
40 YEARS
OF CHANGING
THE WORLD
Intel Developer
FORUM
Invent the new reality.

Software: Unlocking the Opportunities On Intel Platforms

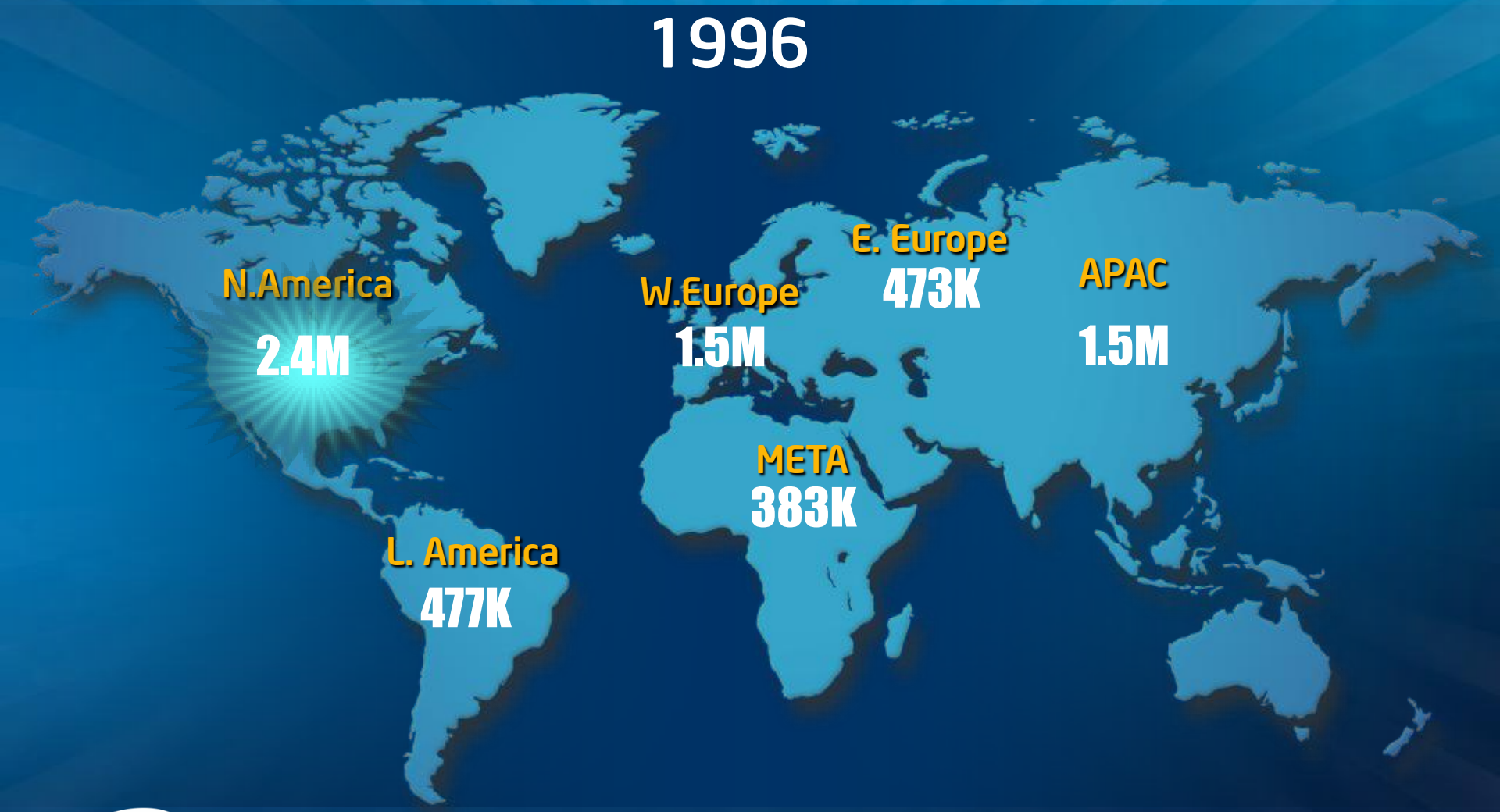
Renee J. James
Vice President
General Manager
Software and Solutions Group

The World of Software is Changing

- Where Software is Developed
- How Software is Developed
- End User Experiences and Expectations

Where We Develop Software is Changing

Developer Growth Worldwide



Source: IDC

The Chinese Software Industry

Is projected to become one of the largest world wide

Source: IDC

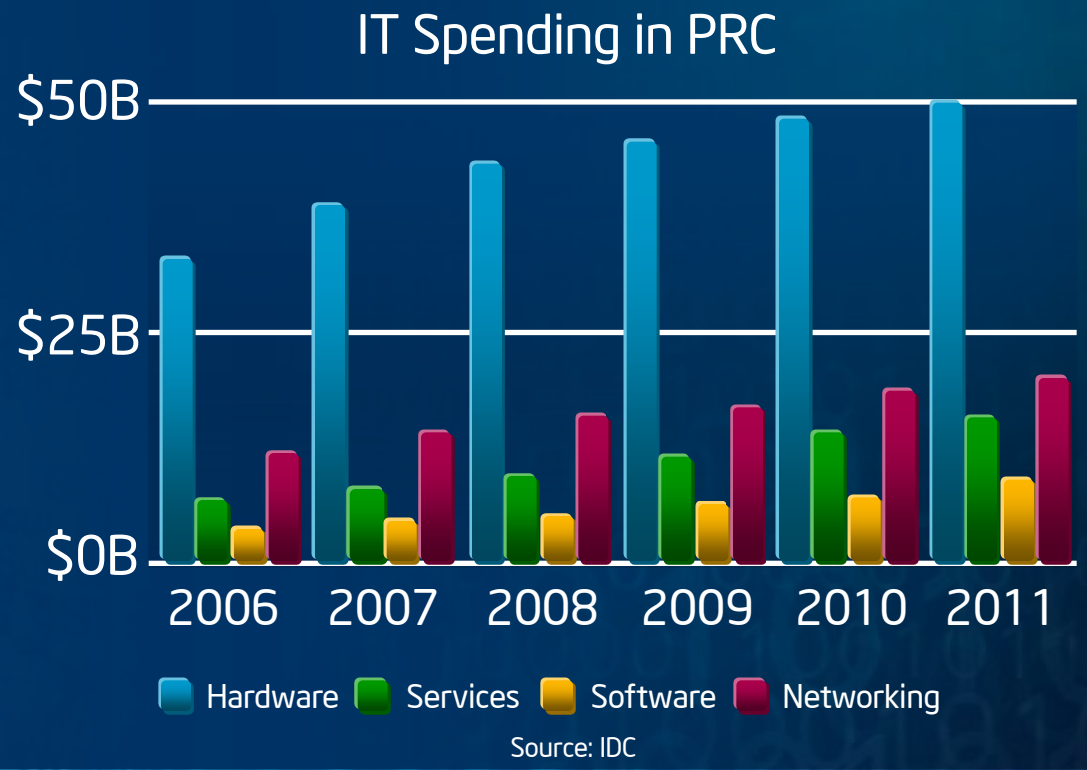
The Chinese Software Industry

Is projected to become one of the largest world wide

15% Annual growth rate in IT spending from 2006 (US$64.6 billion in '07)

US$ 5 billion of software spending in '07

2.5 million software developers in 2012 based on the Ministry of Information Industry



Source: IDC

Intel's Software Investments In China

University Programs

Developer Programs

Intel Software R&D Centers

Engaging With China's Software Park Program

Software Park Program

Intel Software College	Intel Software Partner Program	Intel Software Network
Intel Software Innovation Support Center	Intel Tools	Go To Market support	Strategic Investment

Hangzhou and Nanjing SWP MOU Signing Ceremony

- $10M invested in Software Parks
- 3000 local ISVs joined
- 1,100 software engineers trained in classrooms
- 5,000 developers trained online
- 1M ISN page views from China, 115K from the Software Park Program

Intel Supporting Regional Software Innovation

Hangzhou	中控·SUPCON, HUNDSUN, ArcSoft, ENJOYOR, TeaVea
Nanjing	VIEWGOOD, NARI-RELAYS, JUMPLE, 小哨兵 SENTRY, BYOSOFT 百数软件, 谁及天
Shenzhen Guangzhou	天地方圆方软件, 金证科技, JIANGMIN 江民科技, TongTech 因科技而自由, KOUTON 沟通科技, 凯立德 CARELAND, WisetoP 慧通, 都市圈
Chengdu Chongqing Xian	中联, KungHo, FARSTONE, sobey, LiVE 800, SoftLumos, Aurora 锦天科技, 华图科技 CHINA GRAPHICS, SAMING TECHNOLOGY

Optimizing Professional Video Editing Software with Sobey

Ouyang Ruizhang
Senior Vice President,
Chief Technology Officer
Sobey

Intel Supporting China Higher Education

Faculty Training

Student Programs

Curriculum

Joint Research

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Encouraging Software Innovation in China's Universities

Zhang Yaoxue

Chinese Academy of Engineering,
Professor of Tsinghua University,
Director General for
Higher Education, Ministry of Education

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The World of Software is Changing

Rapid Growth of China's Software Industry

Continued Innovation Through Open Source

New Opportunities : Mobility and Visual Computing

How we develop Software is Changing

Open Source is Mainstream Today

$2B +raised since 2000 by open source startups
220k + open source projects on SourceForge
69% of WW developers say they use open source modules in their applications (Evans Data)

Open Source Software Gains Momentum

Dell to offer Ubuntu Linux on PCs, Laptops
PC World – May 2007

"Linux-enabled devices to grow to 203.9 million in 2012"
Source: ABI

Gartner says: By 2011, 80% of commercial software will be open source
Sept 2007

Community Projects Intel is Involved in

Power Savings
http://www.lesswatts.org

Mobility
http://www.moblin.org/

Graphics
http://intellinuxgraphics.org

Performance
http://kernel-perf.sourceforge.net

Operating Systems
Linux kernel: http://kernel.org
OpenSolaris: http:/opensolaris.org

Virtualization
Xen: http://xen.xensource.com
UML: http://user-mode-linux.sourceforge.net
KVM: http://sourceforge.net/projects/kvm

Development Tools
Intel® TBB:http://threadingbuildingblocks.org
Eclipse: http://www.eclipse.org
GCC: http://gcc.gnu.org
Java: http://harmony.apache.org

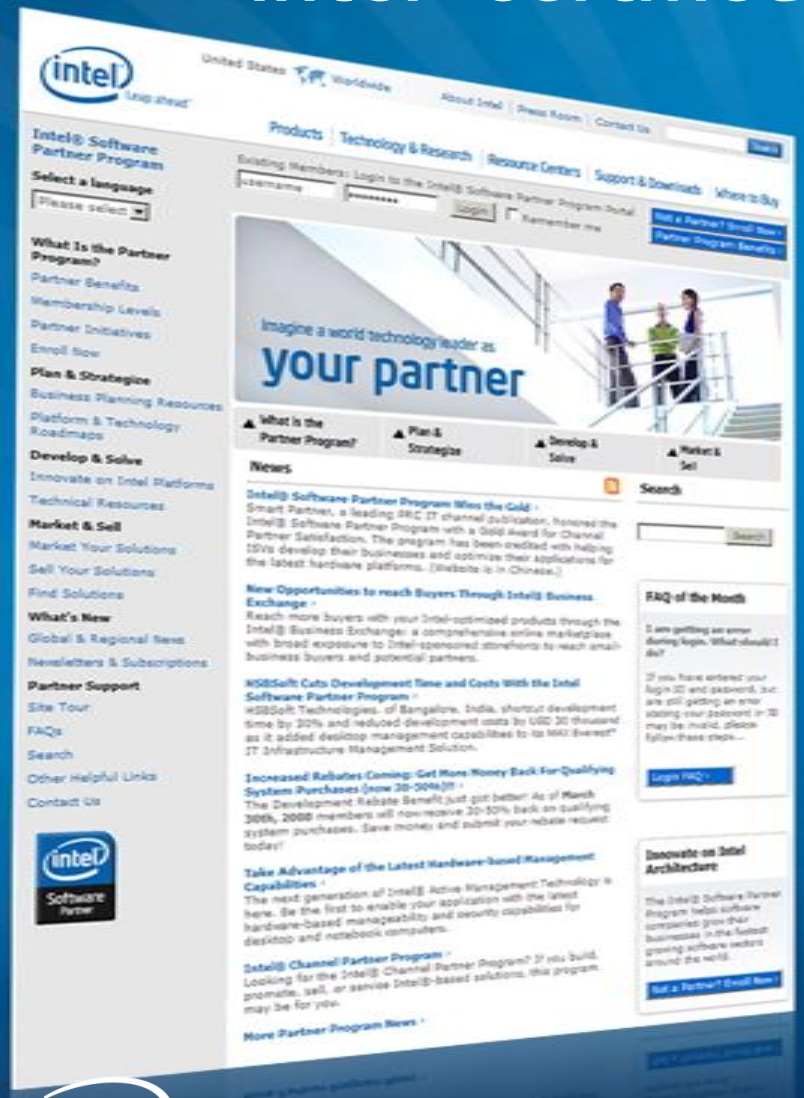
Network and Wireless
http://intellinuxwireless.org
http://e1000.sourceforge.net

Manageability
http://www.openwsman.org
http://www.openamt.org

Firmware and Platform Integration
http://www.linuxfirmwarekit.org
http://www.tianocore.org

Announcing Today:

Intel® Certified Solutions Program



- Intel® Certified powered by SpikeSource
- Intel® Capital Invests in SpikeSource
- Comprehensive Certification Service
  - Security, interoperability, and maintainability
  - Supports Microsoft and Open Source Software Stacks
  - Validates solutions for Intel® processor-based platforms and feature sets
- 2008 early adopter program

spike SOURCE

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Jointly Foster Remote IT Management Service Platform

清华同方电脑 TSINGHUA TONGFANG COMPUTER

Advanced Managed Service Platform model pilot project with CNC, Hei Long Jiang MII, Intel and Tong Fang

Provides fundamental IT services to consumer and small and medium enterprise customers

Beijing 2008 北京2008年奥运会合作伙伴 OFFICIAL PARTNER OF THE BEIJING 2008 OLYMPIC GAMES

CNC 中国网通

中国网通(集团)有限公司
黑龙江省分公司

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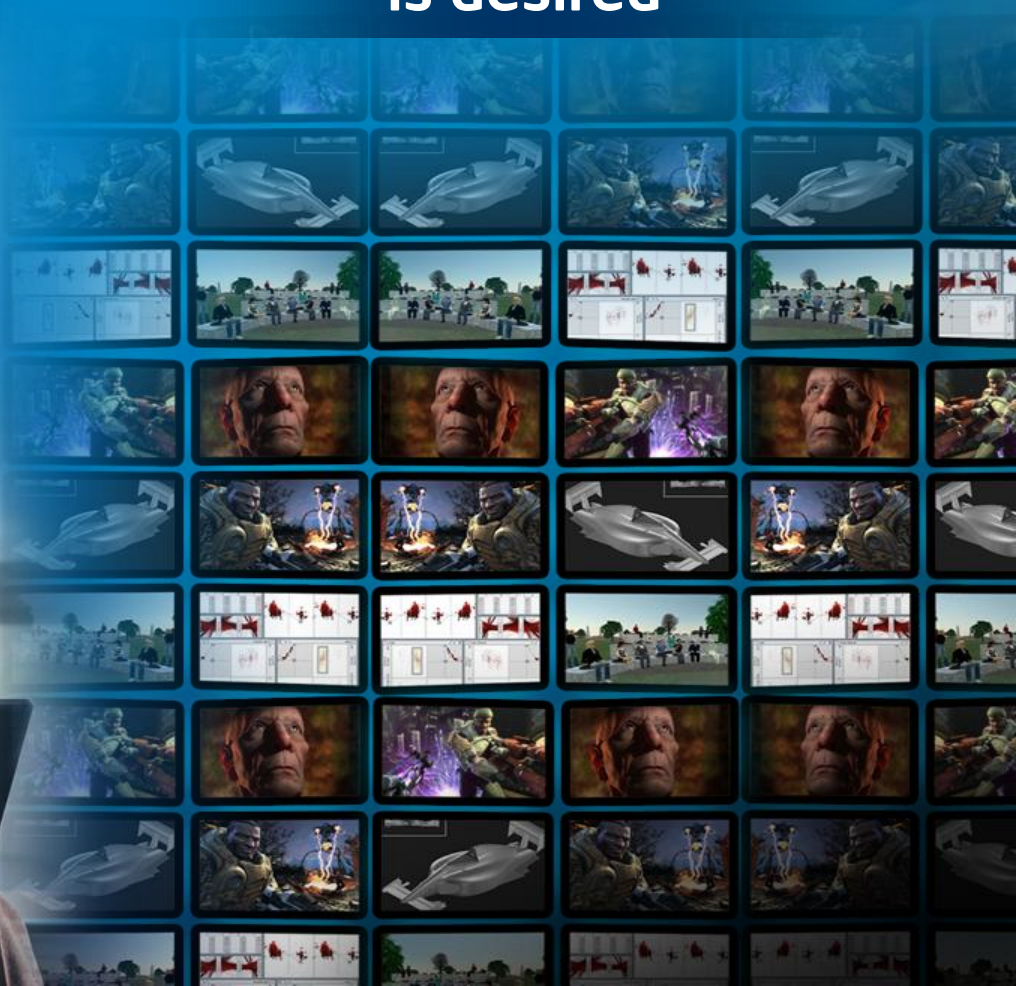
End User Experiences and Expectations are Changing

Mobility is expected

Visual computing is desired



Mobile Internet Devices

MIDs Will Deliver the *Full Internet in your Pocket*

Communication

Entertainment

Information

Moblin.Org

Linux for Intel® based non-PC devices

- Projects and Tools
- Developer Resources
- Community Forums
- Optimizations

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Moblin Software Development Kit

Core Development Tools	Image Creator PowerTop GNU Toolchain
Intel® Software Development Products	Intel® C++ Compiler for Linux* Intel® IPP Libraries Intel® VTune™ Analyzer JTAG Debugger / Apps Debugger
Sample Apps and Documentation	Open source sample apps Application design, development, and optimization guides Moblin porting guides (Windows*, Java*)

Intel's Mid Cooperation with Asianux

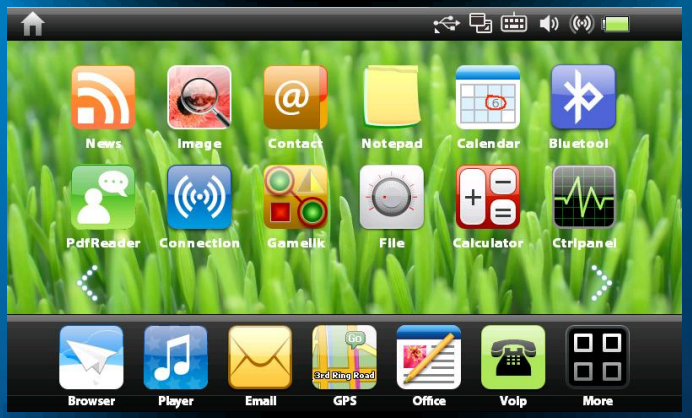
Asianux Mobile Edition -- Midinux

Rich Internet Experience

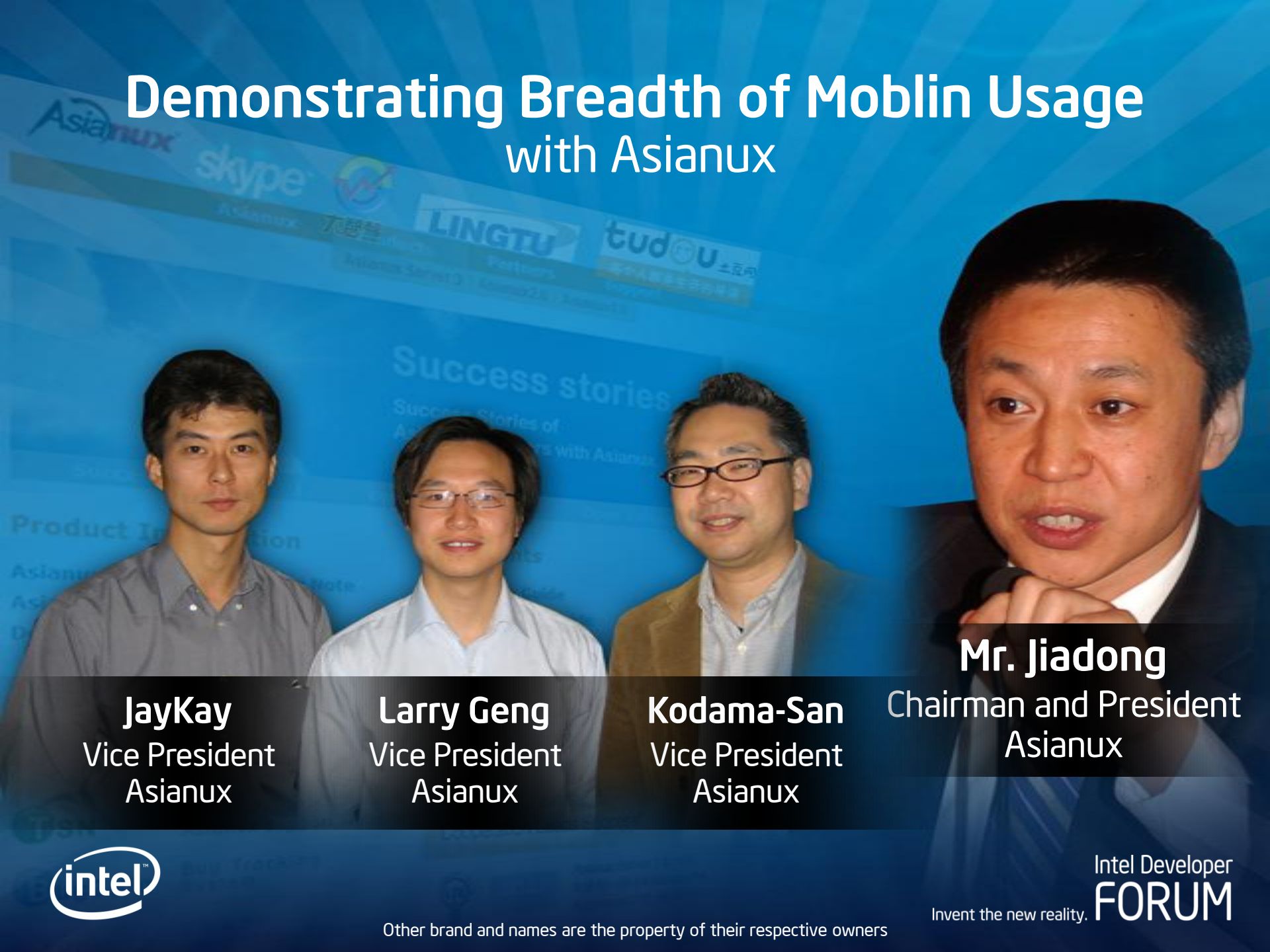
- Fast browsing
- Innovative UI
- Video and audio

Optimized for Intel's MID

- Low power
- Performance
- Small memory footprint
- Small disk footprint



Demonstrating Breadth of Moblin Usage
with Asianux



JayKay
Vice President
Asianux

Larry Geng
Vice President
Asianux

Kodama-San
Vice President
Asianux

Mr. Jiadong
Chairman and President
Asianux

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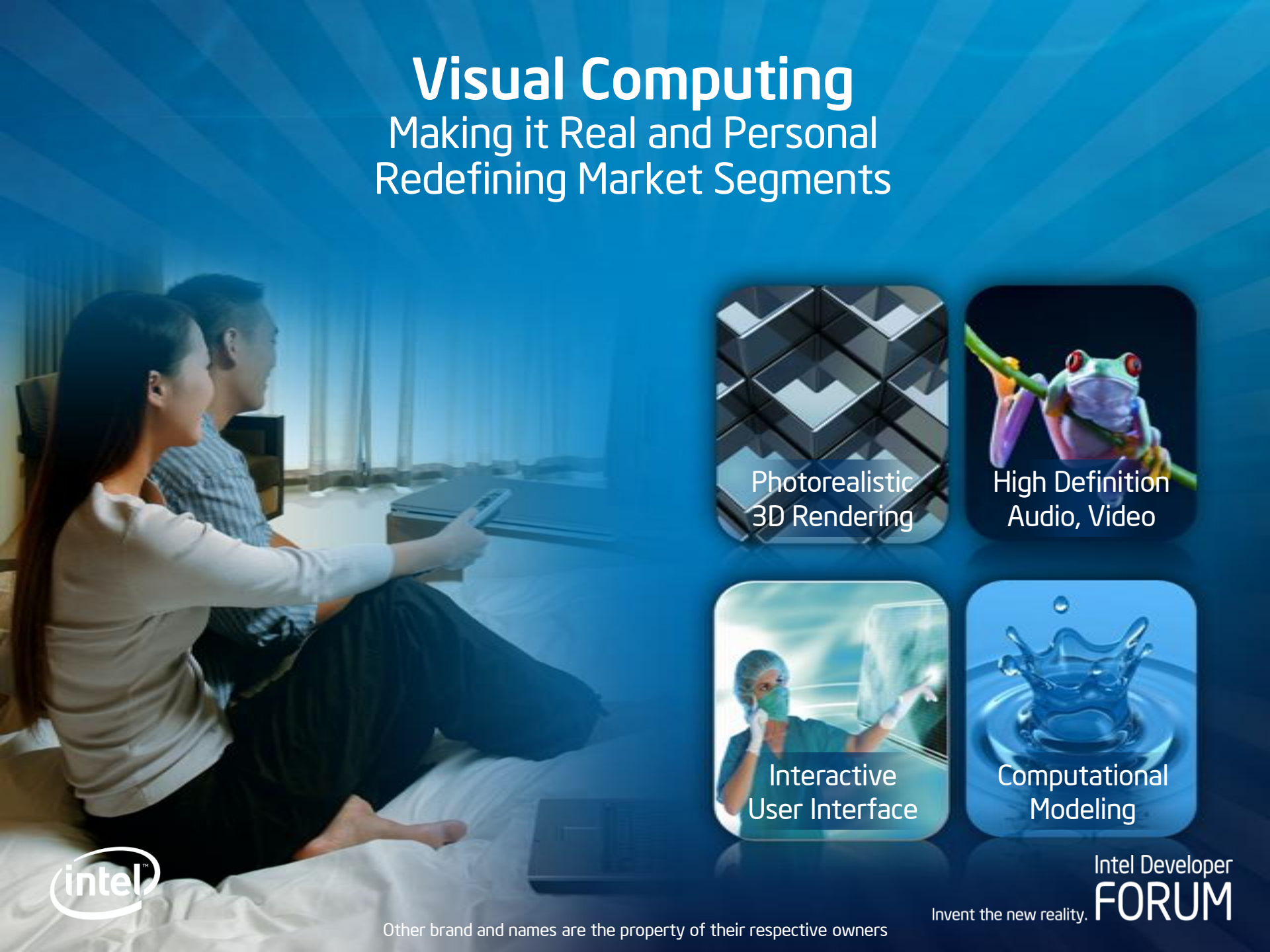
Visual Computing

Making it Real and Personal
Redefining Market Segments



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Demonstrating the Performance Gains With Multi-Threading on Kingsoft Game

Chen Fei Zhou
Vice President of Kingsoft

Intel Sees The Trend To Visual Computing

And We Have the Technologies to Propel it

An interactive generation who have grown to expect visually compelling interfaces

Moore's Law driving hyper-realistic games and environments that act real, via CPU driven physics and artificial intelligence

Global proliferation of broadband and powerful connected devices delivering content to users worldwide

Innovative usages: Games, interactive video, user generated visual content – video and game mods, training/learning, simulation, interactive UI, others

Enabling Developers to Better Deliver

Innovative Immersive End-User Experiences

Committed to *raising the bar* in CPU and graphics products and technologies in 2008 and beyond

- Dramatic performance increase in dual- and quad-core processors
- Increased 3D and multimedia performance in both desktop and mobile Intel graphics products
- "Nehalem" CPU architecture offers 8 simultaneous computing threads for increased performance on high-end desktops

Larrabee: An Intel® Architecture for the future of visual computing

- Many IA cores
- Throughput architecture
- New vector instruction set
- New vector processing unit / wide SIMD

Intel Software Group
Acquiring Deep Expertise in Visual Computing

Dedicated Resources
Visual computing software division

Project Offset
Cutting edge game engine

Neoptica
Advanced rendering pipelines for multi-core based rendering

Havok
Leader in physics technology for gaming and digital content

Pixomatic IP
Graphics rendering software

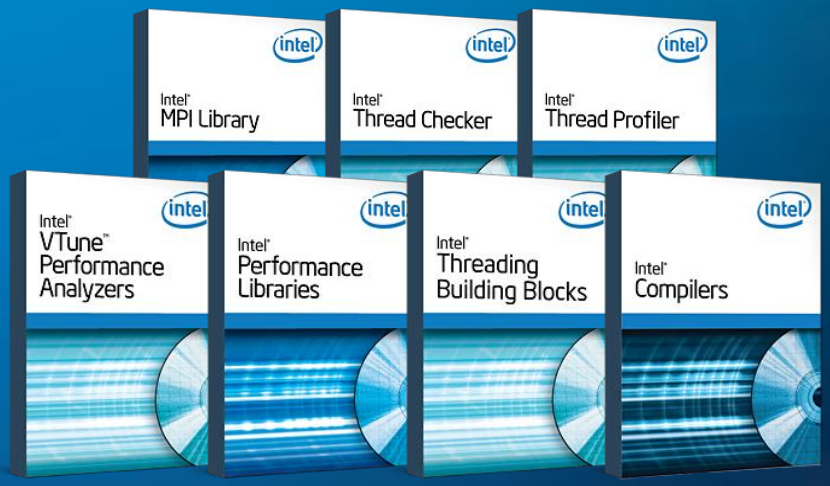
Intel Software Products for Developers
For Visual Computing

Market Segment Leading Tools Today

- Compilers and debuggers
- Performance analyzers
- Threading building blocks
- Libraries

Extending Intel® Software for Larrabee

- Ensuring support for industry standard APIs (DirectX* and OpenGL*)



Industry Standard Development Models
Extending Proven Intel® Software Products

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Continued Innovation Through Open Source

New Opportunities : Mobility and Visual Computing


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