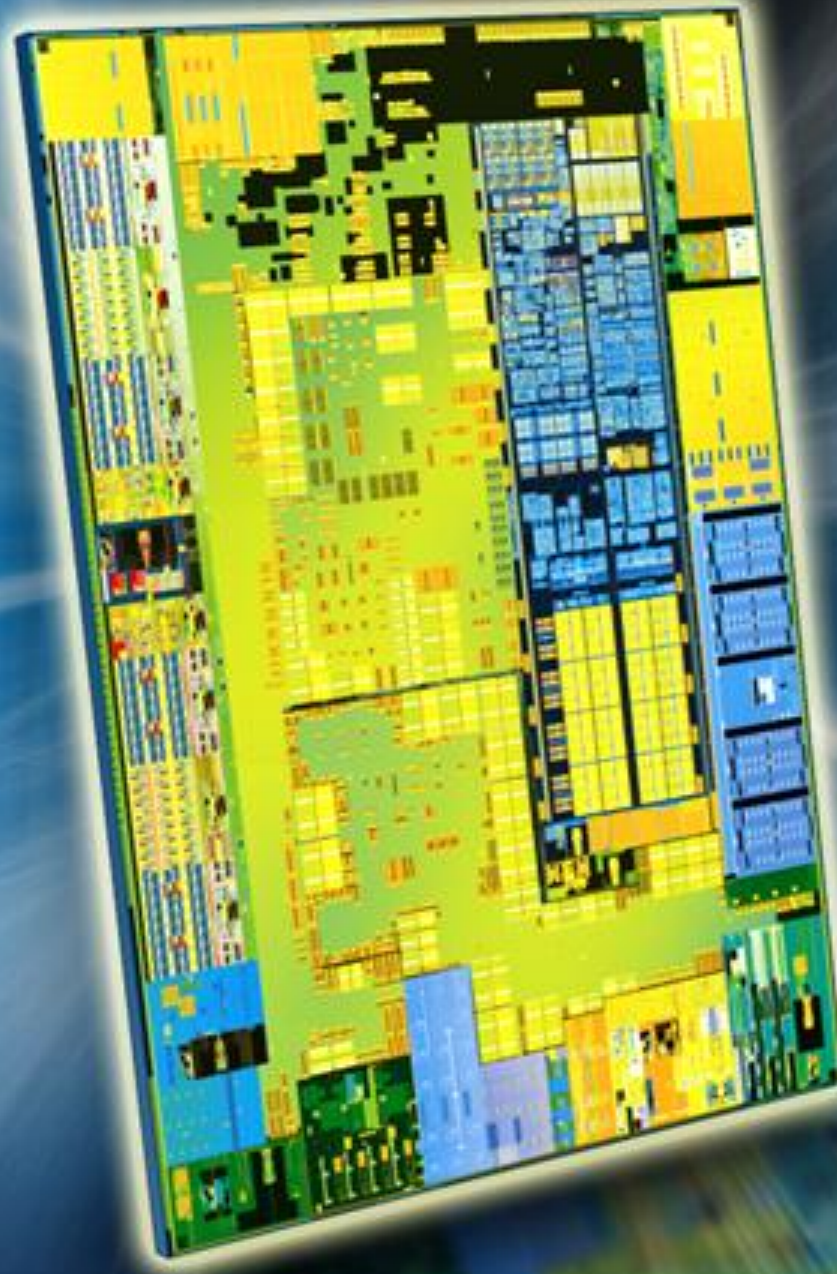


# 3 Vectors of Innovation



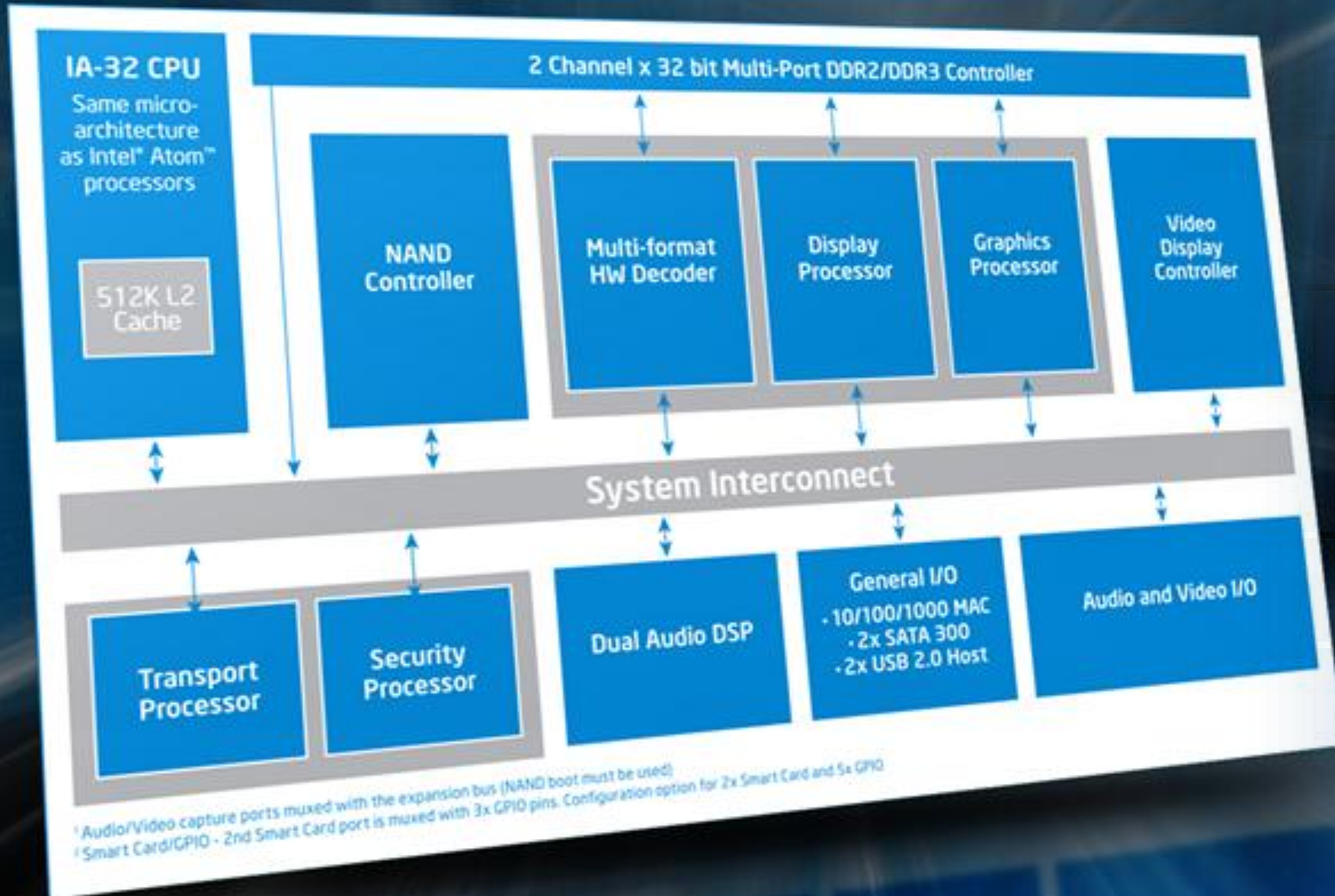


# Introducing the Intel® Atom™ Processor CE4100





# Intel® Atom™ Processor CE4100



*Based on Atom and 45nm*

*Supports dual 1080p decode, high end-audio, but now supports MPEG4*

*Doubled 2D/3D Graphics Clock Speed*

*Integrated Uncompressed 1080p A/V Capture*

*Integrated NAND Controller*

*Memory Support for DDR2 and DDR3*



# Intel® Atom™ Processor CE4100 Delivers

*Performance*

*Backward Compatible with CE3100*

*Reduced Bill of Materials*





**Malachy Moynihan**  
Vice President of  
Video Product Strategy  
Cisco



# Current Video Market



**In  
Transition**



# A fragmented video ecosystem...

## Consumer Experience

**Content fragmentation**  
*Broadcast, premium, UGC*

**Device and screen fragmentation**  
*TV, PC, Mobile, Gaming, PDA*

**Interactivity fragmentation**  
*Lean back,  
Lean forward, Social*

## Business Models

**Subscription fragmentation**  
*Broadband, TV, Mobile,  
Movie rentals, OTT*

**Free vs. Paid**

**Ad dollars fragmentation**  
*Transition from linear  
TV to online*



...moving towards a more holistic view...

### Content Providers

Compelling Content

More Eyeballs

Brand Leverage

### Service Providers

Intermediary to  
Value Add

Profitability

Network Value

### Consumers

Unified Experiences

Location Independence

Perceived Value



# Unified Video Experiences: Profitable Business Models Across Ecosystem





From the first moon landing...





# ...to the first IP Olympics in Beijing



Beijing 2008

- News
- Schedules & Results
- Medals
- Athletes & Teams
- Sports
- Venues

Official website of the Beijing 2008 Olympic Games August 8-24, 2008

同 - 一个世界 同一个梦想 One World One Dream

August 8 - 24, 2008

-2 -1 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Schedules by Sport

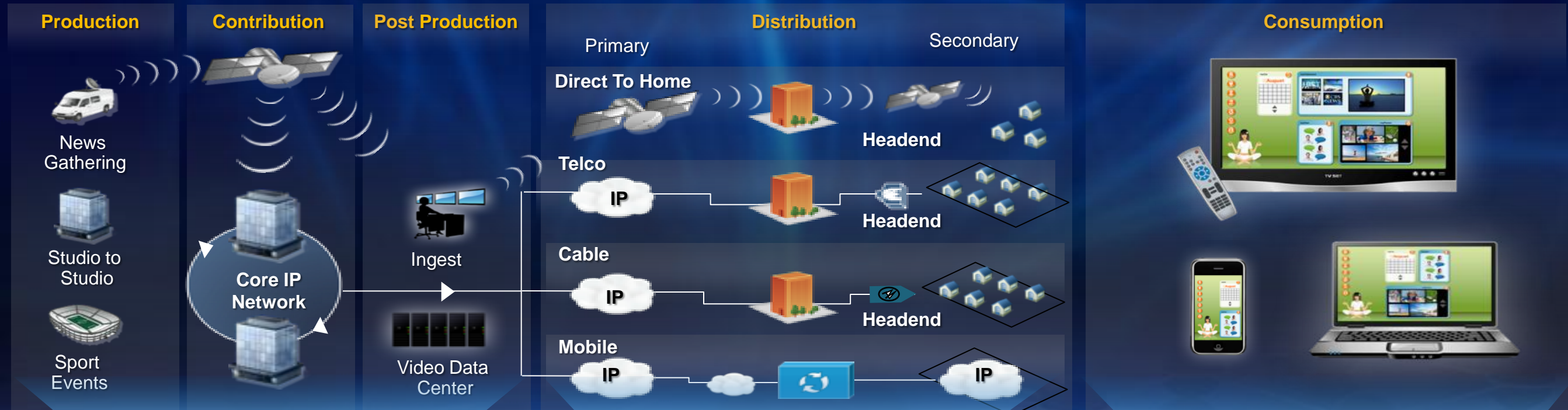
Bulletins | Media

- Media accreditation convenience for press
- Media notice: Paralympic flame lighting ceremony
- License plate application procedures for the Games
- Notice on competition schedule changes for the Beijing 2008 Olympic Games
- Press application procedures for foreign nationals
- Beijing 2008 Cultural Guide





# Medianet Creates New Value Across the Ecosystem, and Cisco Technology, Solutions, and Services Accelerate this Evolution



Content Providers



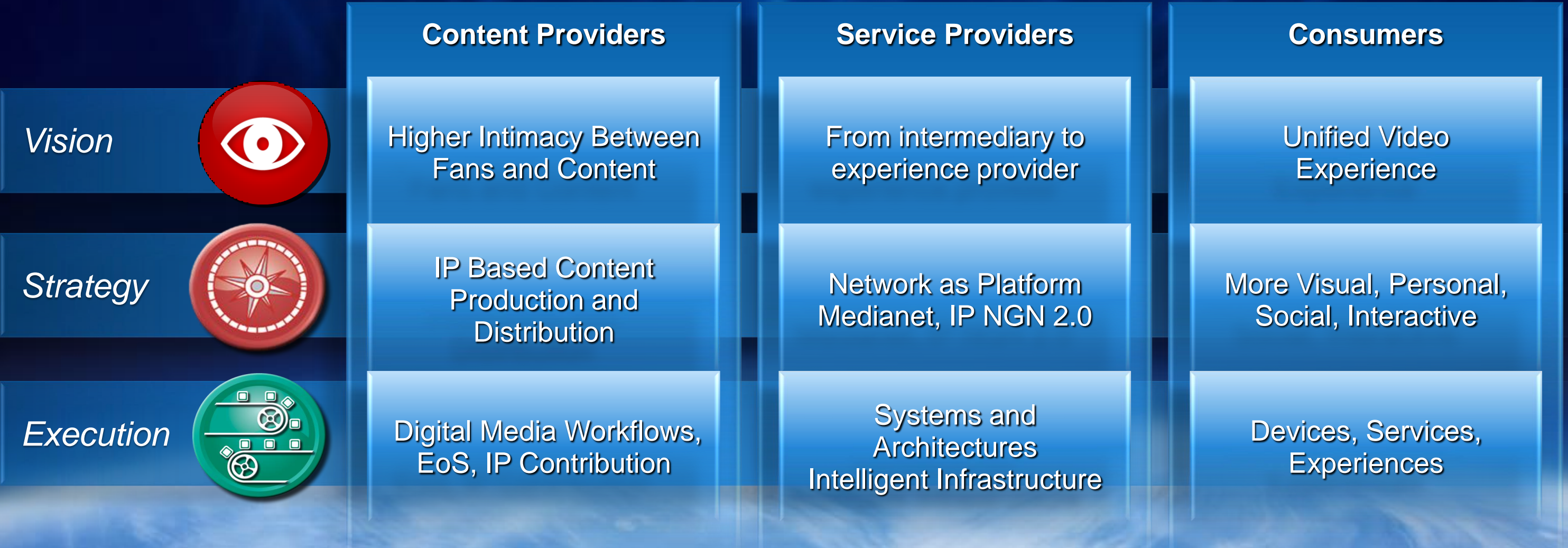
Service Providers



Consumers



# Cisco Powers IP Video Transformation







**IDF2009**  
INTEL DEVELOPER FORUM

open  
screen  
project

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### Singular experience, multiple devices

The Open Screen Project is an industry-wide initiative, led by Adobe and backed by other industry leaders who all share one clear vision: **Enable consumers to engage with rich Internet experiences seamlessly across any device, anywhere.** Explore these videos and see what's possible.



On the go



Everyday life





*Simple*

*Social*

*Rich*

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**IDF2009**  
INTEL DEVELOPER FORUM



**Singular experience, multiple devices**

The Open Screen Project is an industry-wide initiative, led by Adobe and backed by other industry leaders who all share one clear vision: **Enable consumers to engage with rich Internet experiences seamlessly across any device, anywhere.** Explore these videos and see what's possible.

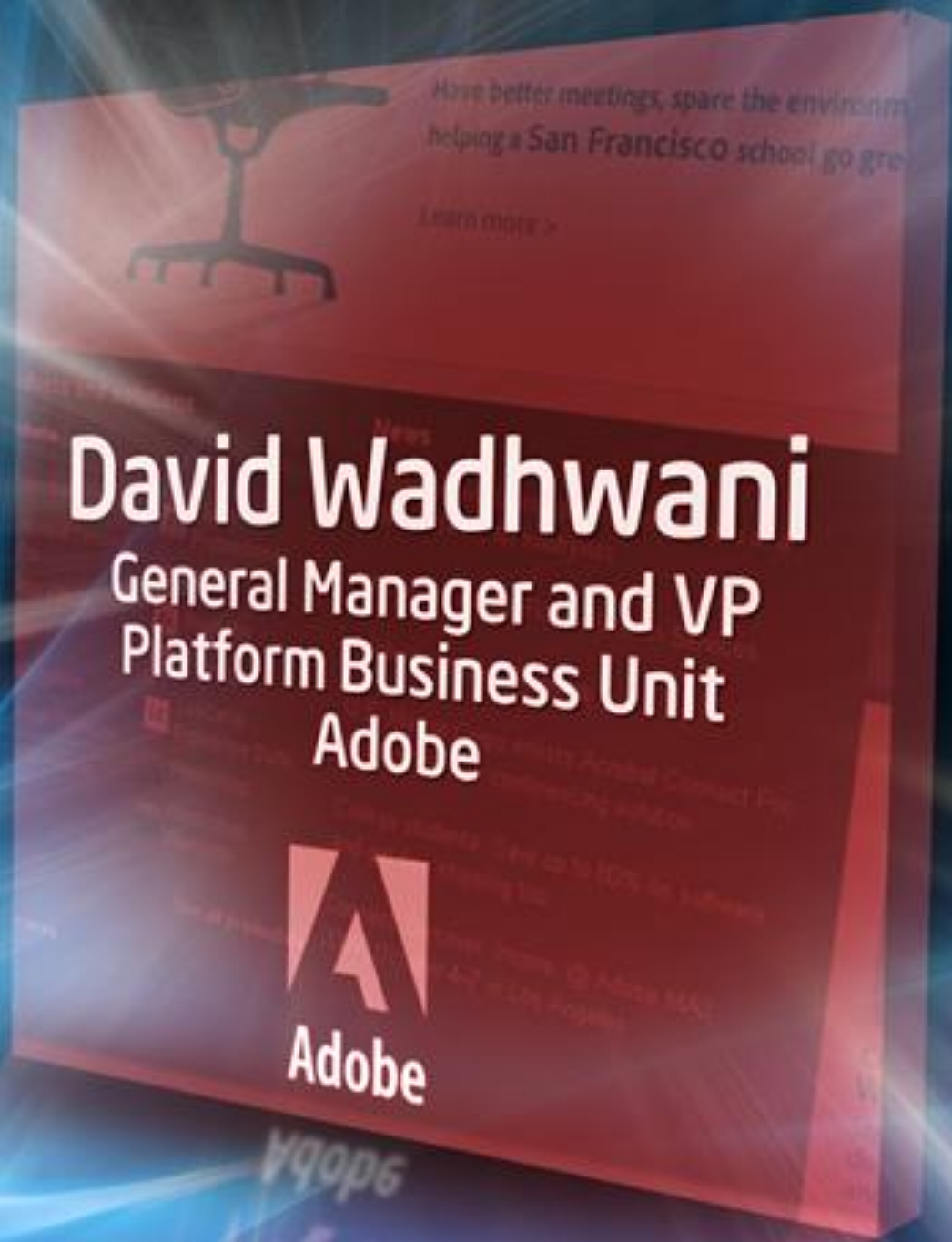


On the go



Everyday life






Have better meetings, spare the environment  
helping a San Francisco school go green

[Learn more >](#)

**David Wadhvani**  
General Manager and VP  
Platform Business Unit  
Adobe



Adobe



open  
screen  
project

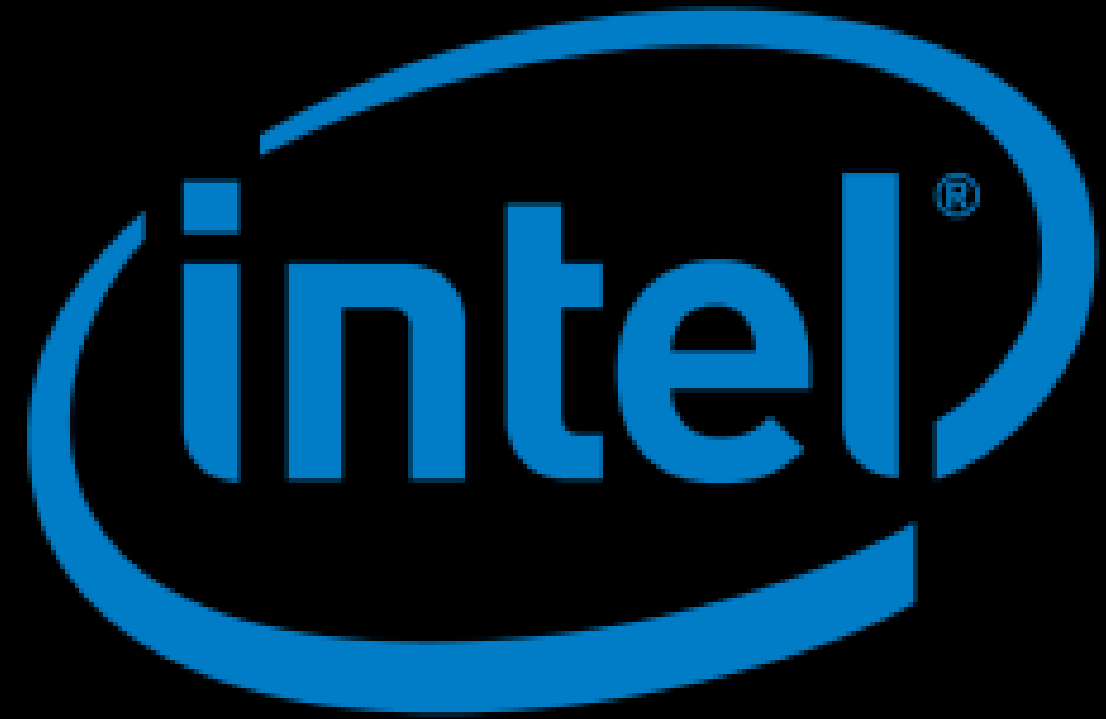


Singular experience, Multiple devices





**Adobe**







12

The New York Times

LAUNCH



50°

San Francisco

Hi 52° Low 47°

AccuWeather



ADBE

+0.23

18.73



KKDW

+0.12

17.21



BRCM

-0.32

1.42



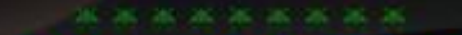
VUNM

+0.75

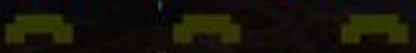
67.36

NASDAQ

HIGH SCORE: 1 SUFFIX 32,400 2. JTM 32,240 3. DJ



INVADERZ!





# Worldwide Media Advertising Revenue

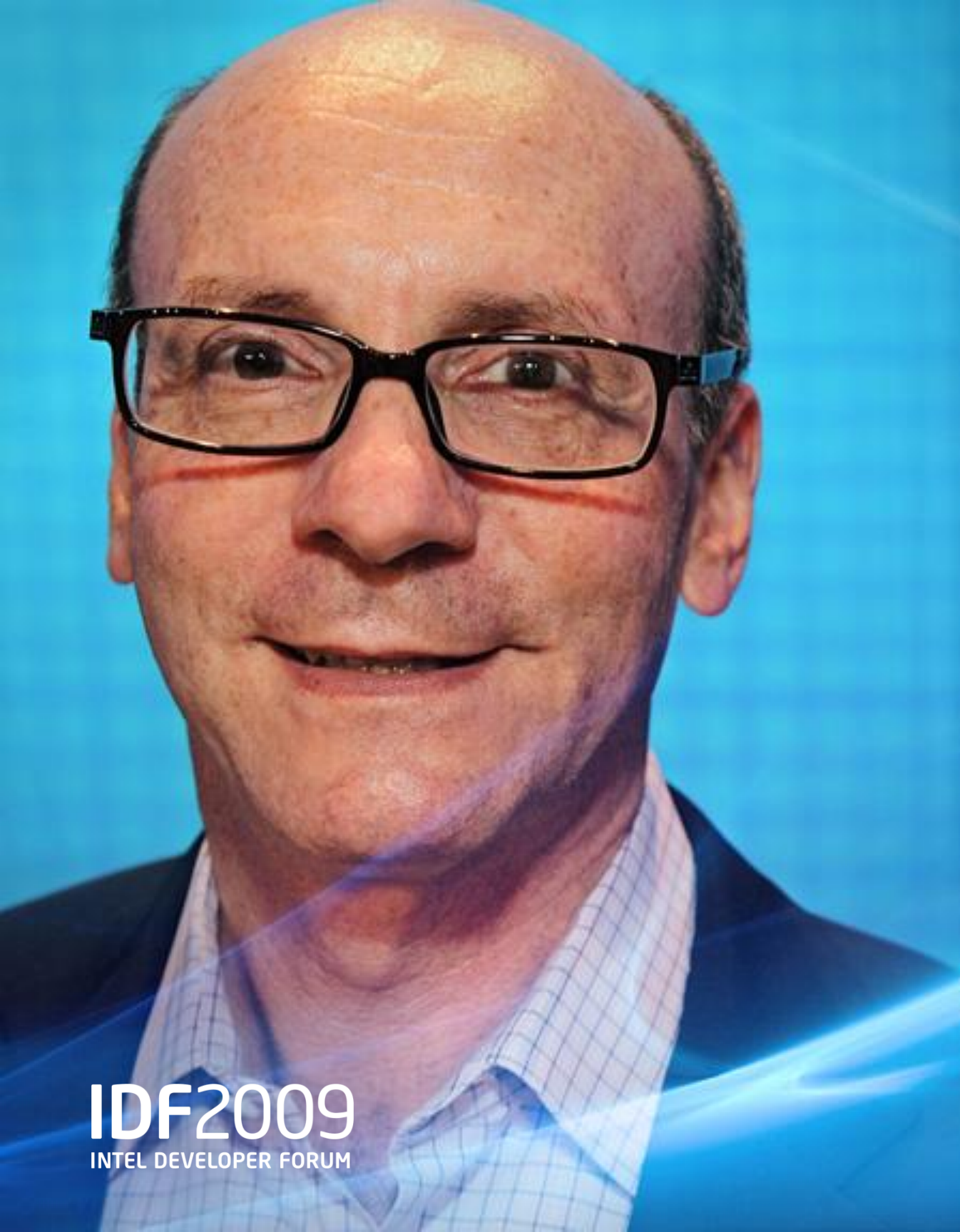




# Worldwide Media Advertising Revenue







**George  
Schweitzer**  
President, CBS Marketing





- Cell Phones
- Desktops
- Digital Cameras
- Laptops
- MP3 Players

Home > Reviews > Watch This

## WATCH THIS



September 10, 2009 3:28 PM PDT

# Countdown to the new TV season

by George Schweitzer

Post a comment

We've waited all summer and now it's almost here: on Monday, September 21, the new television season officially begins. "Officially" is when Nielsen says it begins, because in the ratings race, Nielsen is the scorekeeper. The TV networks will launch more than 40 new shows in the course of a few weeks. Fortunes and careers will be made and lost in that time. This is one of the only industries that launches so much new product all at once against its toughest competition. This doesn't happen with soft drinks, toothpaste, or detergent.

But that's also what makes show business so much fun! In May we announced our new shows and fall schedule. We developed marketing campaigns for each. We created on-air promotional spots, radio commercials, outdoor billboards, search ads, cable TV ads, and more. Beyond that, we even developed the world's first video-

<http://reviews.cnet.com/watch-this/>



$R^+ = :)$



$R^- = :$



$R^+ = \frac{:) + \$ + \text{Food}}{\text{Job}}$







MONDAY	8:00	8:30	9:00	9:30	10:00	10:30
CBS	How I Met Your Mother (NTP) 9/21	Accidentally On Purpose (N) 9/21	Two And A Half Men 9/21	The Big Bang Theory (NTP) 9/21	CSI: Miami 9/21	
NBC	Heroes (NTP) 9/21		Trauma (NEW) 9/28		The Jay Leno Show - Mon (NEW) 9/14	
ABC	Dancing With The Stars 9/21					Castle 9/21
FOX	House 9/21		Lie To Me (NTP) 9/28		No Network Programming	
CW	One Tree Hill (NTP) 9/14		Gossip Girl (NTP) 9/14		No Network Programming	
<b>TUESDAY</b>						
CBS	NCIS 9/22		NCIS: Los Angeles (NEW) 9/22		The Good Wife (NEW) 9/22	
NBC	The Biggest Loser 9/15					The Jay Leno Show - Tue (NEW) 9/15
ABC	Shark Tank (NEW) 9/29 / V (NEW) 11/3		Dancing With The Stars Results 9/29		The Forgotten (NEW) 9/22	
FOX	Hell's Kitchen 9/29		So You Think You Can Dance-Tue (NTP) 9/29 (10/27 8-10pm)		No Network Programming	
CW	90210 9/8		Melrose Place (NEW) 9/8		No Network Programming	
<b>WEDNESDAY</b>						
CBS	New Adventures Of Old Christine 9/23	Gary Unmarried 9/23	Criminal Minds 9/23		CSI: NY 9/23	
NBC	Mercy (NEW) 9/23		Law & Order: SVU (NTP) 9/23		The Jay Leno Show - Wed (NEW) 9/16	
ABC	Hank (NEW) 9/30	The Middle (NEW) 9/30	Modern Family (NEW) 9/23	Cougar Town (NEW) 9/23	Eastwick (NEW) 9/23	
FOX	So You Think You Can Dance-Wed (NTP) 9/16		Glee (NEW) 9/16		No Network Programming	
CW	America's Next Top Model 9/9		The Beautiful Life (NEW) 9/16		No Network Programming	
<b>THURSDAY</b>						
CBS	Survivor: Samoa 9/17		CSI: Crime Scene Investigation 9/24		The Mentalist (NTP) 9/24	
NBC	SNL Wkd Up 9/17/Community NTP 10/8	Parks & Recreation 9/17	The Office 9/17	Community (N) 9/17 / 30 Rock 10/15	The Jay Leno Show - Thu (NEW) 9/17	
ABC	FlashForward (NEW) 9/24		Grey's Anatomy 9/24		Private Practice 10/1	
FOX	Bones 9/17		Fringe (NTP) 9/17		No Network Programming	
CW	The Vampire Diaries (NEW) 9/10		Supernatural 9/10		No Network Programming	
<b>FRIDAY</b>						
CBS	Ghost Whisperer 9/25		Medium (NEW) 9/25		Numb3rs 9/25	
NBC	Law & Order (NTP) 9/25		Southland (NTP) 10/23		The Jay Leno Show - Fri (NEW) 9/18	
ABC	Supermanny (NTP) 10/16		Ugly Betty (NTP) 10/9		20/20-Fri 9/11	
FOX	Brothers (NEW) 9/18	Til Death (NTP) 9/18	Dollhouse 9/25		No Network Programming	
CW	Smallville (NTP) 9/25		America's Next Top Model encore 9/25		No Network Programming	
<b>SATURDAY</b>						
CBS	Crimetime Saturday 8PM 9/26		Crimetime Saturday 9/26		48 Hours Mystery 9/26	
NBC	Dateline NBC-Sat 9/26		Trauma encores 9/26		Law & Order: SVU encores 9/26	
ABC	Saturday Night College Football 9/5					
FOX	Cops 9/12	Cops 2 9/12	America's Most Wanted: America Fights Back 9/12		No Network Programming	
<b>SUNDAY</b>						
CBS	60 Minutes 9/27	The Amazing Race 9/27	Three Rivers (NEW) 10/4		Cold Case (NTP) 9/27	
NBC	Football Night In America 9/13		NBC Sunday Night Football 9/13			
ABC	America's Funniest Home Videos 10/4	Extreme Makeover: Home Edition 9/27	Desperate Housewives 9/27		Brothers & Sisters 9/27	
FOX	NFL Overrun / The OT		Simpsons/Cleveland Show (N) 9/27	Family Guy 9/27	American Dad 9/27	No Network Programming



# Navigation





**SUNDAY MORNING FEBRUARY 10, 2008**

	7 AM	7:30	8 AM	8:30	9 AM	9:30	10 AM	10:30	11 AM	11:30	12 PM	12:30		
<b>BROADCAST CHANNELS</b>														
2	Super 18229	Curious 24836	Curious 57565	Peep 56836	Danger 43316	Saddle Club 86565	WordGirl 59346	Design 69300	One on One 6584	Stevie Europe 7213	Travels 50652	Basic B 80381		
4	(6:00) News (N) 887316				CBS News Sunday Morning (N) 60316				Face Nation 61768	Sunday with Liz 2381	News (N) 2381	Motorcycle Racing 94584		
5	(6:00) News (N) 45652	Good Morning America (N) 32045			This Week With George 92316			News 64478	Matthews 32294	Kids News 33923	CityLine 94010	NBA Count 31039		
6	House 50229	ABC6 66836	Good Morning America (N) 30687			This Week With George 90958			Paid Prog. 44126	Paid Prog. 62300	Mass 30836	Paid Prog. 31565	Cops 92652	NBA Count 22381
7	Dragon 74855	Mass 59590	Today (HD) (N) (TVG) 54213			News (N) 20854			Meet the Press (N) (TVG) 873584			Update 31519	Paid Prog. 96478	Paid Prog. 26107
10	News (N) 71958	Today (HD) (N) (TVG) 72687			News (N) 32958			Meet the Press (N) (TVG) 97720			Paid Prog. 72836	McCarver 73565	Paid Prog. 28126	American 413126
12	News (N) 93126	News (N) 94855			CBS News Sunday Morning (N) 44316			Face Nation 22942	Truth 63132	TV Maitre D' 64861	Motorcycle Racing 55768			
25	Beakman's Wild About 48107	Animal At- las 50942	Safari Trk 82942	News (N) 318652			Fox News Sunday 56126			Paid Prog. 47768	Feed 48497	Paid Prog. 66958	M*A*S*H 16A07	
27	Viajeros 39403	Molding 45010	Tu Desayuno Alegre: Fin 771107			Qué Locura (TVPG) 303720			Al Punto 41294			República		

**SUNDAY MORNING FEBRUARY 10, 2008**

	7 AM	7:30	8 AM	8:30	9 AM	9:30	10 AM	10:30	11 AM
<b>CABLE CHANNELS CONTINUED</b>									
FX	Buffy the Vampire Slayer 5822861	The Practice (TV14) 5823590			** "Flight of the Phoenix" (2004, Adventure) Dennis Quaid, Giovanni Ribisi, Tyrese Gibson. 5404565				
GOLF	Golf Central 2050774	Paid Prog. Like a Pro			Paid Prog. European PGA Tour Golf: Emaar-MGF In				
HALL	Notre Dame Sunday Mass (TVG) 2512300	M*A*S*H 9098652	M*A*S*H 9097923	M*A*S*H 9184403	M*A*S*H 7143010	*** "Old Yeller" (1957, Drama) McGuire, Fess Parker. 712367			
HBO	Children of Beslan (TV14) 796942	Inside the NFL (TVPG) 797671			Boxing Carlos Quintana vs. Paul Williams. Pavlik 9998403				
HBOF	Happily 7042132	Happily 7965039	Harold 8901297	I Spy (TVY) 9351738	Little 6307818	Kindergtrn 4959229	Crashbox 6447010	Crashbox 9456382	Crashbox Magic 4752294
HBOP	(6:00) "Me-teorites!"	** "Coupe de Ville" (1990, Comedy) 14312652			(9:15) * "Just My Luck" (2006, Romance-Comedy) Lindsay Lohan. 24617010				
HBOS	Pandemic 61125126	* "Three to Tango" (1999, Romance-Comedy) 14310294			(9:15) *** "The Interpreter" (2005, Suspense) Sean Penn. 96020039				
HGTV	Ground	Yard							

Oct. 15-21, 1963

**TV GUIDE**

Local Network and Cable/Pay

**DALLAS VS. DYNASTY**

WHICH SHOW IS BETTER?

By Stephen Birmingham

Larry Hagman  
Linda Gray

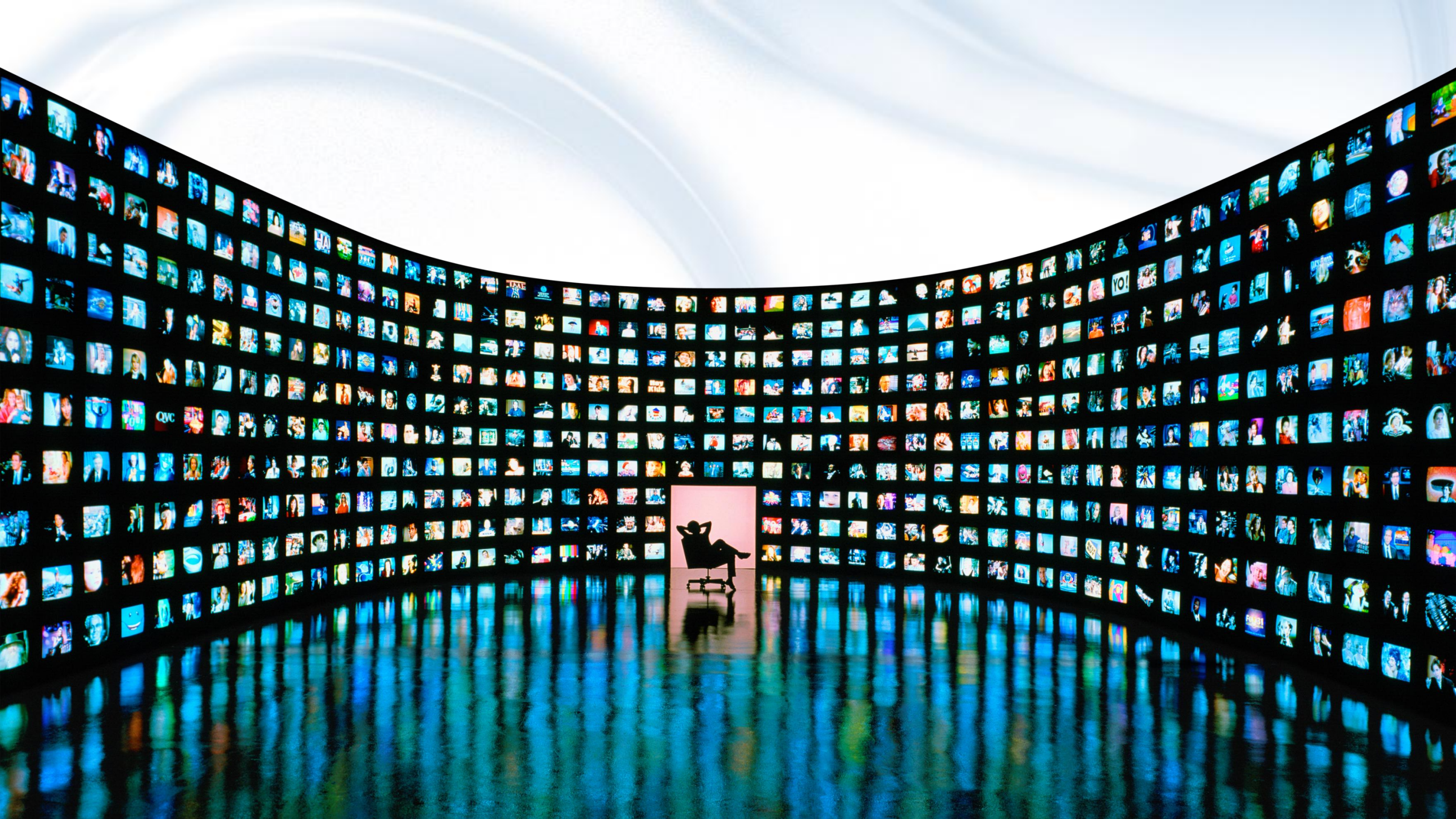
Mama 982652	Sesame Street (TVY) 780381	Curious 909774	
Dr. Phil 13958	Paid Prog. Wealth 59010	3 Stooges 223855	
To Con- trary 85652	Moneytrk Wealth- Trk 17652	Foreign B 88872	
xe Collec- ing. 501300	Invicta 682229	Get Fit 1413:	
Adventure 623126	J Hanna 256855	Aqua Kids 255126	Wealth Pai 246478 985:
Discov- ery 36768	In Touch With Dr. Charles Stanley 16045	Paid Prog. Paid 42720 8110	
Paid Prog. 3652	Paid Prog. In Christ 76381	Fox News Sun 75652 407590	

**CHANNEL GUIDE**

	VCR+ Codes	Comcast Fal.	Comcast M.V.	Comcast Bne/San	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast
53	WGBH	PBS	2	2	2	2	2	2	2	2
54	WBZ	CBS	4	4	4	4	4	4	4	4
55	WCVB	ABC	5	5	5	5	5	5	5	5
56	WLNE	ABC	6	22	22	6	7	7	7	7
57	WHDH	NBC	7	7	7	10	23	23	23	23
58	WJAR	NBC	10	15	23	10	23	23	23	23
59	WPRI	CBS	12	6	6	13	6	6	6	6
60	WFXT	FOX	25	20	20	20	9	9	9	9
61	WUNI	IND	36	9	9	14	17	17	17	17
62	WSBE	PBS	14	17	17	14	17	17	17	17
63	WSBK	IND	32	11	11	16	11	11	11	11
64	WGBX	PBS	18	16	16	19	8	8	8	8
65	WWDP	IND	56	8	8	11	19	19	19	19
66	WLVI	CW	20	19	19					
67	WMFP	IND	28		98					
68	WNAF	FOX	N/A	21	21	15	18	18	18	18
69	WUTF	IND	68	18	18	59	60	60	60	60
70	WBPX	ION	35	60	60	63	62	62	62	62
71	Am. Movie Classics		70	62	62	37	51	51	51	51
72	Animal Planet		39	51	51	241	109	109	109	109
73	Arts & Ent.		124	109	109	21M	70	70	70	70
74	BBC America		57	70	70	65	65	65	65	65
75	Black Ent. TV		54	65	65	66	110	110	110	110
76	BRAVO	BRAVO	87	110	110		3	3	3	3
77	Country Music TV		8			58	46	46	46	46
78	Comcast Network		50	58	58	42	50	50	50	50
79	Consumer News		42	50	50	61	52	52	52	52
80	Cable News Net.		75	52	52	52	37	37	37	37
81	Comedy Central		59	37	37	44	95	95	95	95
82	Comcast Sports NE		29	95	95	45	156	156	156	156
83	House of Reps.		102	156	156	24	47	47	47	47
84	House of Reps. 2		53	47	47	39	44	44	44	44
85	Disney Channel		37	44	44	34	67	67	67	67
86	Discovery		63	67	67	248	248	248	248	248
87	E! Entertainment		92	248	248	49	35	35	35	35
88	Encore		34	35	35	50	36	36	36	36
89	Ent. Sports Prog.		88	36	36	258	131	131	131	131
90	Ent. Sports Prog. 2		72	131	131	56	78	78	78	78
91	ESPN Classic		79	78	78	26	42	42	42	42
92	Eternal Word Net.		47	42	42	64	64	64	64	64
93	ABC Family Channel		91	64	64	67	69	69	69	69

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(G) 789768			
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le" (2001, Suspense)	odolini, Mark Ruffalo.		
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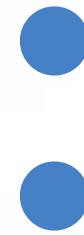


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$$MC^2 = MC^2$$









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**Vikas Gupta**  
Chief Executive Officer  
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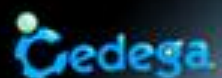


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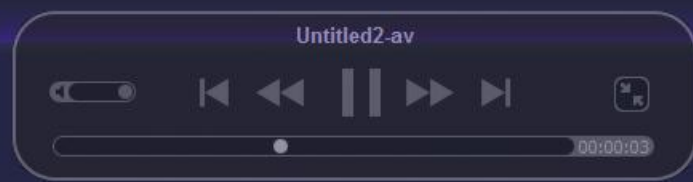


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You Shared:  
The Mentalist - Redemption  
Air Date: 06/25/09  
Full Episode (42:30)

CBS SHARE Widget Gallery Signed in as George SHOWTIME TV. AT ITS BEST.



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Grid of video thumbnails for various shows including NCIS, Survivor, and Late Show. Includes social media icons and a search bar.

CBS The Mentalist profile page with a character image and navigation options like Past Episodes, Cast, Photos, and Game On.



Another grid of video thumbnails, similar to the top section, showing various TV show clips.

THE MENTALIST Thursdays 10:00pm Past Episodes

Hollywood PLAYER STAR TREK D+C TEXT 2 WEST

gametree.tv logo



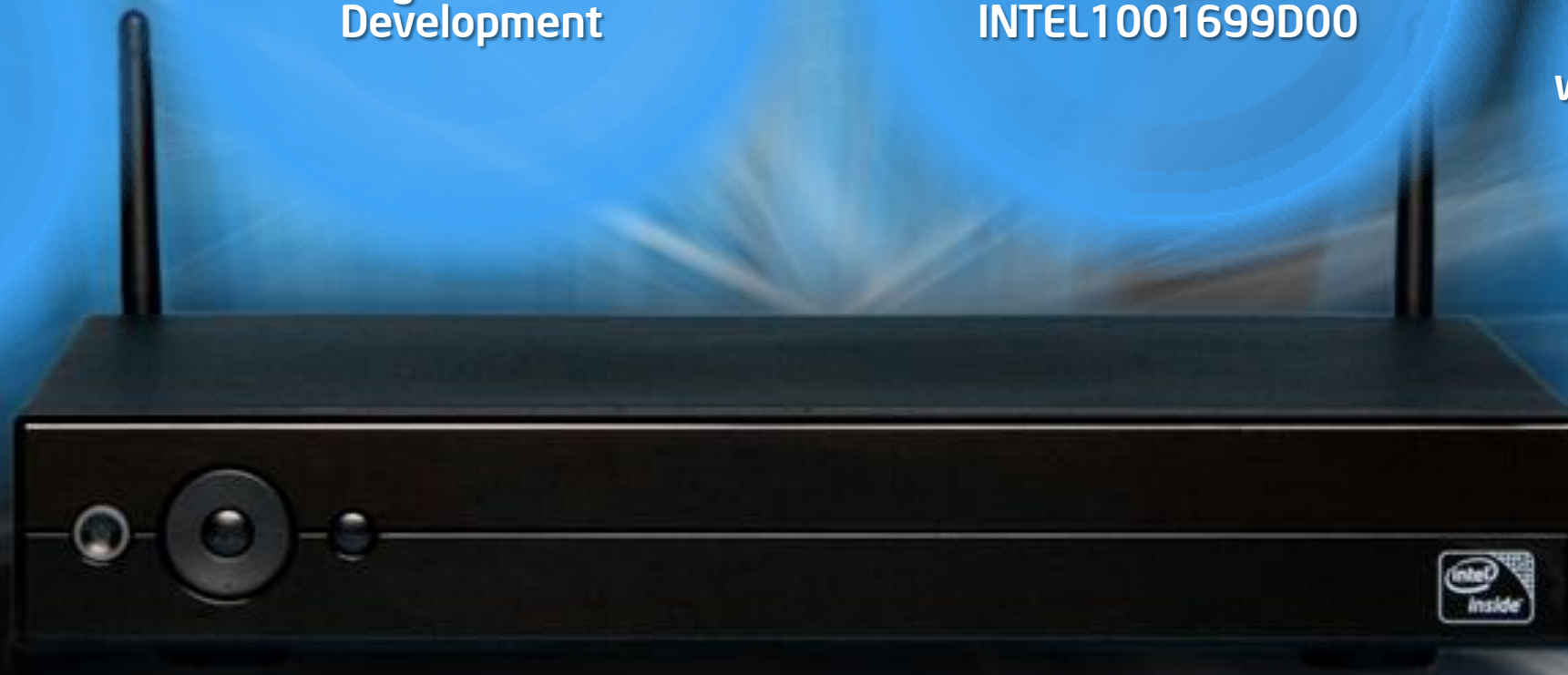
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# A Call to Innovation





