

IDF2010

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



China Leading in Embedded Computing



Telecom



Digital Signage



Digital Security
and Surveillance



Transportation



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

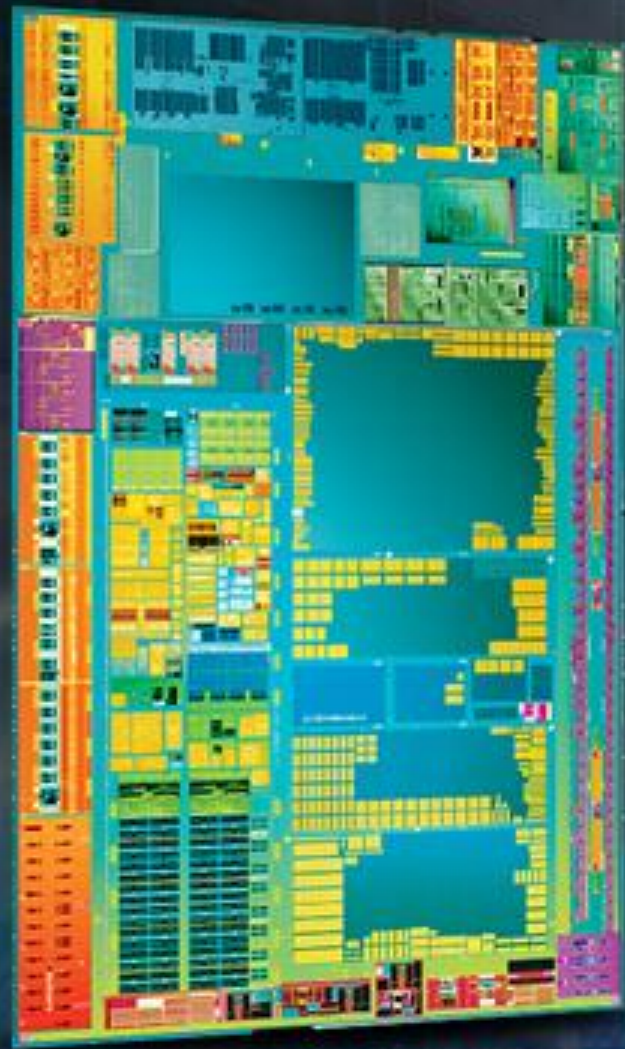
2/3 of all
customers are
new to IA

~2,900 Design
Engagements

~730 Design Wins

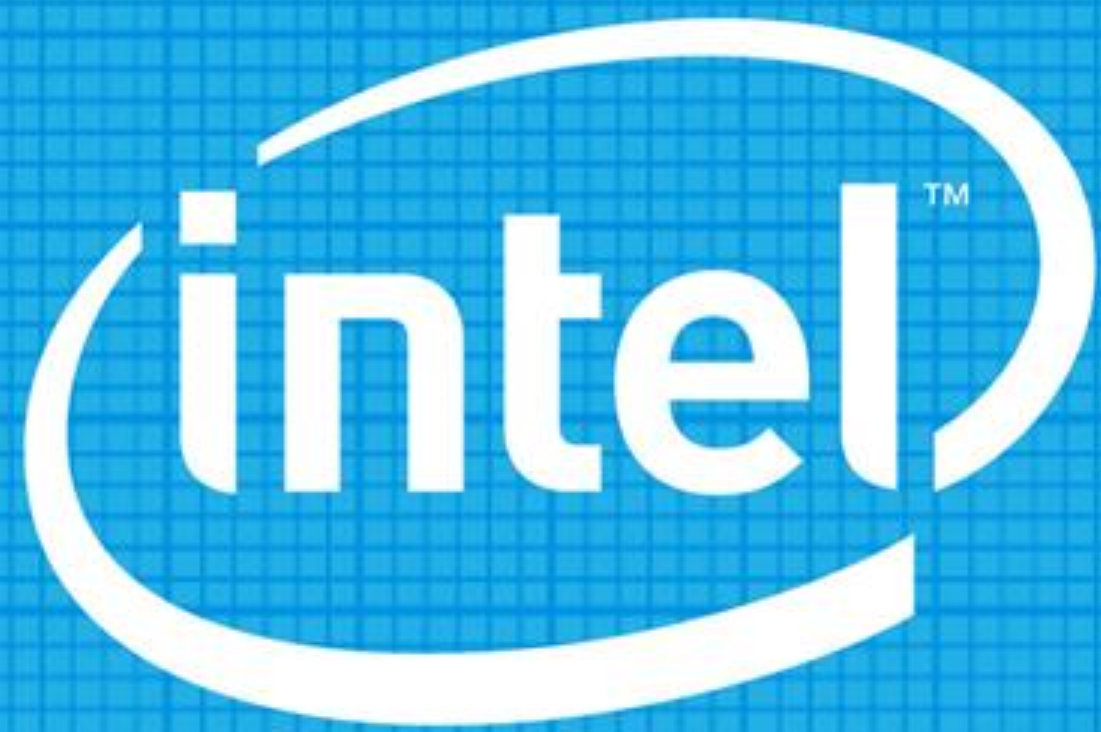


Since 2008
Fueling the Embedded IA Transformation

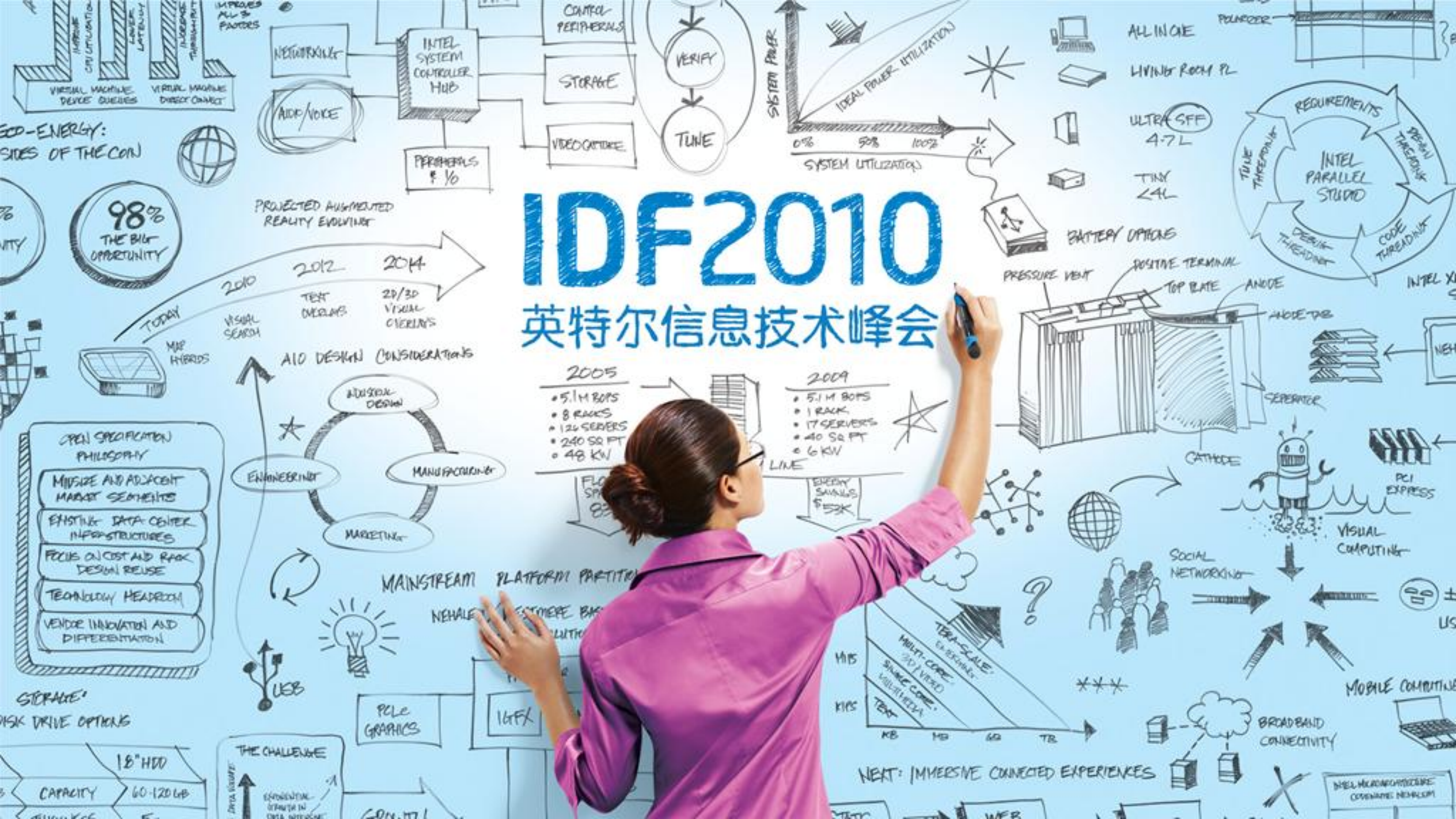


Introducing Tunnel Creek

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



英特尔®与你共创明天™



ECO-ENERGY:
SIDES OF THE COIN



PROJECTED AUGMENTED REALITY EVOLVING



AID DESIGN CONSIDERATIONS



- OPEN SPECIFICATION PHILOSOPHY
- MIDSIZE AND ADJACENT MARKET SEGMENTS
 - EXISTING DATA CENTER INFRASTRUCTURES
 - FOCUS ON COST AND RACK DESIGN REUSE
 - TECHNOLOGY HEADROOM
 - VENDOR INNOVATION AND DIFFERENTIATION

STORAGE
HDD DRIVE OPTIONS

	18" HDD
CAPACITY	60-120 GB
THROUGHPUT	

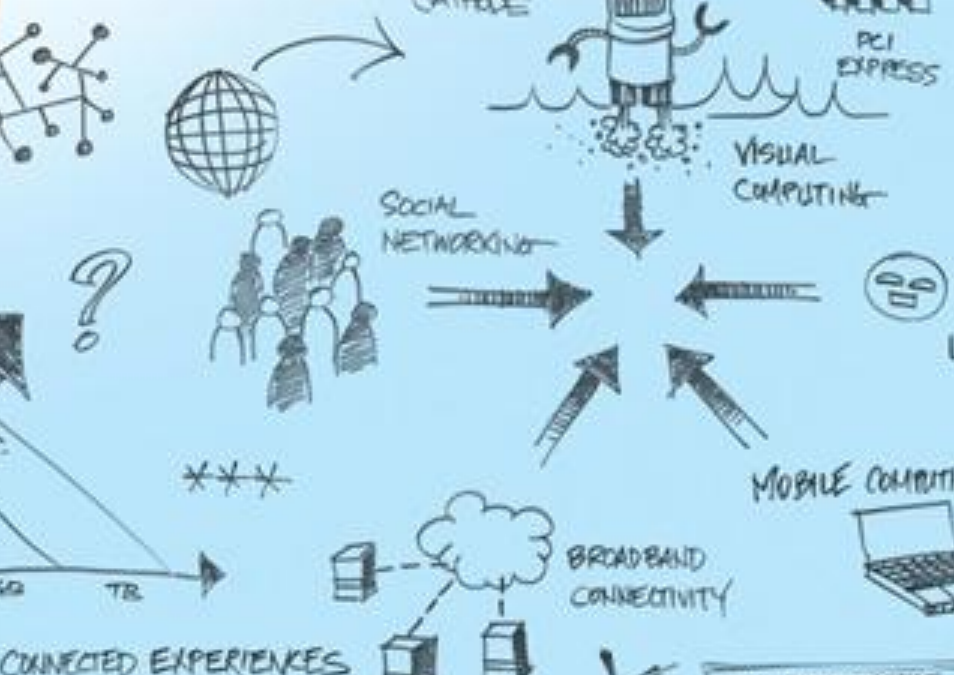
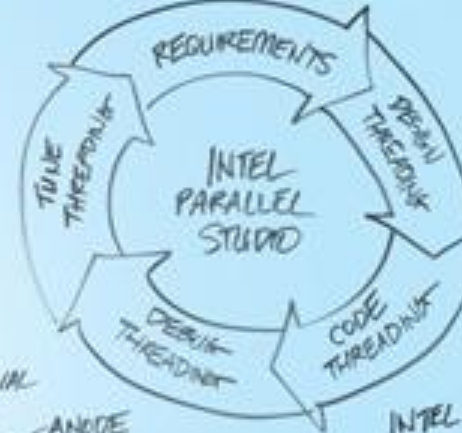
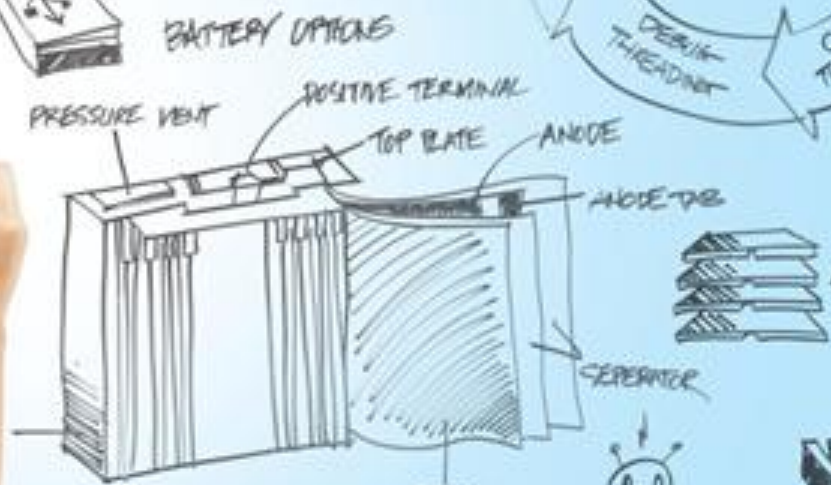
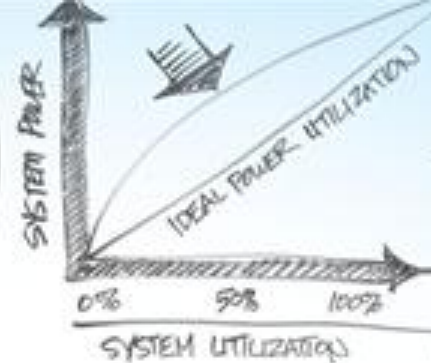
THE CHALLENGE

EXPONENTIAL GROWTH IN DATA THROUGHPUT

IDF 2010

英特尔信息技术峰会

- 2005
- 5.1M BOYS
 - 8 RACKS
 - 126 SERVERS
 - 240 SQ FT
 - 48 KW
- 2009
- 5.1M BOYS
 - 1 RACK
 - 17 SERVERS
 - 40 SQ FT
 - 6 KW



NEXT: IMMERSIVE CONNECTED EXPERIENCES

INTEL MICROPROCESSOR COORDINATE MEMORUM