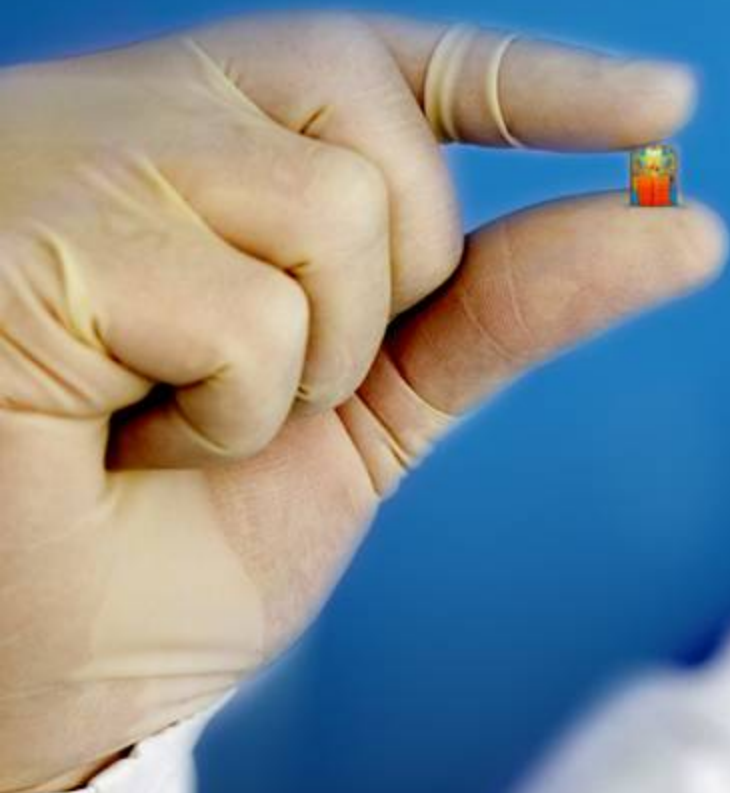


40 YEARS
OF CHANGING
THE WORLD



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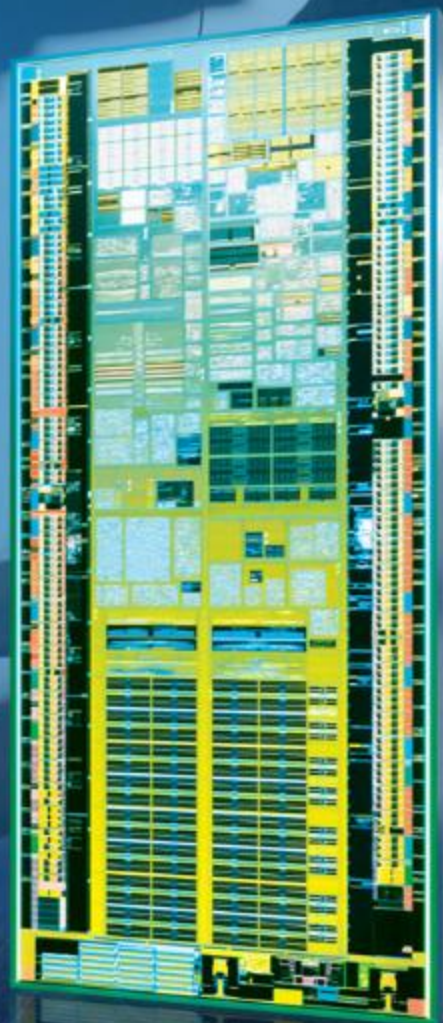
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The Heart of A New Generation

Anand Chandrasekher

Senior Vice President, Intel
General Manager, Ultra Mobility Group



Global Internet Growth Continues Unabated

More People



1.3B Internet Users by End 2007

More Places



Google Can Be Queried In **36 Languages**

Spending
More Time



Average User Spends **32 Hours** per Month Online

Doing More
Things



140 New Applications are Added Every Day on Facebook



China Internet Growth Continues Unabated

More People



Total Internet **Users** Have More Than Quadrupled To **132M** Since 2000

More Places



50M People Have Used A Mobile Phone To Try To Access The Internet

Spending More Time



Average User Spends **18 Hours** A Week Online (Doubled In 5 Years)

Doing More Things



~**60%** Of Internet Users Are Playing Internet Games



Source : China Internet Network Information Center

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But Internet Usage is Changing: Example: Social Networking

Alexa Global Internet Traffic Rankings

2005¹

2007²

Rank	Web Site	Rank	Web Site
1	yahoo.com	1	yahoo.com
2	msn.com	2	google.com
3	google.com	3	live.com
4	ebay.com	4	youtube.com
5	amazon.com	5	msn.com
6	microsoft.com	6	myspace.com
7	myspace.com	7	facebook.com
8	google.co.uk	8	wikipedia.org
9	aol.com	9	hi5.com
10	go.com	10	orkut.com



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 11/05/07

Source: Alexa Global Traffic Rankings, Morgan Stanley Research

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Internet Going Mobile ?

**The Mobile Internet
Revolution Starts Here**

Tech.co.uk
news/reviews/opinion

Jan 6, 2008

Surfing Will Detach

Economist.com *Dec 23, 2007*

PC Power In Your Handheld

BusinessWeek *Feb 13, 2008*

**The battle today for what you
can do on your phone tomorrow**

The New York Times BITS Mar 11, 2008

**Size Matters: Movies on Tiny
Screens Demand Striking Ideas**

THE WALL STREET JOURNAL. *Mar 8, 2008*



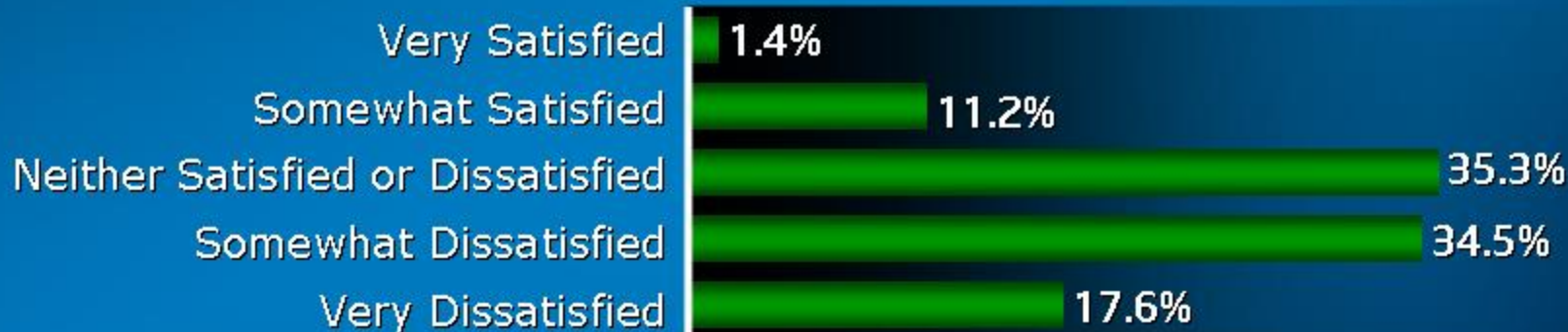
*Other brand and names are the property of their respective owners.

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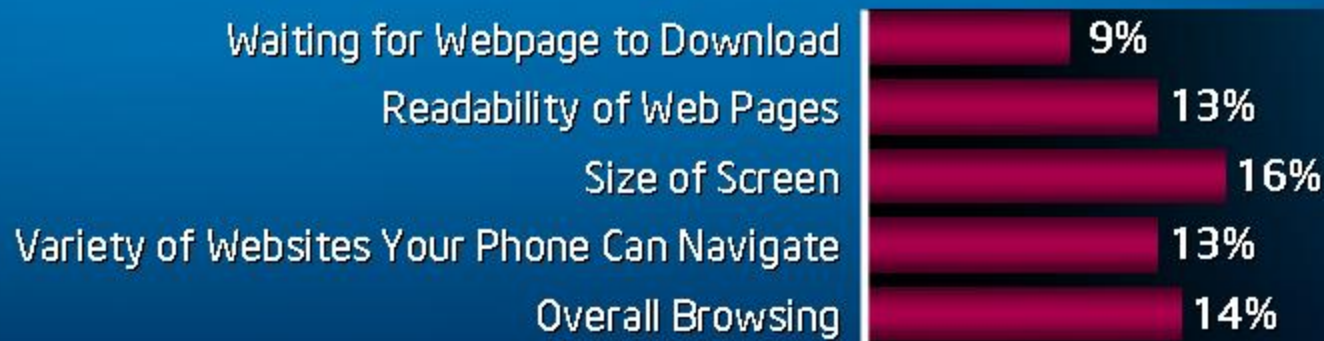
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Most Handheld Devices Today Offer a Poor Internet Experience

Japan Consumer Satisfaction with Phone Internet Experience



U.S. Consumer Satisfaction with Phone Internet Experience



Source : Mobile Web Metrix: Japan 2007

Source : Parks Associates, Mobile Entertainment Platforms & Services, 2007

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



Ultra-Mobile
Performance

+



Internet Compatibility
& Software Consistency

+



Wireless
Connectivity



The Software Crisis:

*A Billion Phones Sold A Year
But They Are Highly
Fragmented To The Developer*



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Adobe

Kevin Lynch

Chief Technology Officer
Senior Vice President
Experience and Technology Group



VIDEO

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Intel Innovation Imperatives

ENABLE Best Internet
Experience in Your Pocket

MAINTAIN Performance
and Compatibility

MAJOR REDUCTIONS in
Power and Form Factor



Intel Innovation

Low Power Compatible Platforms



2007

65nm

Notebook Silicon
Repackaging to
Enable Smaller
Form Factors



2008

45nm

Responsive Internet
Experience
First Grounds Up
Low Power CPU and
Chipset



2009/2010

45nm

Projected >10X
Reduction In Idle
Power Compared to
2008 Platform
First Entry Into
Phone Form Factors
First SOC for MIDs



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

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How to Find the Best Internet Experience In Your Pocket

Intel® Centrin^o® Atom™ Processor Technology

Enables the best Internet experience
that fits in a pocket

Requirements: Silverthorne + Poulsbo + Wireless +
Battery + Compact Form Factor



英特尔™
迅驰™ 凌动™

Intel Atom™ Processor

Low-power processors for Internet-
centric usage models

Example: Silverthorne



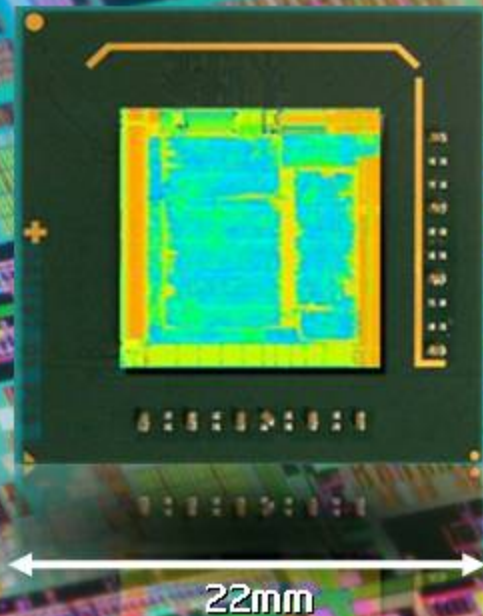
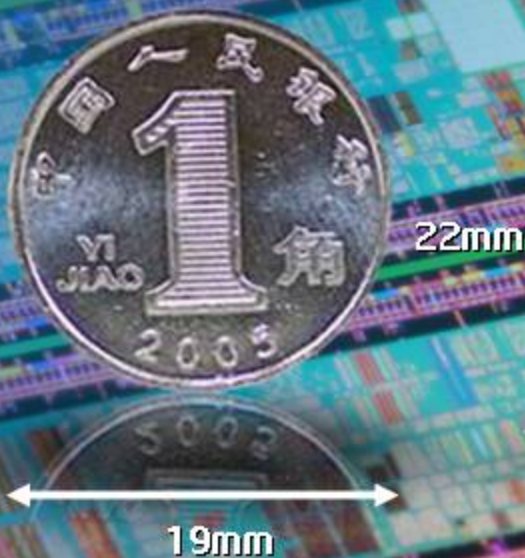
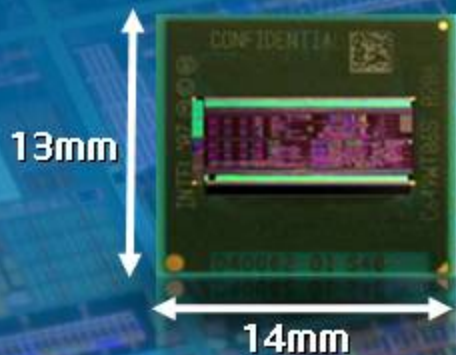
Launching Today

Intel® Centrino® Atom™ Processor Technology

(Formerly Codenamed Menlow)



英特尔™
迅驰™ 凌动™



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FENG JUN
Chief Executive Officer

aigo

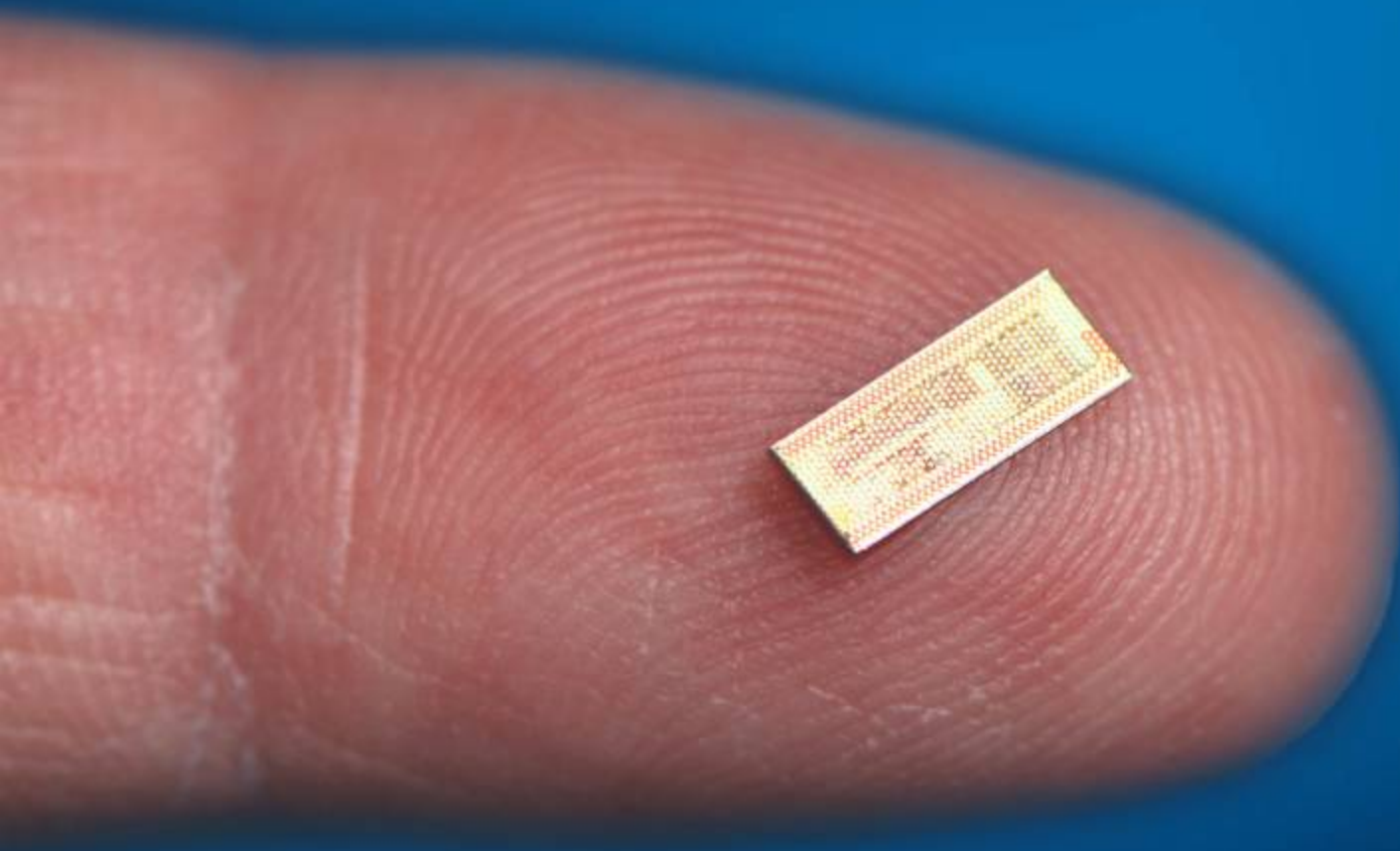


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Intel® Atom™ Processor

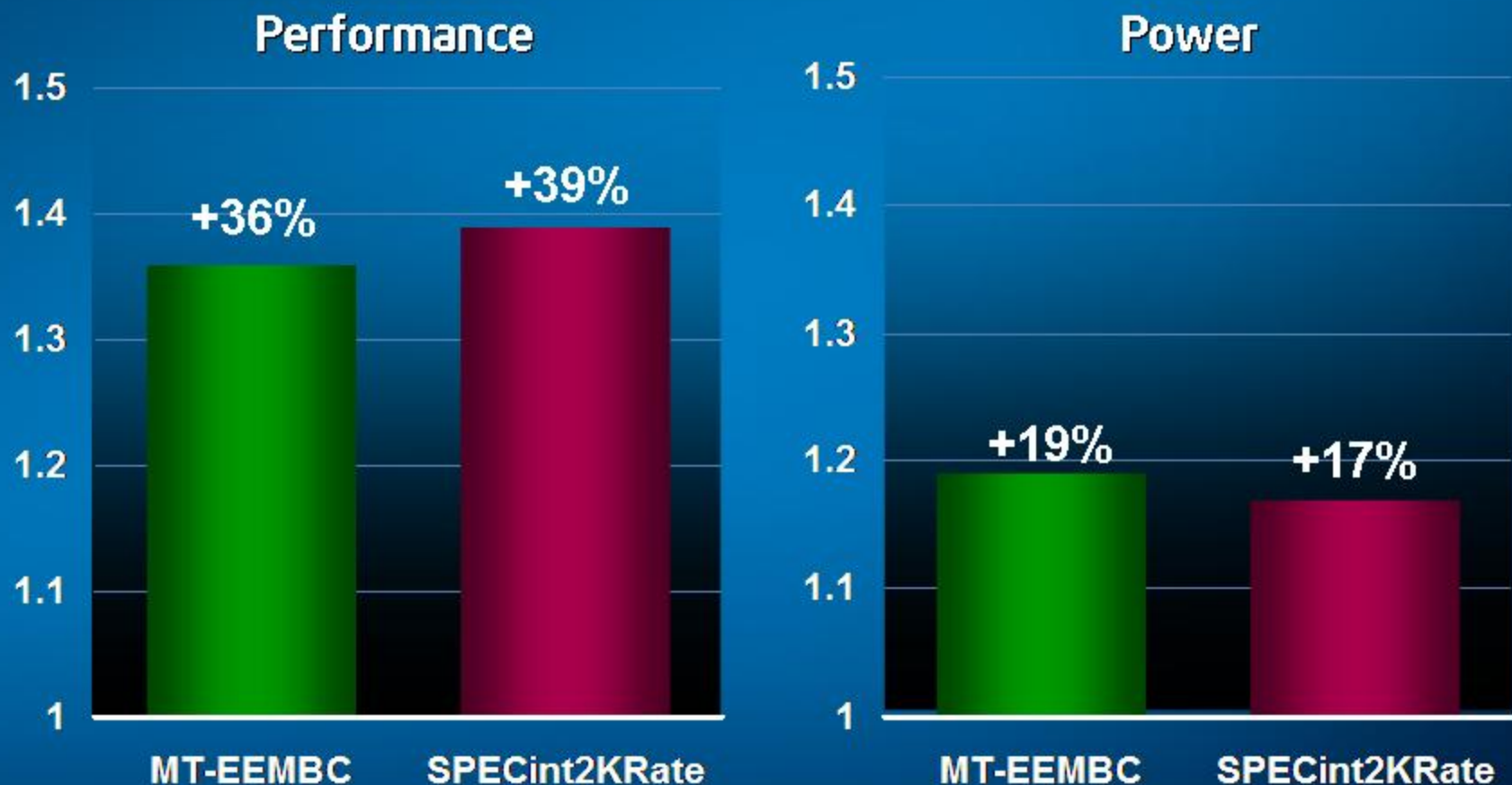
Intel's Smallest Processor Built on World's Smallest Transistors



SILVERTHORNE VIDEO

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Establishing New Performance/Power Efficiencies



*Hyperthreading Performance Increase In An In Order Machine**



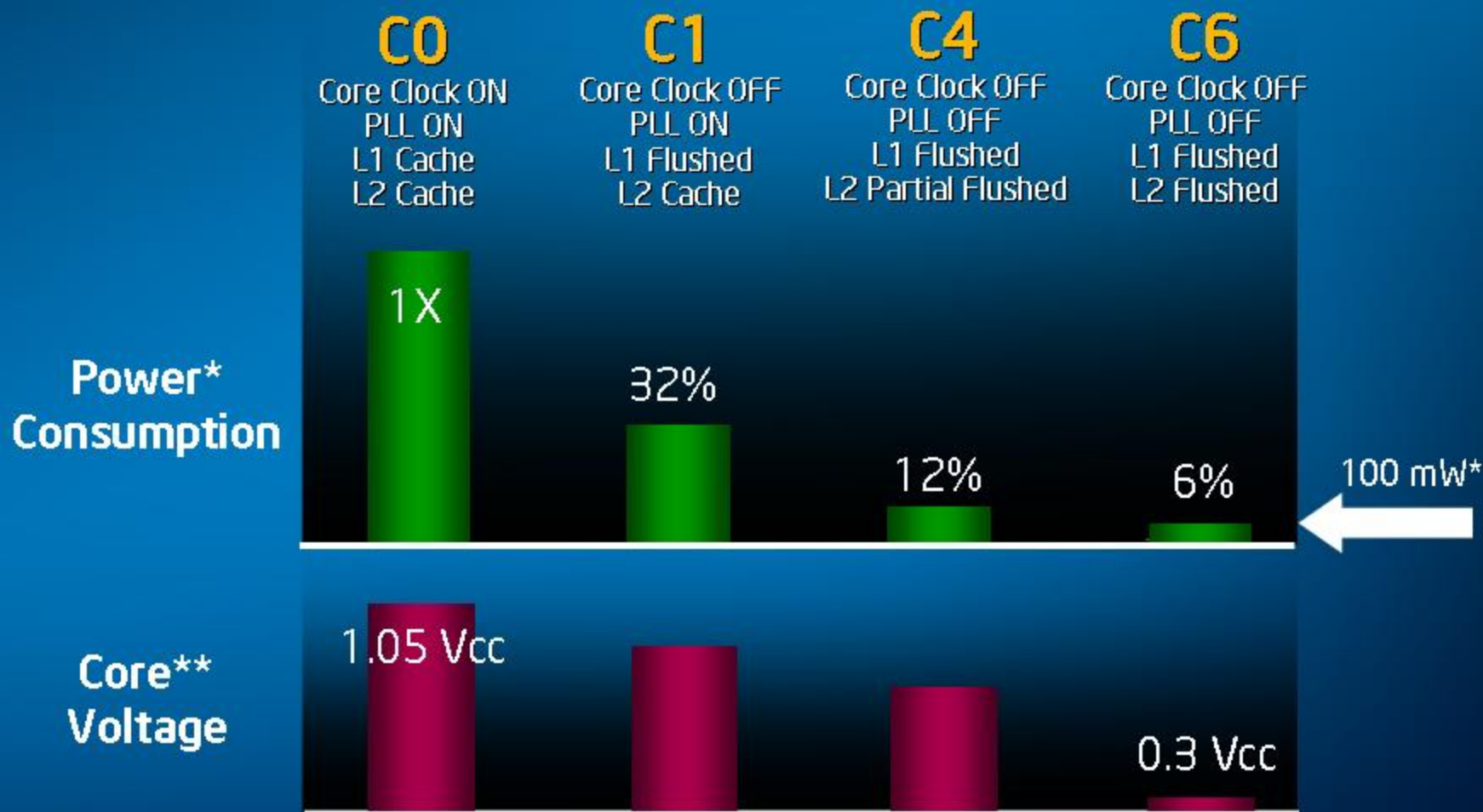
Source*: Intel. Testing: Specint2k and EEMBC run in Single Threaded / Hyper-Threaded Mode on Linux. For Performance the score for each binary is calculated based on the runtime. For Power, the effective capacitance or C-dyn is measured per binary on each of the benchmarks while running in ST and HT modes. The difference in C-dyn and thus total power difference is calculated for ST and HT modes. 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 differences 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 Utilities.

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Architecting for Low Power

Establishing New Thresholds: Intel Deep Power Down C6*



* Absolute Power numbers shows results of average power measurements of MM05 benchmark. Results for each state will vary based on the type of part and SKU. Example shown is measured data from 1.86G Silverthorne Part – all states at 50C. ** Core Voltage shown is measured data from 1.86G Silverthorne Part. 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



Intel® Centrino® Atom™ Processor Technology: System Controller Hub

Ground Up, Highly Integrated Low Power Solution

North + South bridge single chip solution
Ultra Low Power 3D Graphics

HD Video

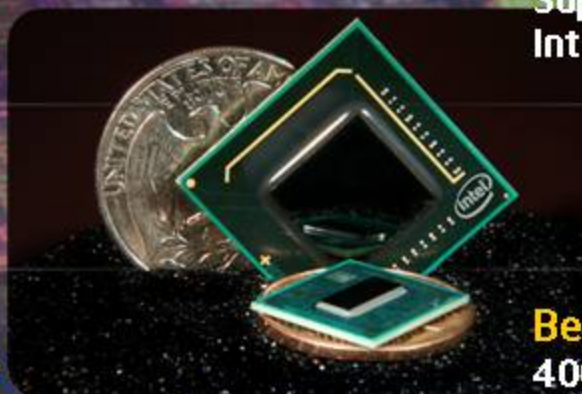
More HD content, with support for 1080i & 720p formats**
Supports more video players & codecs
Intel High Definition Audio

Delivers Handheld I/O while maintaining PC Compatibility

2 PCI-Express x1 Ports
3 SDIO / MMC Ports
DDR2 400/533 MHz, 1GB Max

Best Graphics

400M pixels/sec peak fill rate
DX9L & OpenGL support
HW accelerated full HD video decode
External display at HDTV resolution¹



22 x 22 m
Lead Free¹ &
Halogen Free²



1. Lead-free in second level interconnect (2LI) per EU RoHS Directive (2002/95/EC). Some RoHS exemptions apply
2. Applies to components containing flame retardants & PVC only. Halogens are below 900 PPM bromine, 900 PPM chlorine, and 1500 PPM combined bromine and chlorine.

Mobile Internet Devices

Fostering a Standards-Based Moblin Linux Environment



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lenovo 联想

Liu Jie

General Manager
Consumer Business Unit
Greater China Region

lenovo



DEMO

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Announcing Today Range of Linux and Windows Based MIDs

aigo 爱国者.

ASUS

BenQ

clarion

FUJITSU

GIGABYTE

HANBIT
ELECTRONICS CO., LTD.

HITACHI
Inspire the Next

lenovo

LG

NEC

Panasonic
ideas for life

SAMSUNG

SHARP

Sophia
systems

tabletkiosk
Taking the PC where it's never gone before.

TOSHIBA

USI 環隆電氣股份有限公司
Universal Scientific Industrial Co., Ltd.

viliv 빌립

Wibrain

intel

MENLOW REVEAL

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Moblin-based ISV Ecosystem

Resulting in Compelling User Experiences

Entertainment



Communication



Information



Productivity



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Announcing Today RealPlayer for MID



**One Stop Shop Media Solution for
Moblin-based MIDs**
(Player, Codecs)

Supports Popular Media Formats
(RealMedia, Windows Media, MP3, MPEG4,
H.264, AAC, AAC+, VC-1, Ogg)

Simplified Business Model
(Distribution, Licensing)



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One More Thing ...

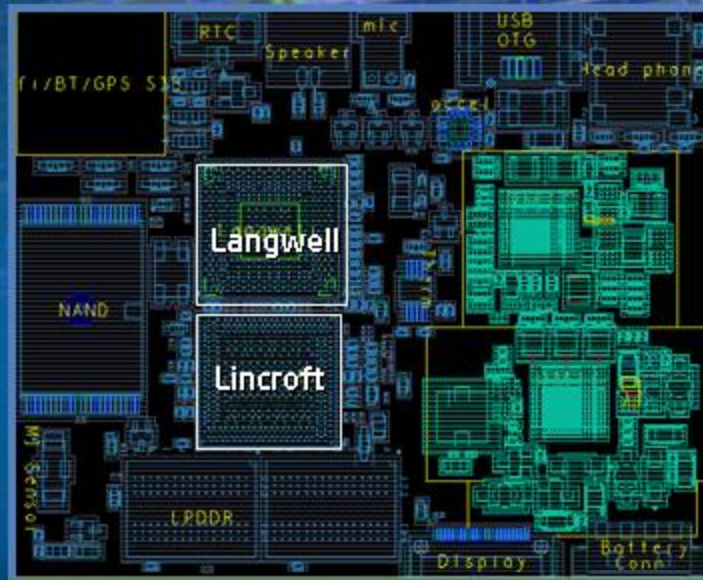


Moorestown

Lincroft



Langwell



More at Fall IDF ...



SHOW + TELL

All plans, features and dates are preliminary and subject to change without notice.
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Summary

The Heart of A New Generation

- Mobile internet device category establishing
- Big opportunity for developers in this transition
- Intel Atom™ processor establishing new thresholds for low power computing
- Intel® Centrino® Atom™ processor technology first grounds up low power technology for MIDS

Enabling The Best Internet Experience In Your Pocket



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OF CHANGING
THE WORLD



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