



Mobility's Next Wave of Growth

Anand Chandrasekher
Senior Vice President, Intel
GM Ultra Mobility Group



聚信与共 创赢未来

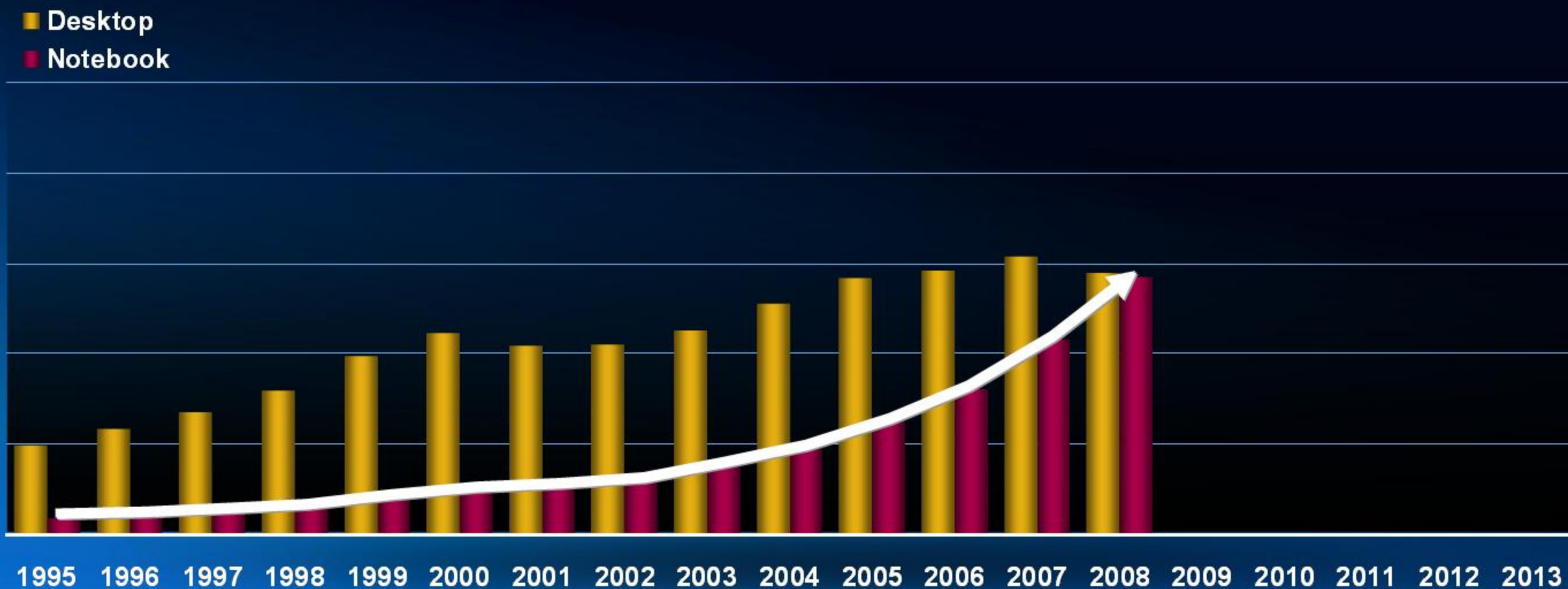
IDF2009

英特尔信息技术峰会

A young man in a grey hoodie is sitting on a bus, looking at a tablet. In the foreground, another person is using a laptop. The background shows other passengers on the bus.

1 Billion IA Mobile Devices a Year By 2015

Worldwide PC Shipments by Form Factor



How Mobile Computing Became Mainstream



First
Notebooks

How Mobile Computing Became Mainstream



First
Notebooks

Intel™ Centrino™
Processor
Technology

Small Form
Factor Notebooks

Driving Mobility's Next Wave

New



MIDs

New



Netbooks



First Notebooks

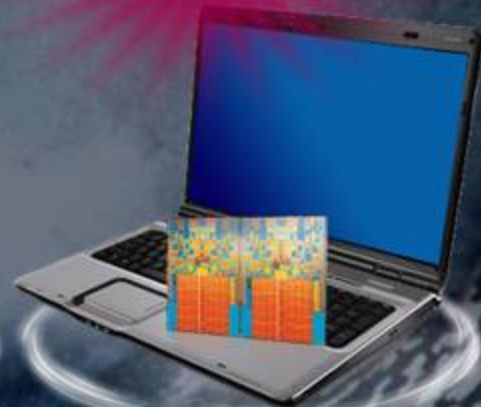


Mainstream Notebooks



Small Form Factor Notebooks

New



Quad Core Notebooks

New



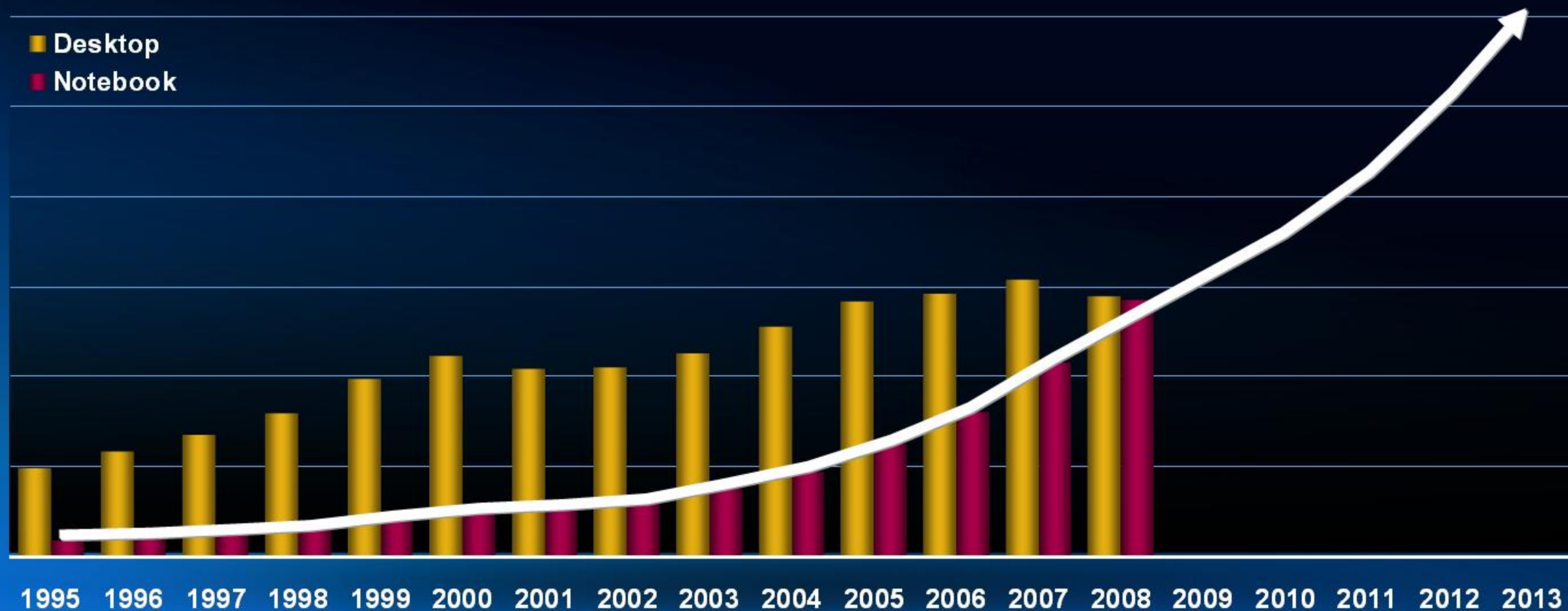
Wireless

New



Platform Security

Worldwide PC Shipments by Form Factor



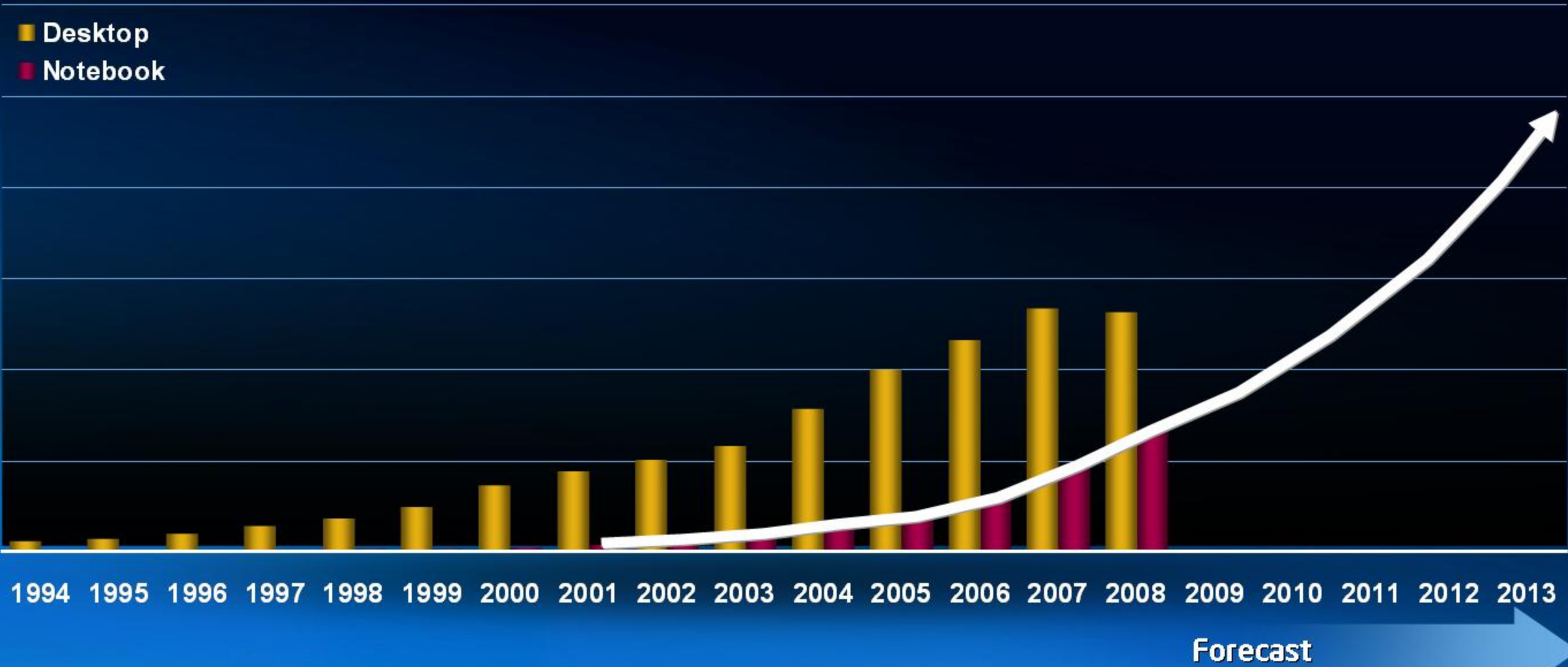
Forecast

China - Mobile Computing's Next Leader?

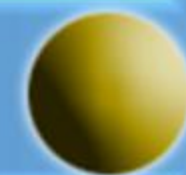
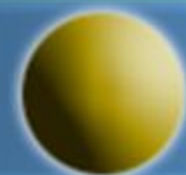
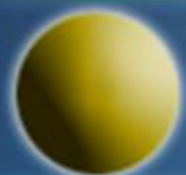


- World's largest mobile phone market: ~635Mu
- World's greatest number of Internet users: ~300Mu
- World 2nd largest PC installed based: ~200Mu

China PC Shipments by Form Factor



Intel™ Atom™ Processor: Celebrating 1st Birthday



IDF Shanghai

April '08

LAUNCHED
INTEL ATOM
PROCESSOR
& MIDs

Computex

June '08

LAUNCHED
NETBOOKS

Olympics

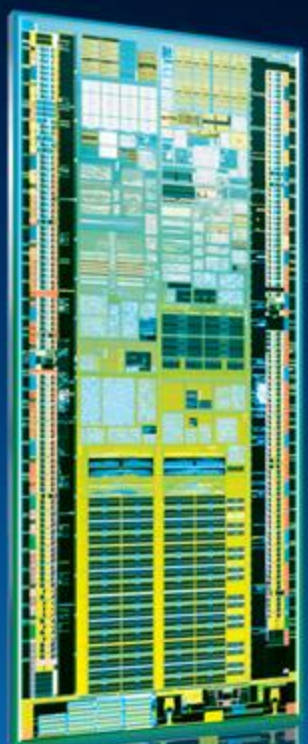
Aug '08

1st MIDs SHIP
Aigo & Lenovo

IDF Beijing

April '09

ATOM 1st BIRTHDAY
100+ MID+NETBOOK DESIGNS
MULTIPLE PRC DESIGNS





Semiconductor Insights 2008 Insight Award

Most Innovative Mobile Processor



英特尔™ 凌动™

IDF2009
英特尔信息技术峰会



Intel™ Atom™ Processor



英特尔™ 凌动™

Intel's Smallest Processor Built with the World's Smallest Transistors

< 25 mm² Die Size
45nm High-K CMOS
47 Million Transistors

High Performance

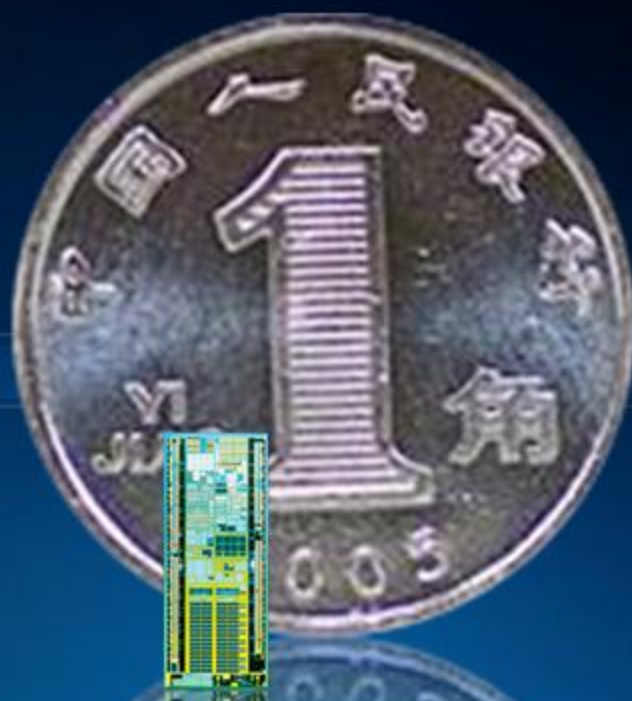
Fastest Processor in <3W space
High Performance Graphics
HT Technology¹

Intel's Lowest Power CPU

0.65-2.5 Watts TdP¹
Low Average Power² (160-400mW)
Low Idle Power³ (80-100mW)

Ground-up Design for CPU

Core 2 Duo ISA Compatible
SSE3, SSSE3



Intel™ Atom™ Processor: Port of Choice Across OSs



英特尔™ 凌动™

NetBooks / MIDs



**Moblin 1.0 Today
Moblin 2.0 Coming!**



**Windows XP Home,
Windows Vista Basic,
Windows 7 Starter
Windows 7 Basic**

The "Moblin on Atom™" Ecosystem is Growing

Community

14 OSVs and Growing...



100+ ISVs and Growing...



*Moblin Now Hosted at the Industry Neutral Linux Foundation
Will Foster New Innovation and Growth In Open Source and Linux*

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MIDs - New Form Factors and Usage models



TG TriGem Computer, Inc.



YUKYUNG
Technologies



SHARP



FUJITSU



TechFaithWireless



Panasonic



QQQ



Dragon
group



SFR



lenovo



aigo



E KING



BYD



BenQ



Clarion



intel

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Show & Demo

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Intel™ Atom™ Processor: ANNOUNCING TODAY

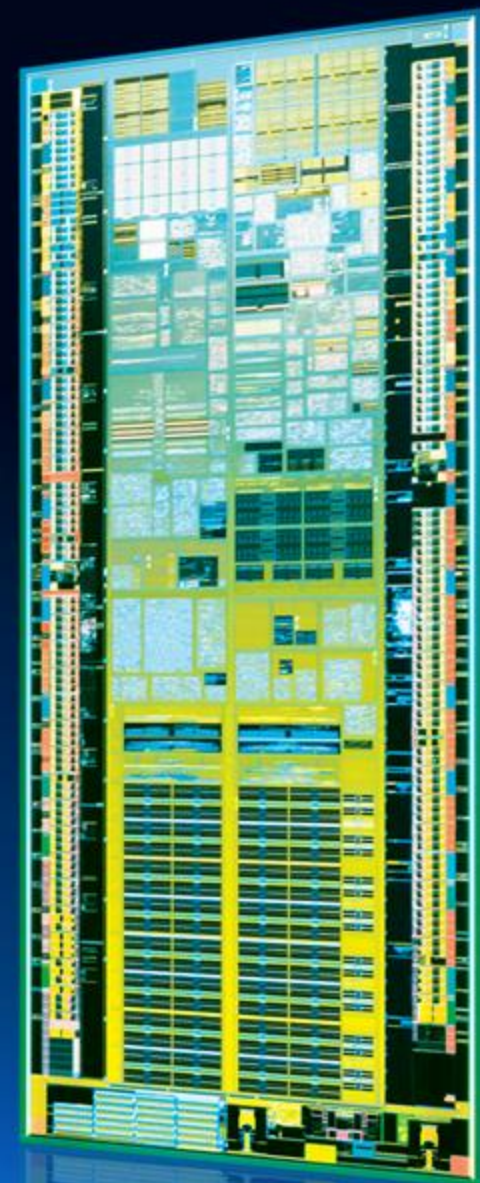
Two New Z Series Processors

Z550

- Extends Speed to 2GHz
- Fastest Performance in a Handheld*

Z515

- Intel Burst Performance Technology for performance on demand
- Existing Sleek Form Factors



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技术峰会

SHOW

* <3W power envelope



Announcing Today . . .

aigo[®]



CZC 创智成



Gemsta[™]

E KING

lenovo



TechFaith Wireless

Announcing Today

Neusoft Delivering
Moblin Compliant Applications

Ximin Chen

Vice President, General Manager of
Embedded Software Division

Neusoft

Beyond Technology

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Guest/Demo

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Moorestown: Continued Innovation

2008 / 09

2009 / 10



45nm

>10X Reduction in
Idle Power

Target:
Smartphones



45nm

First Low Power CPU and Chipset
Designed from the Ground Up

Target Usages: Entertainment,
Social Networking, Information

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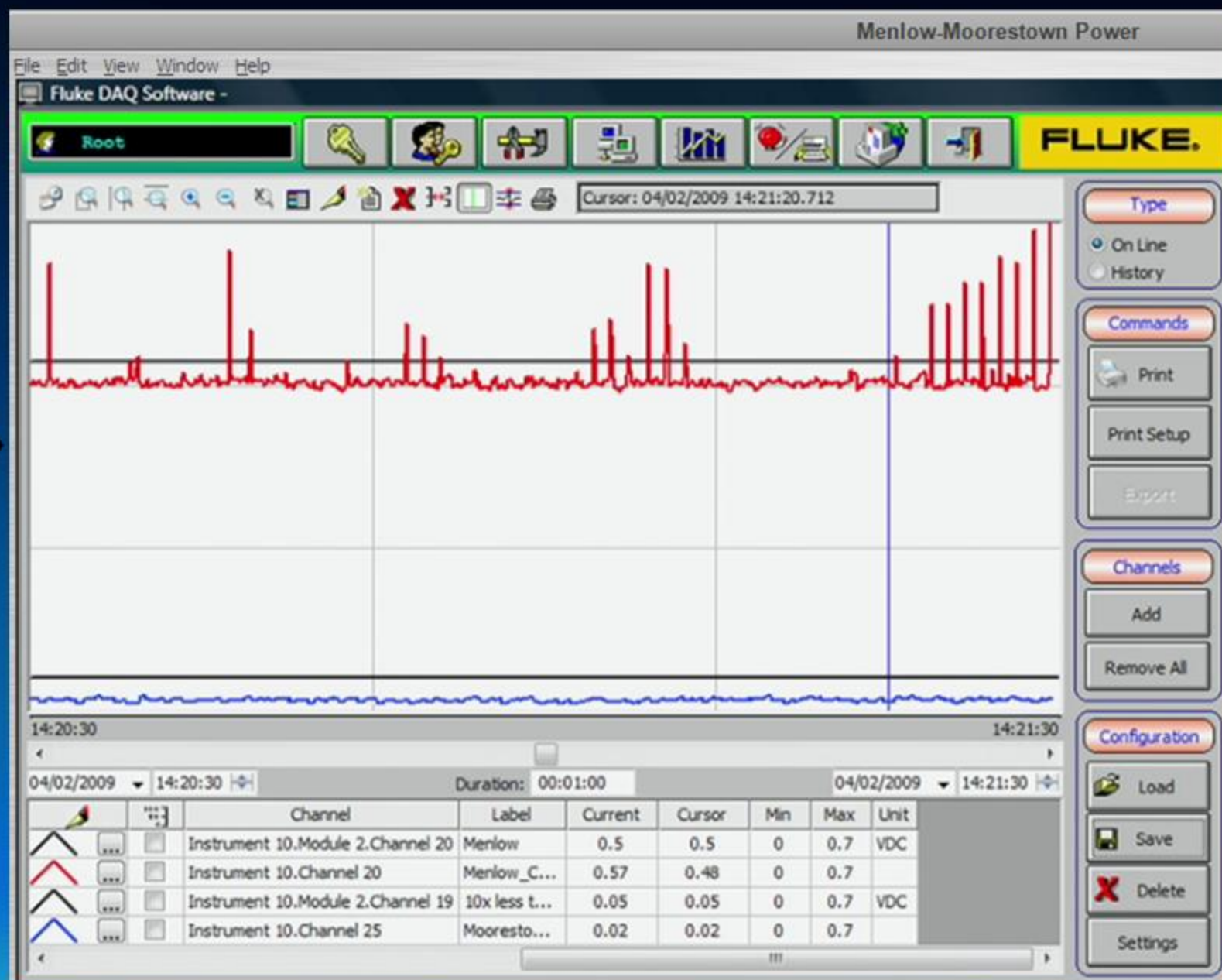
Demo

Source : Intel Roadmap. All products, computer systems, dates, and figures specified are preliminary based on current expectations, and are subject to change without notice. Moorestown >10X reduction is roadmap target not measured data.



Power Management: Continued Innovation

10X



Menlow

Moorestown

Moorestown Ecosystem Momentum

PMIC VENDORS



MID INNOVATION ALLIANCE CUSTOMERS



WIRELESS / TELEPHONY



OS AND APPLICATIONS



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

Netbooks: Enabling More People to Experience the Internet



英特尔™ 凌动™



*Simple
Affordable
Internet-Centric*



Netbook & MID Usages



- Purpose built for Internet use
- Web: Learn, Communicate and View
- Compact form factors
- Basic PC functions

Demo

Notebook Usages



- Multi-purpose PCs
- Entertainment, Productivity, and Rich Web experience
- View, create or edit HD video
- Content creation and Intense workloads
- Range of form factors (>10")

"Thin is In" ... New Wave of Thinness for Mainstream



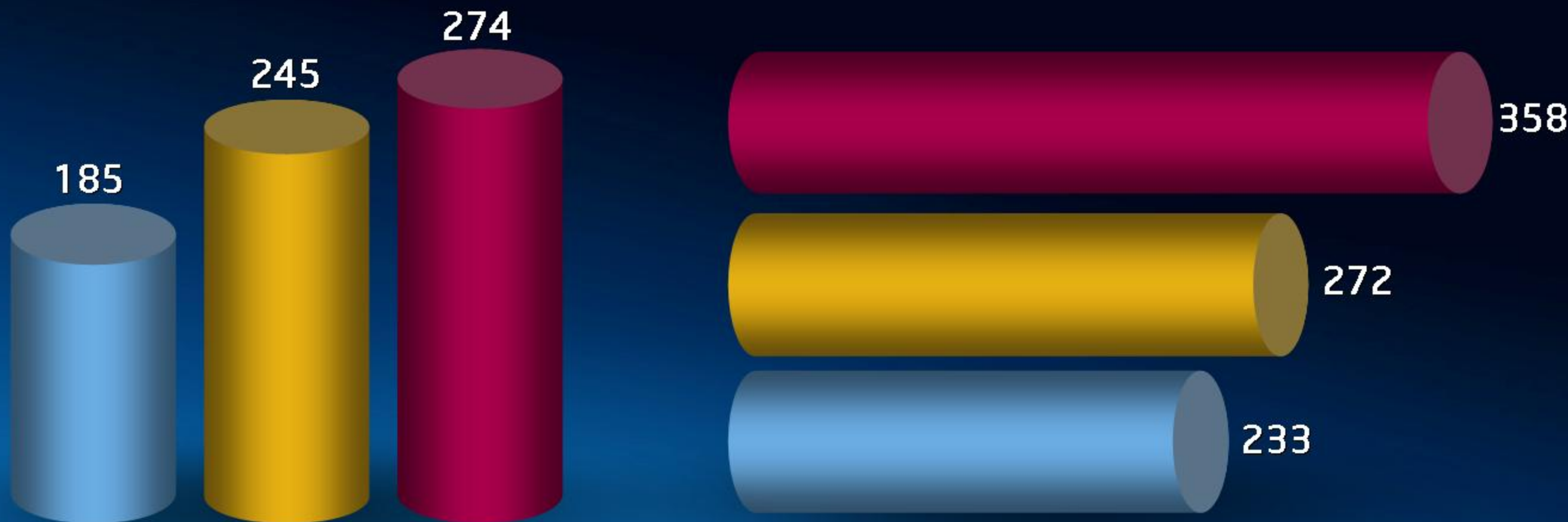
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Show

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With Intel™ Centrino™ 2: Performance Does Not Have to be Power Hungry!



Performance Qualifying Score

Higher is Better

Battery Life (In Minutes)

Higher is Better

- Intel Core™ 2 Duo processor T9600 (2.8GHz, 6MB L2 Cache, 1066MHz FSB) and Mobile Intel GM45 Express Chipset
- Intel Core™ 2 Duo processor T7800 (2.6GHz, 4MB L2 Cache, 800MHz FSB) and Mobile Intel GM965 Express Chipset
- Intel Core™ Duo processor T2700 (2.33GHz, 2MB L2 Cache, 667MHz FSB) and Mobile Intel 945GM Express Chipset

Delivering Real Value for Consumers

Significant Performance Improvement on Everyday Applications

1.4X Better
iTunes* MP3 Encoding



2.3X Better
Sony* Vegas* Video Encoding

1.5X Better
Adobe* Photoshop* Elements



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Source: Intel Comparisons refer to comparably configured Intel® Core™ Duo Processor T2700 (2 MB L2 Cache, 2.33 GHz, 667 MHz FSB) and Intel® Core™2 Duo Processor T9600 (6 MB L2 Cache, 2.8 GHz, 1066MHz FSB) systems. See back-up for system configurations and other important legal information



A New Era of Mobile Security

Intel™ Anti-Theft Technology



Anti-Theft Solutions

AbsoluteSoftware

acer

ASUS

FUJITSU

phoenix
technologies

lenovo

Quad Core in Mobile!

The Best Gets Even Better...



The world's highest performing mobile processor¹

- **4 Cores** at clock speeds of up to 2.53 GHz
- **12 MB** of L2 Smart Cache
- **1066 MHz** Front Side Bus

The ultimate mobile engine for HD multimedia and gaming

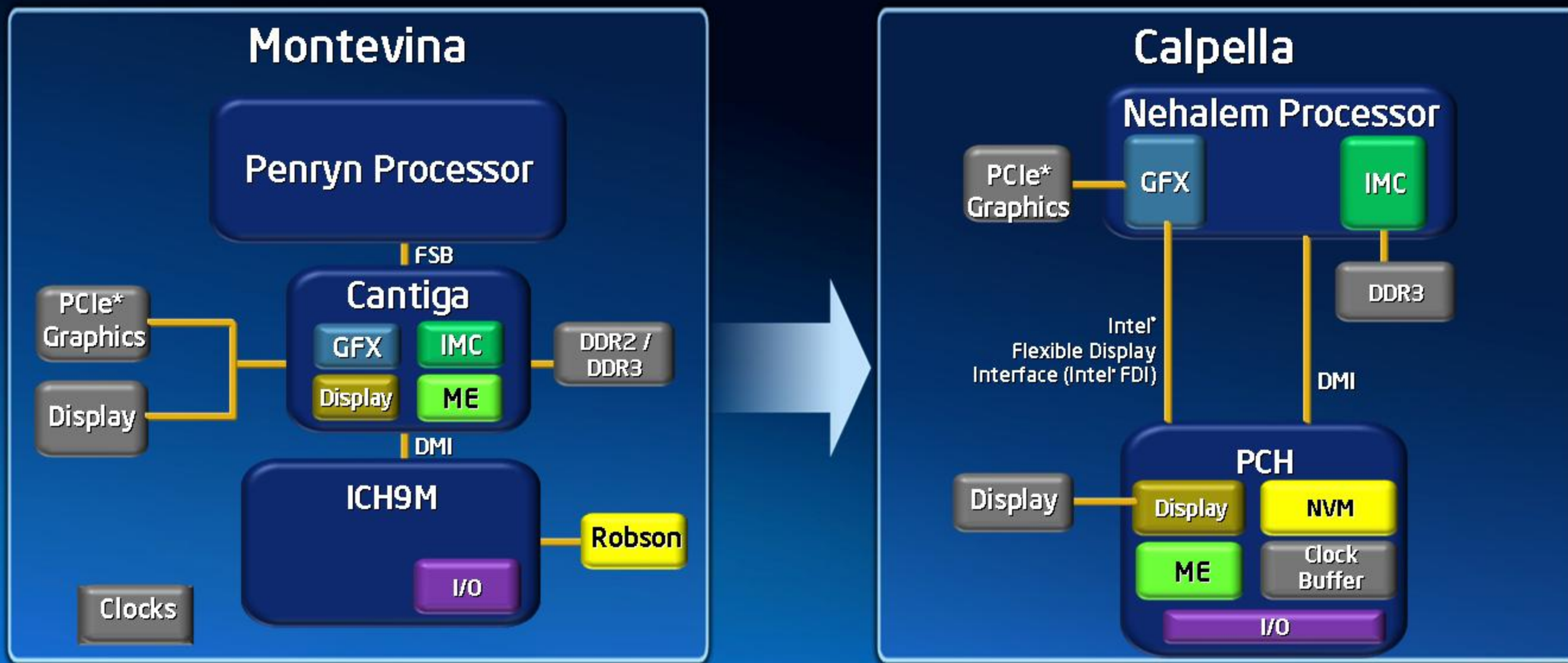
- Up to **50% faster** Hi-Def video encoding and editing²
- Rocking hardcore gaming experience
- Overspeed protection removed to maximize performance[#]

¹ For more information on why Intel® Core™2 Extreme Processor QX9300 is the world's highest performing quad-core mobile processor see www.intel.com/performance/mobile/extreme/index.htm for important additional information.

² Performance measured based on Adobe® Premiere Pro® CS3 comparing notebooks with quad-core Intel® Core 2 Extreme processor QX9300 with notebooks based on dual-core Intel® Core 2 Extreme Processor X9100. Actual performance may vary. See www.intel.com/performance/mobile/extreme/index.htm for important additional information.

[#] Warning: altering clock frequency and/or voltage may (i) reduce system stability and useful life of the system and processor; (ii) cause the processor and other system components to fail; (iii) cause reductions in system performance; (iv) cause additional damage; and (v) affect system data integrity. Intel has not tested, and does not warranty, the operation of the processor beyond its specifications.

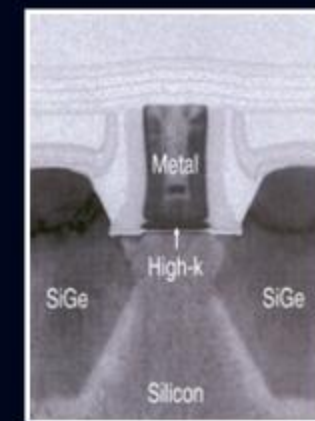
Calpella Platform Architecture



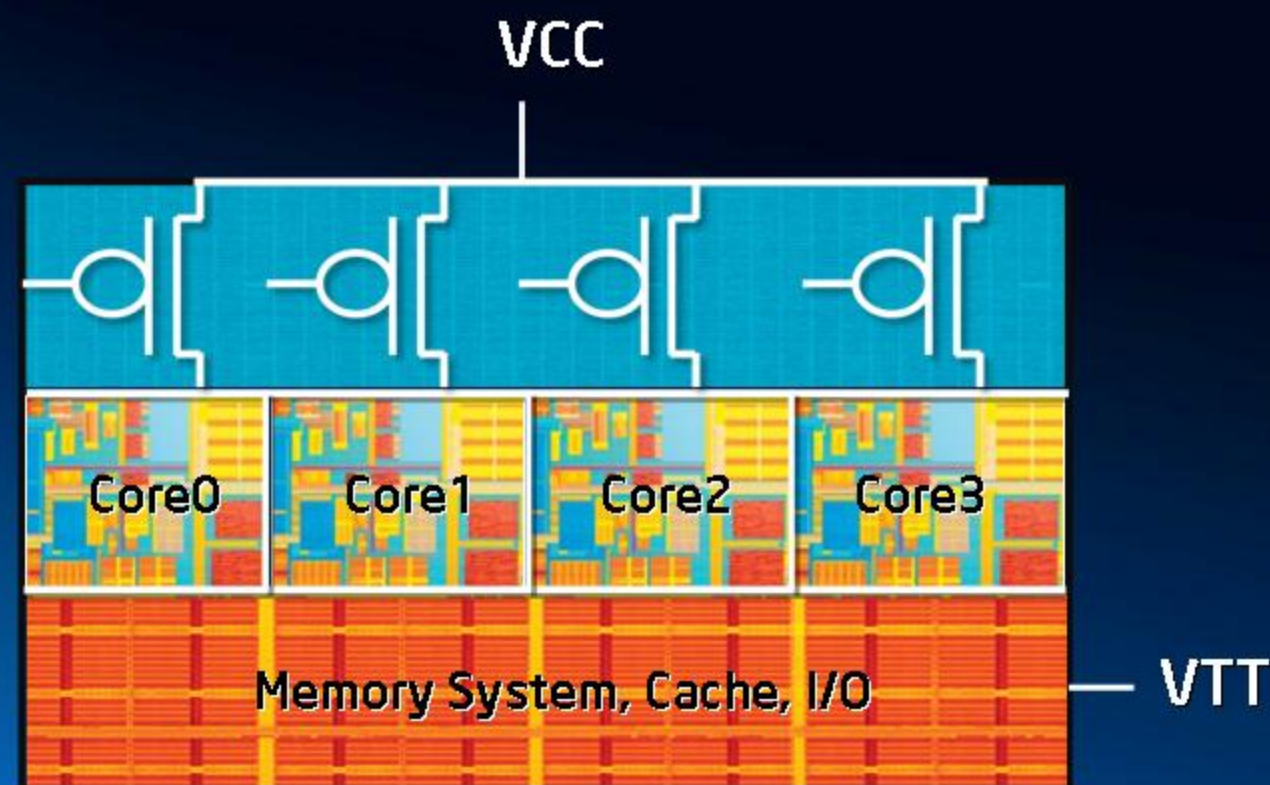
*Higher Integration Delivering More Performance and
Battery Life In Innovative Form Factors*

Integrated Power Gate

Enabling Energy Efficient Integration

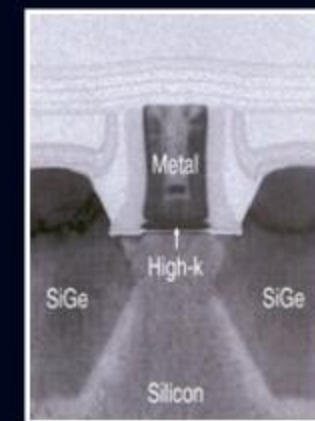


- Integrated Power Switches turn individual Cores on/off
 - Zero leakage power
 - Novel process technology
 - Modular & Scalable Clocking
- Intel™ Turbo Boost Technology
- Also used in Memory System, Cache, I/O to dynamically power down when not in use

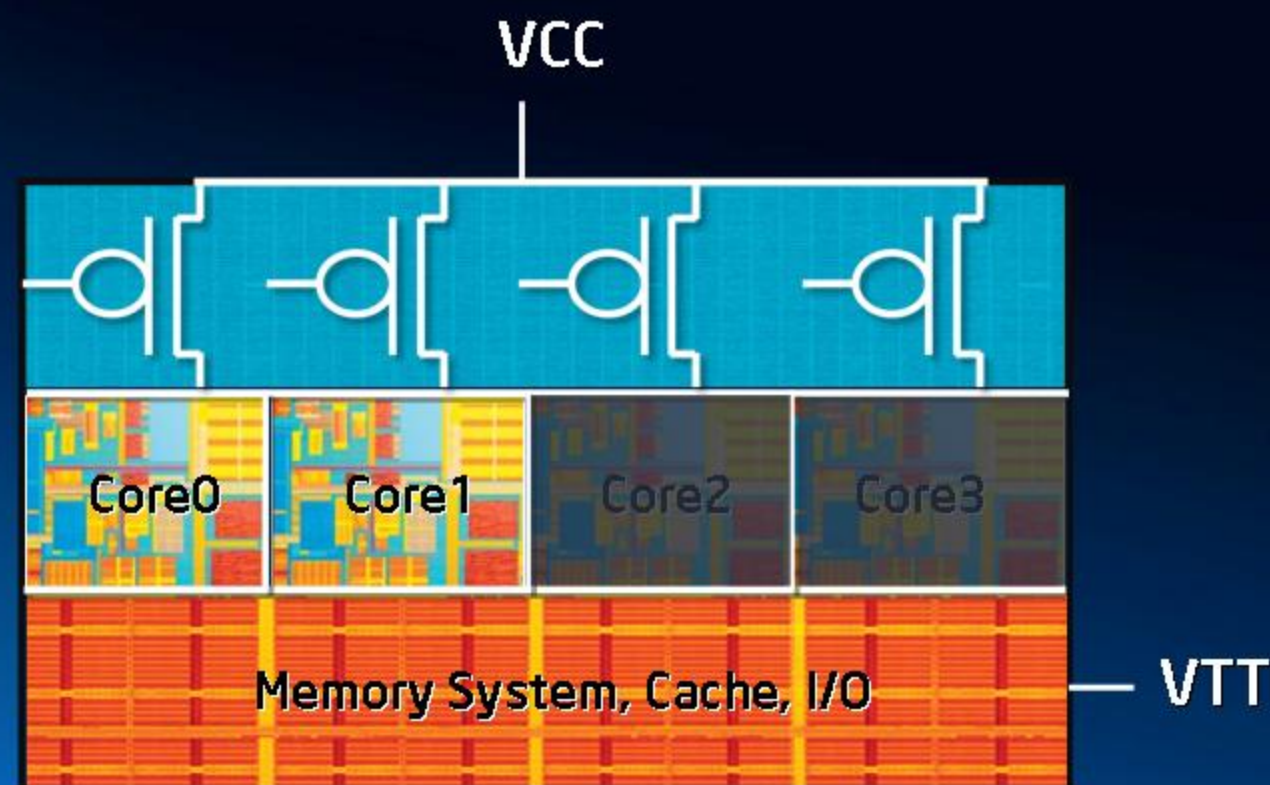


Integrated Power Gate

Enabling Energy Efficient Integration

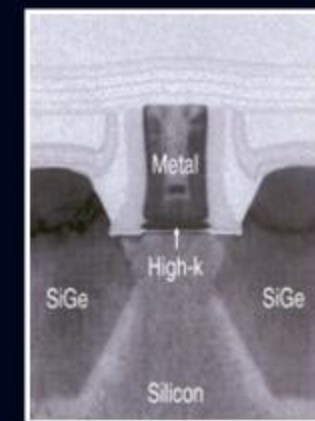


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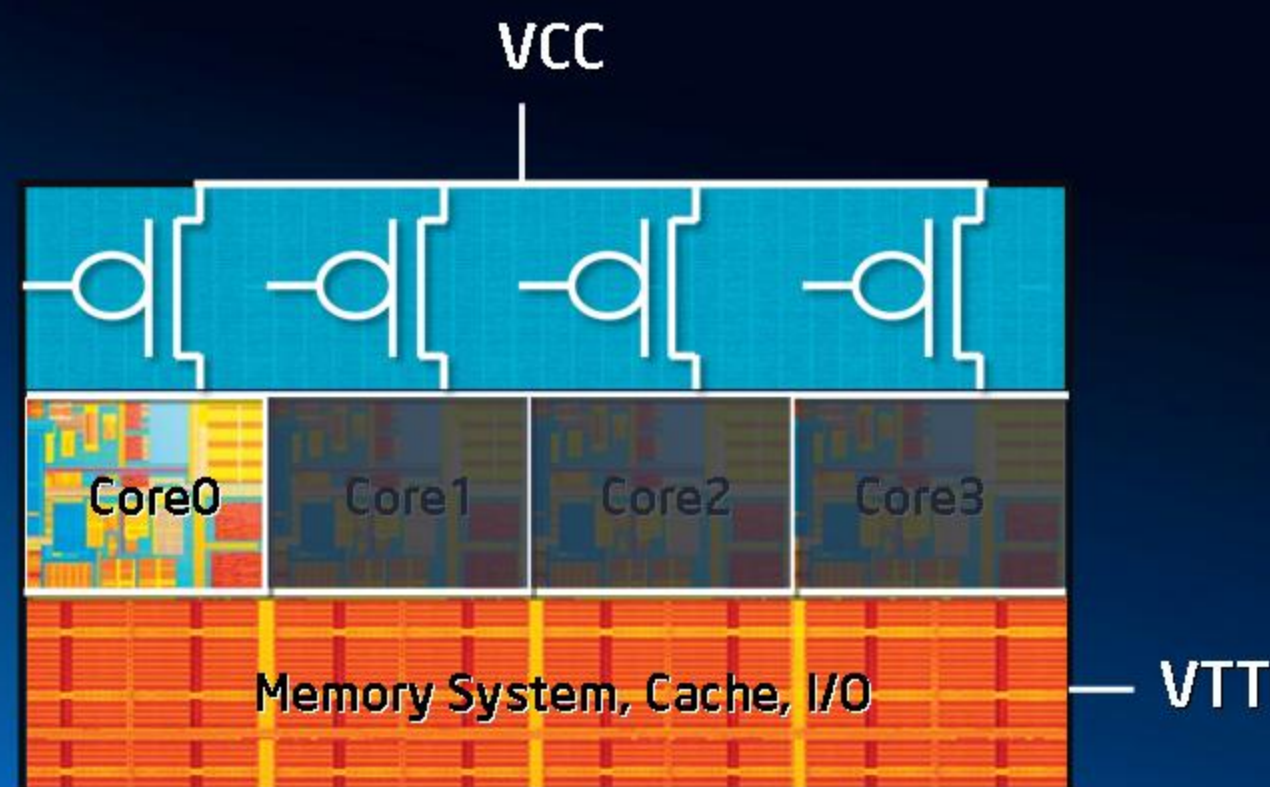


Integrated Power Gate

Enabling Energy Efficient Integration



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Generations of Innovation



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1 Billion IA Mobile Devices a Year By 2015

