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INTEL DEVELOPER FORUM

Connected, Intelligent, Pervasive
Transformations in Embedded Computing
Question and Answer Session

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Summary

Intel and China collaborating on transformational new applications in Embedded

Intel Architecture fueling the Continuum of Computing

Tunnel Creek delivers first Intel Atom-based SoC for Embedded

Embedded Fueling the Intel Architecture Continuum of Computing

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China Leading in Embedded Computing

Telecom

Digital Security
and Surveillance

Digital Signage

Transportation

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Intel Architecture Announcements

- China carmaker HawTai plans to incorporate Atom processor and MeeGo software in future in-vehicle-infotainment platform
- Intel's vision of applying compute and cloud model to the telecom industry
  - Intel partners with China Mobile; additional telecom companies adopting Intel processors for next generation networks
  - Worldwide telecom manufactures endorse Intel architecture for targeted platforms
    - include Alcatel-Lucent, Ericsson, Hauwei and ZTE

Over 1 Million units shipped

2/3 of all customers are new to IA

~2,900 Design Engagements

~730 Design Wins

Since 2008
Fueling the Embedded IA Transformation

Introducing Tunnel Creek

First Atom Processor-Based SoC for Embedded Flexibility to Reach the Next 1000 Customers

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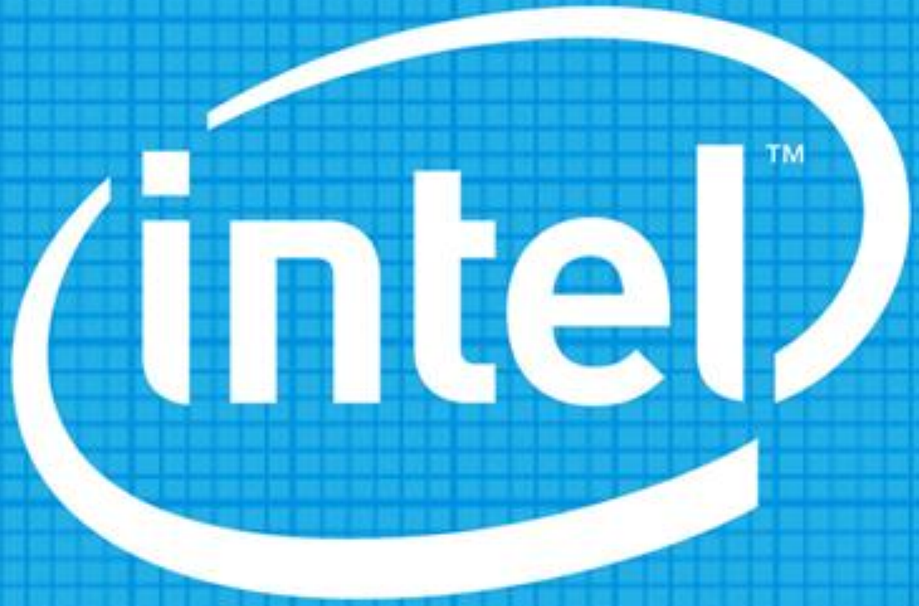

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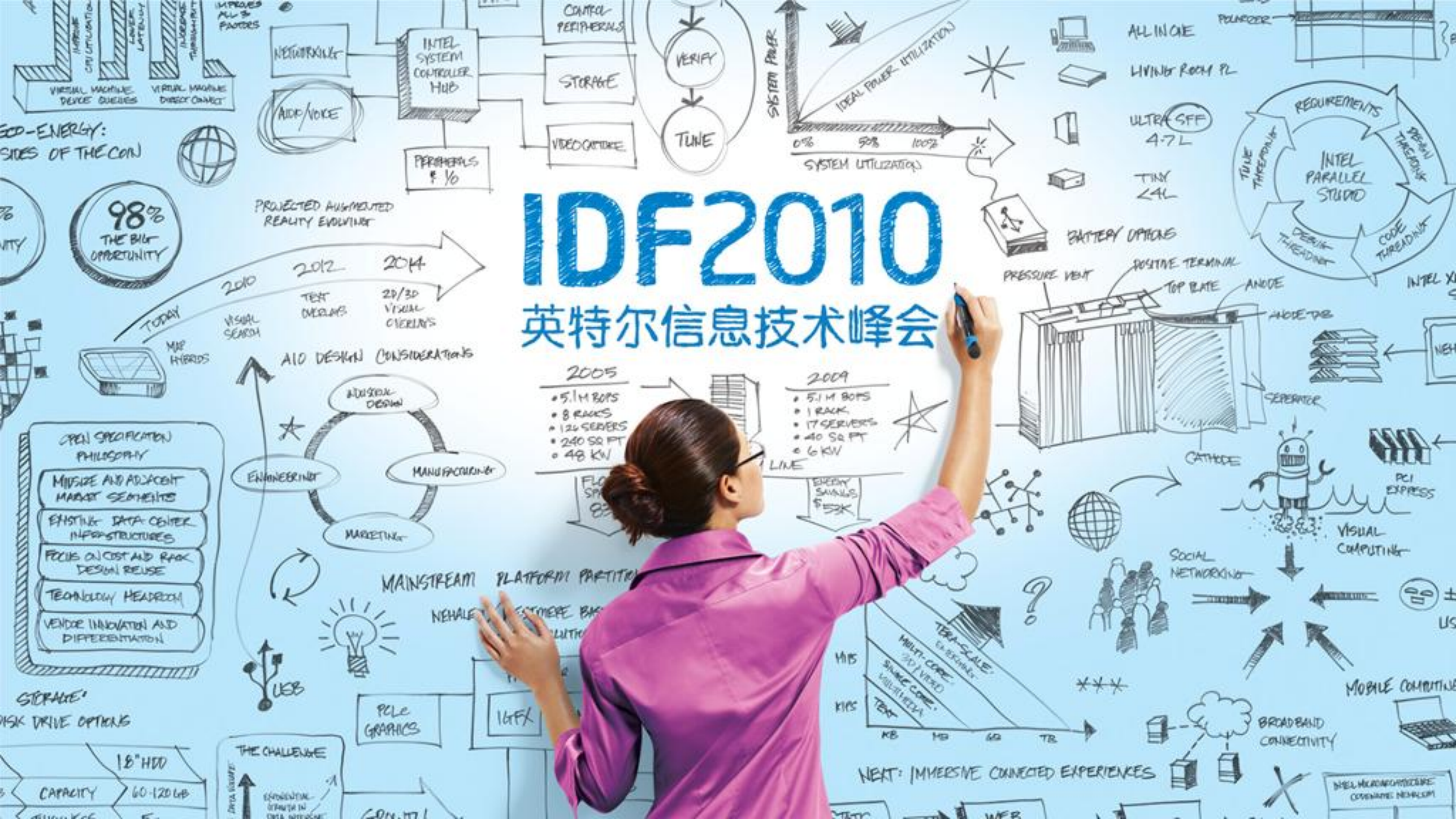
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