Mobility: Innovation Unleashed!

Mooly Eden

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A Look Back: Centrino® Launch (2003)…

Intel's Mobility Vision

Computing and Connectivity Anytime Anywhere

Seamless Wireless Connectivity**
Securely
Wherever you are

A Battery That Lasts…
As long as you do
Without weighing you down

Great Performance
To handle every application
Foreground and background
While streaming data smoothly

Innovative new form factors
That are easy to use
Small and light enough
To carry them everywhere

Ushering In A New Era of Mobile Computing

centrino

intel

**Wireless Internet access may require additional hardware, software and/or services that are sold separately from a Mobile Intel® Processor-based notebook computer.

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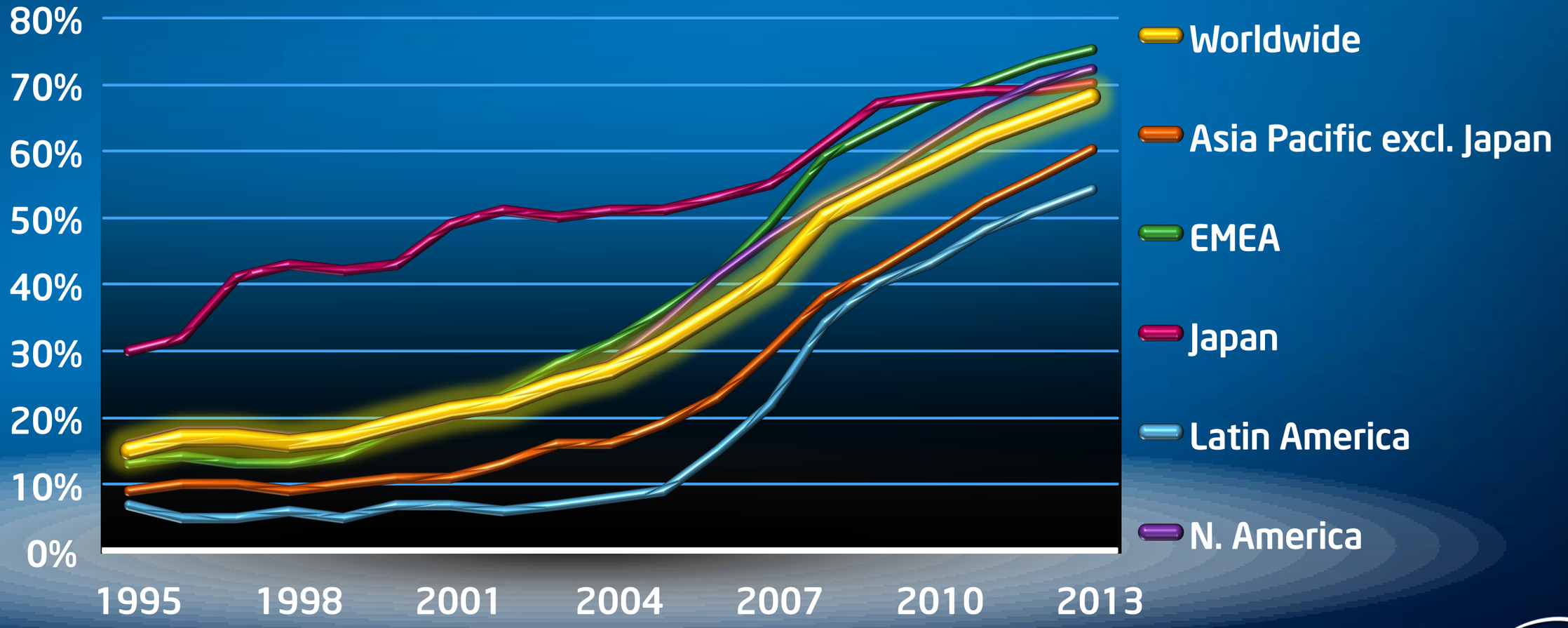
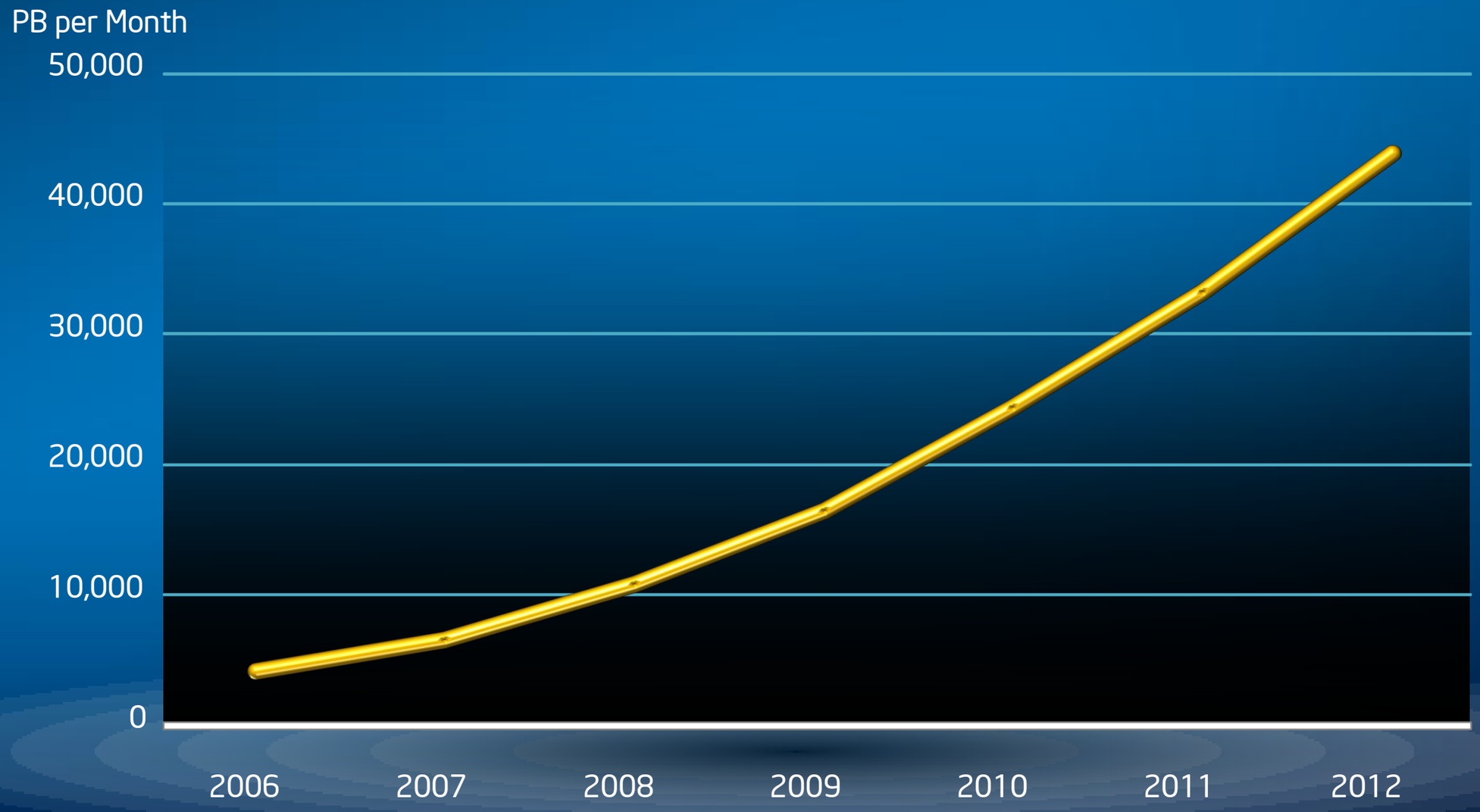
The World Continues to "Go Mobile"!

Mobile PC Share of Total Client



Source: Gartner

Explosive Internet Growth



Source: Cisco

Internet is the Last Thing You Give Up!

Source: Morgan Stanley

Pervasive Online Social Networking

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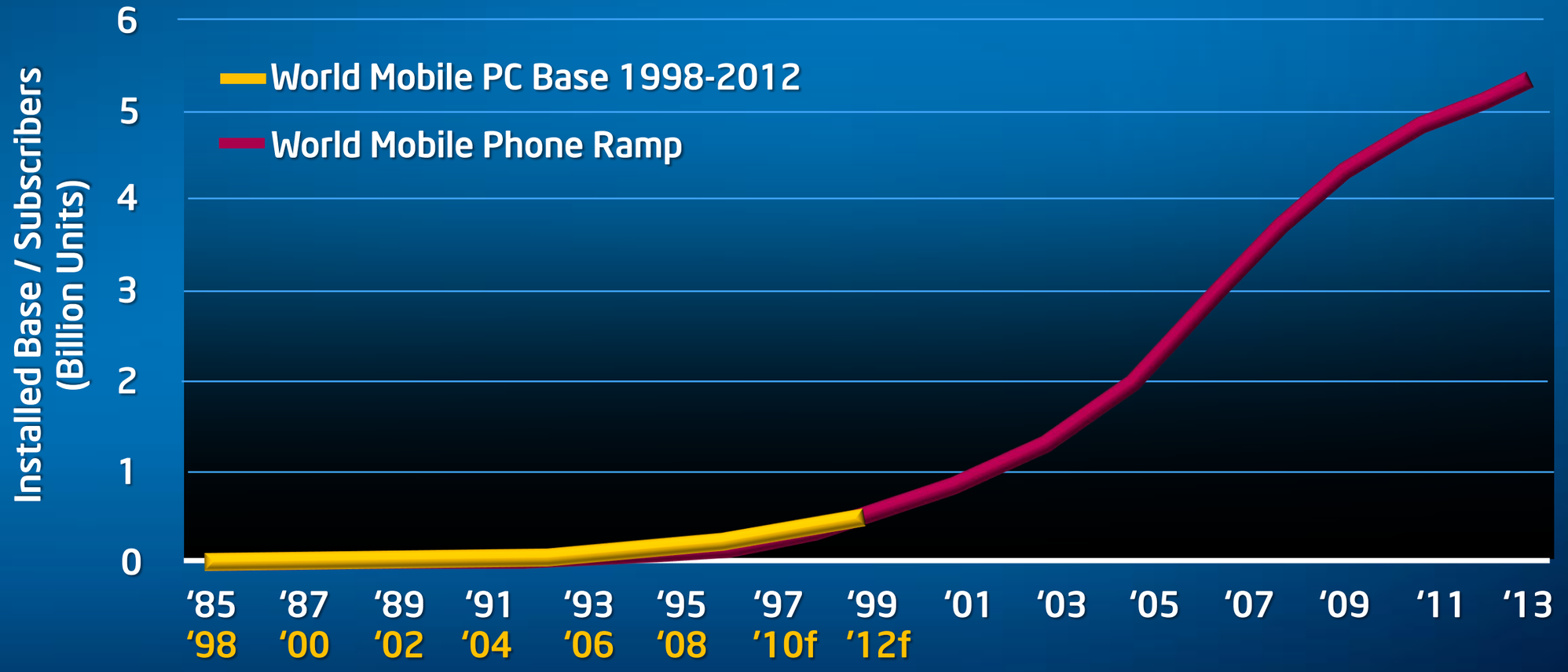
It's Your Personal Device

1 PC per House

1 PC per Room

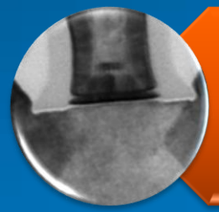
1 Notebook per Person

And… We Are Just Beginning!

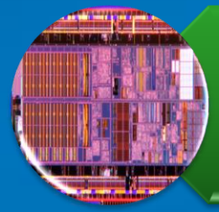


Source: IDC, Intel

Investments to Drive Innovation & Growth

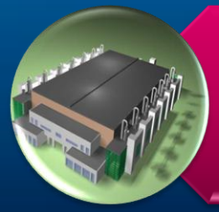


Process



Architecture

Integration



Scale

Intel's Mobile Computing Solution

Mobile Computing
in Your Pocket

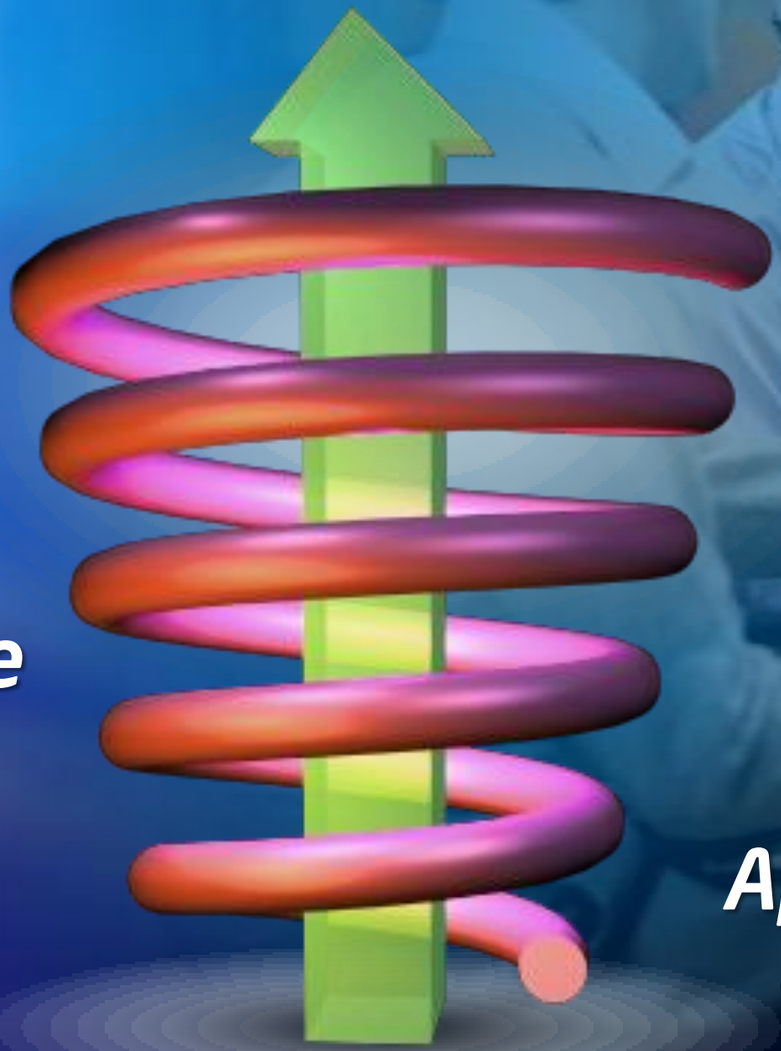
Mobile
Small Computing

Mobile
Core Computing

Always Connected
Full Software and Internet Compatibility

First, a Word on Performance…

The HW-SW Spiral is Alive & Kicking



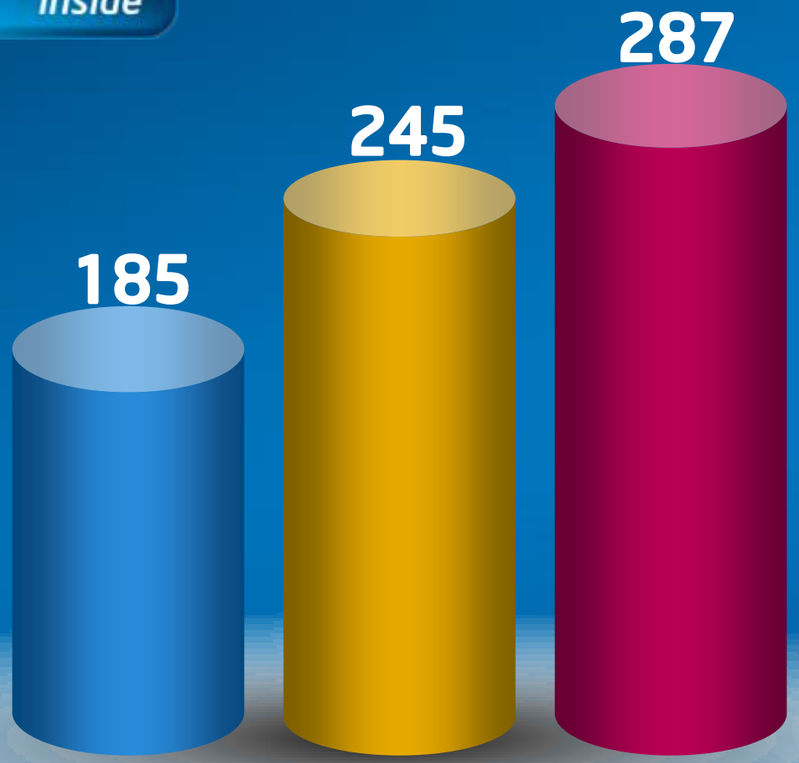
Higher Performance

Performance

Richer Apps

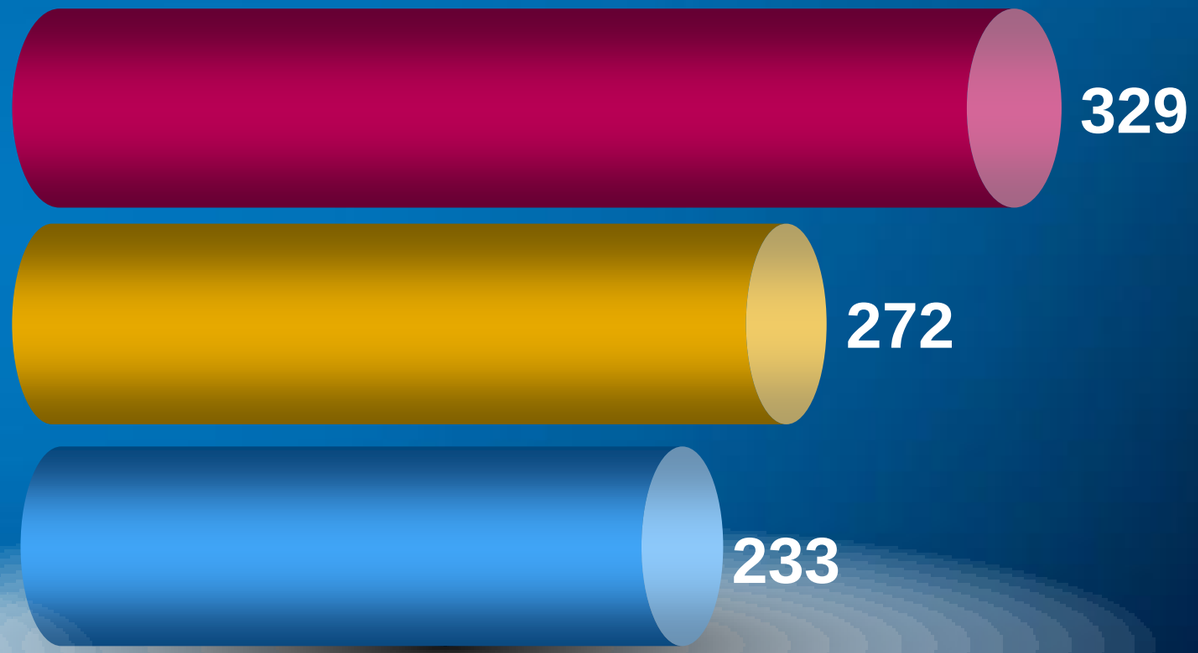
Applications & Usages

Performance is Not Power Hungry!



Performance Qualifying Score

Higher is Better



Battery Life (In Minutes)

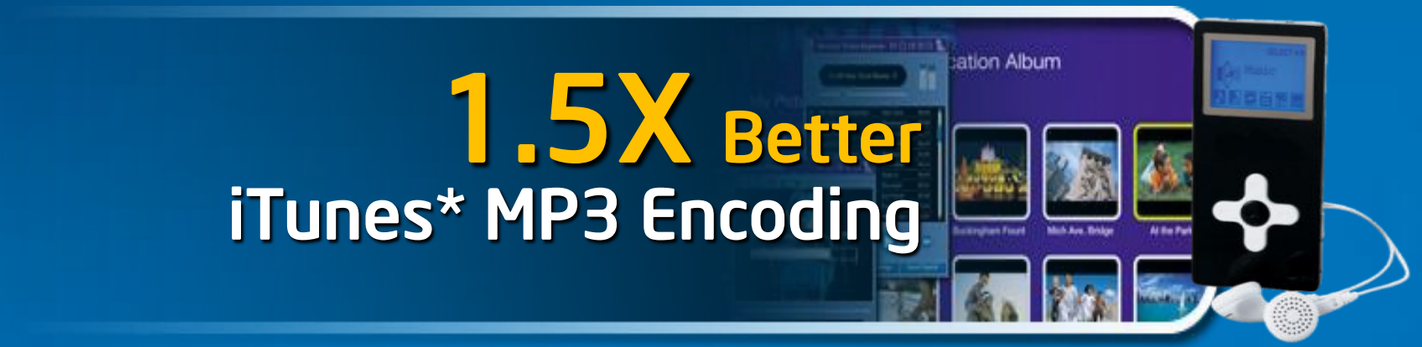
Higher is Better

- Intel® Core™ 2 Duo processor T9900 (3.06GHz, 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

MobileMark® 2007 - Productivity

Delivering Real Value for Consumers

Significant Performance Improvement on Everyday Applications



1.5X Better
iTunes* MP3 Encoding

2.6X Better
Sony* Vegas* Video Encoding

1.6X Better
Adobe* Photoshop* Elements

intel

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 T9900 (6 MB L2 Cache, 3.06 GHz, 1066MHz FSB) systems.

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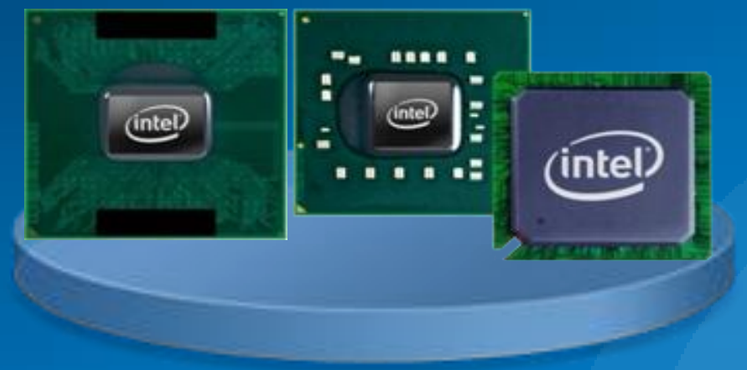
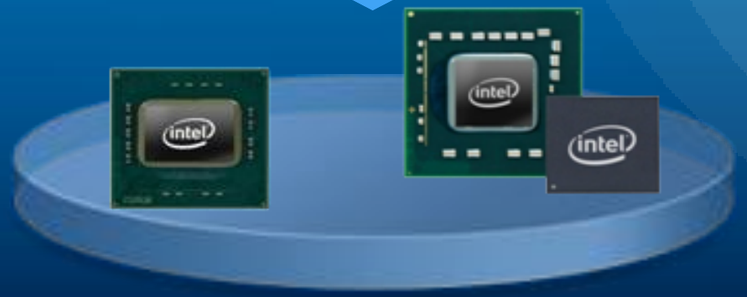
Ultra-Thin Comes to the Mainstream



58% Smaller

60% Lower Power



From 3342 mm^2 to = 1415 mm^2

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Ultra-Thin Family:
In Every Segment and Price Point

Best	intel Centrino 2 inside	Best Media Experience
Better	intel Centrino inside	Great Media Experience
Good	intel Pentium inside	Mainstream System Performance
Entry	intel Celeron inside	Entry Level System Performance

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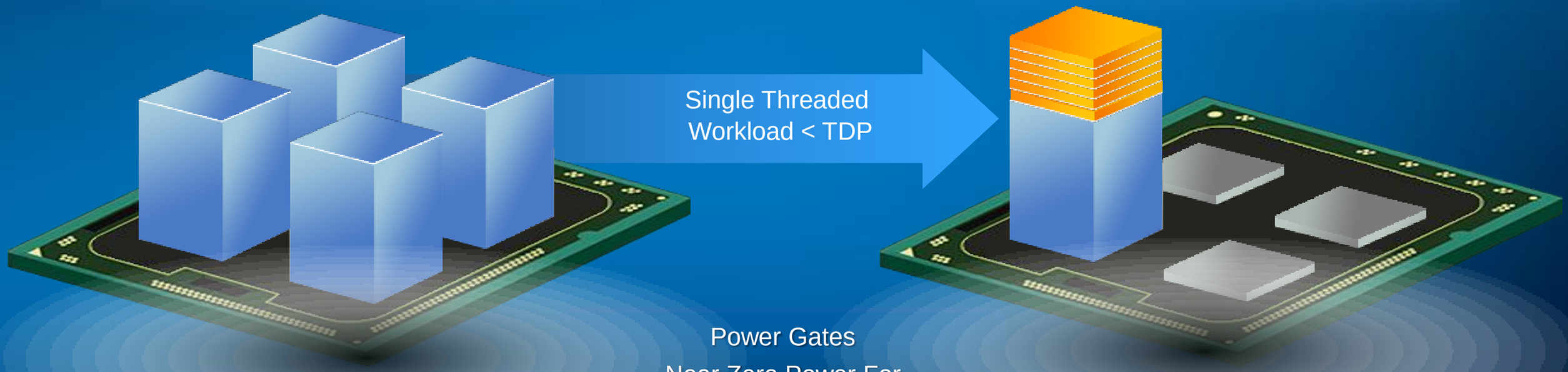
Coming Next: Calpella Platform Featuring Intel® Turbo Boost Technology

Without Turbo

With Turbo



Performance When You Need It,
Conserves Power When You Don't

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Netbook and Notebook

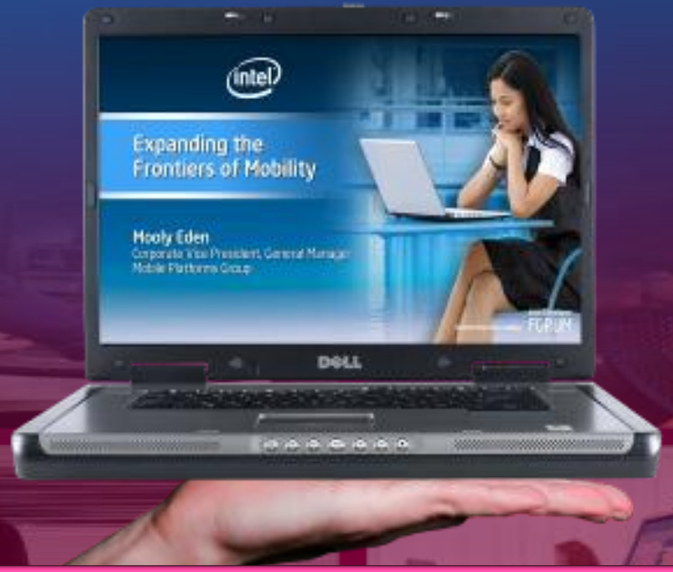
Companion Device

Purpose Built For Internet Use

Web: Learn, Communicate and View

Compact Form Factor (7-10.2”)

Basic PC



Multi-purpose PCs

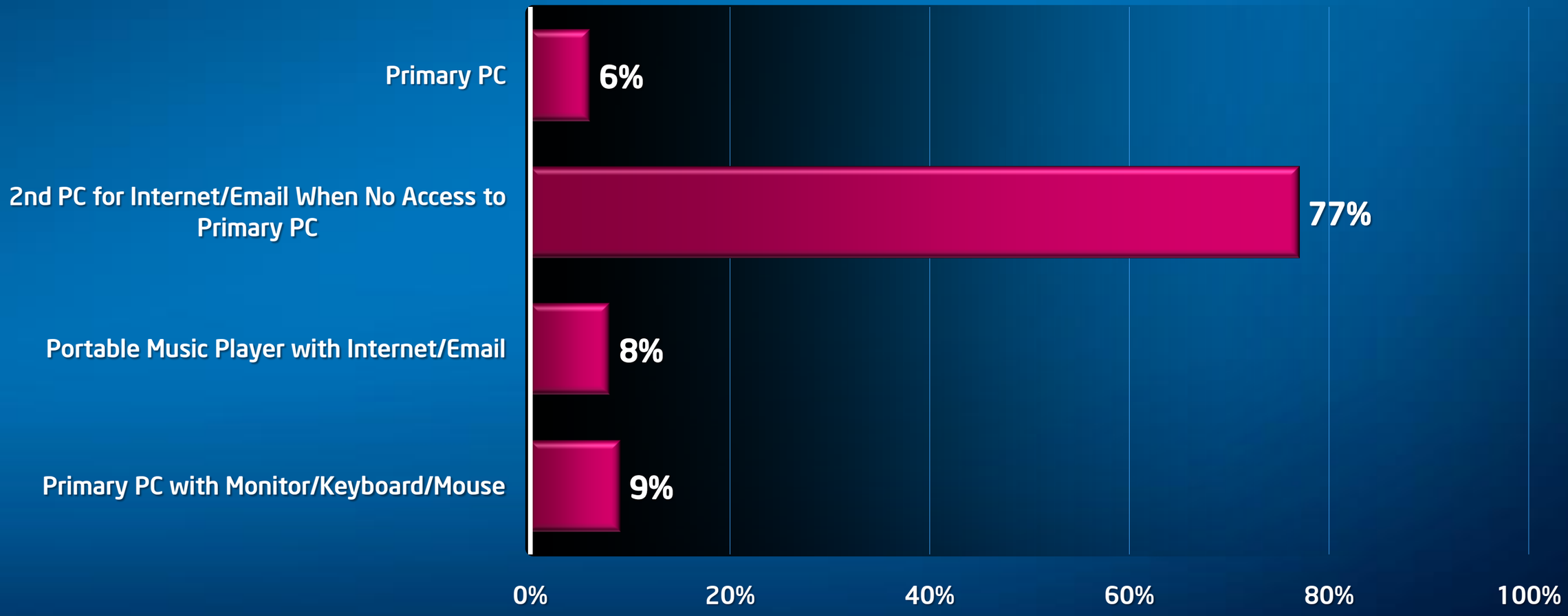
Entertainment, Productivity,
and Rich Web Experience

View, Create or Edit HD Video

Content Creation and Intense Workloads

Range of Form Factors (>10”)

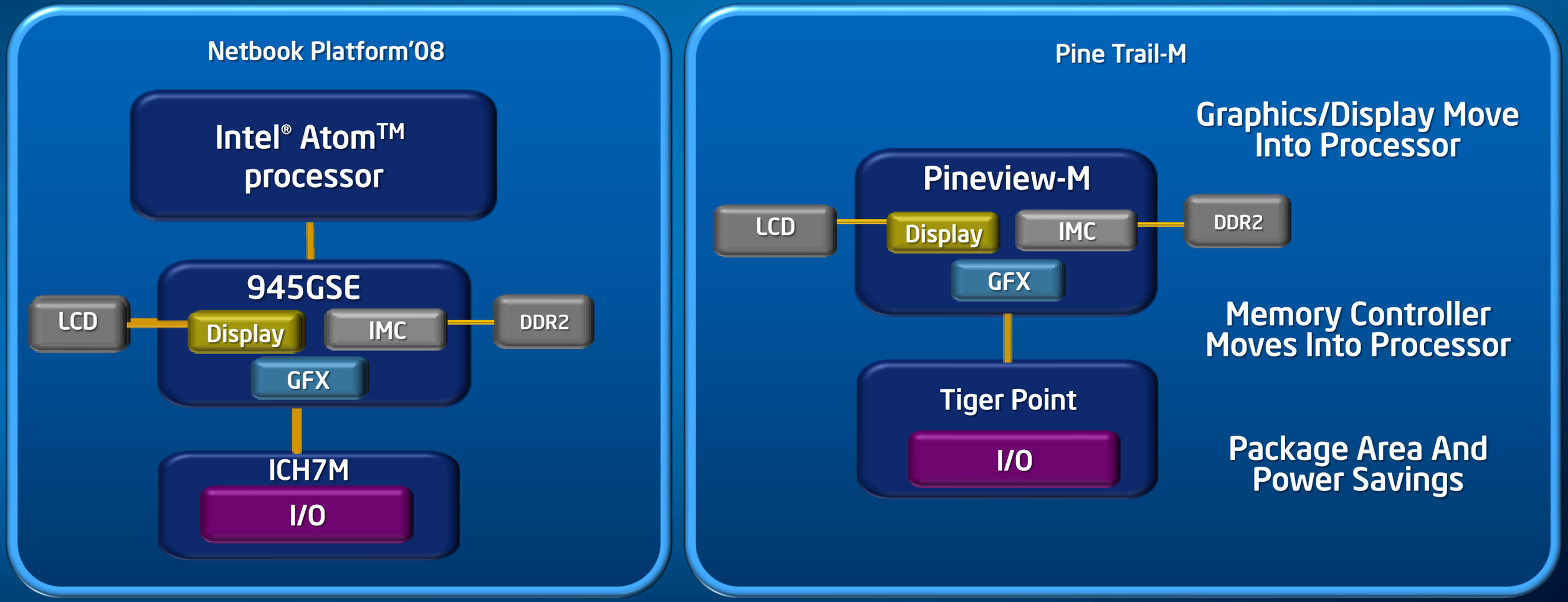
How Are People Using Netbooks…



Source: UBS Investment Research

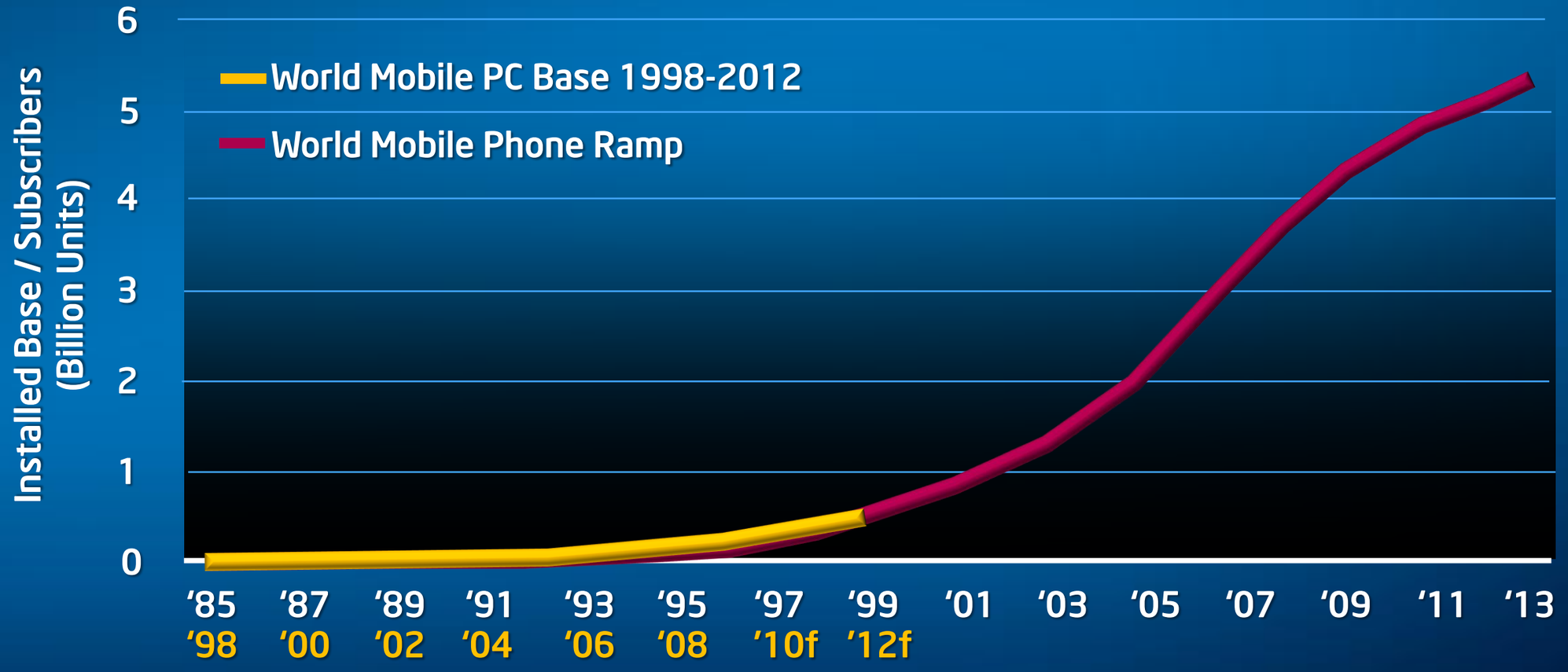
And It Gets Better…

Pine Trail: The Next-Gen Netbook Platform

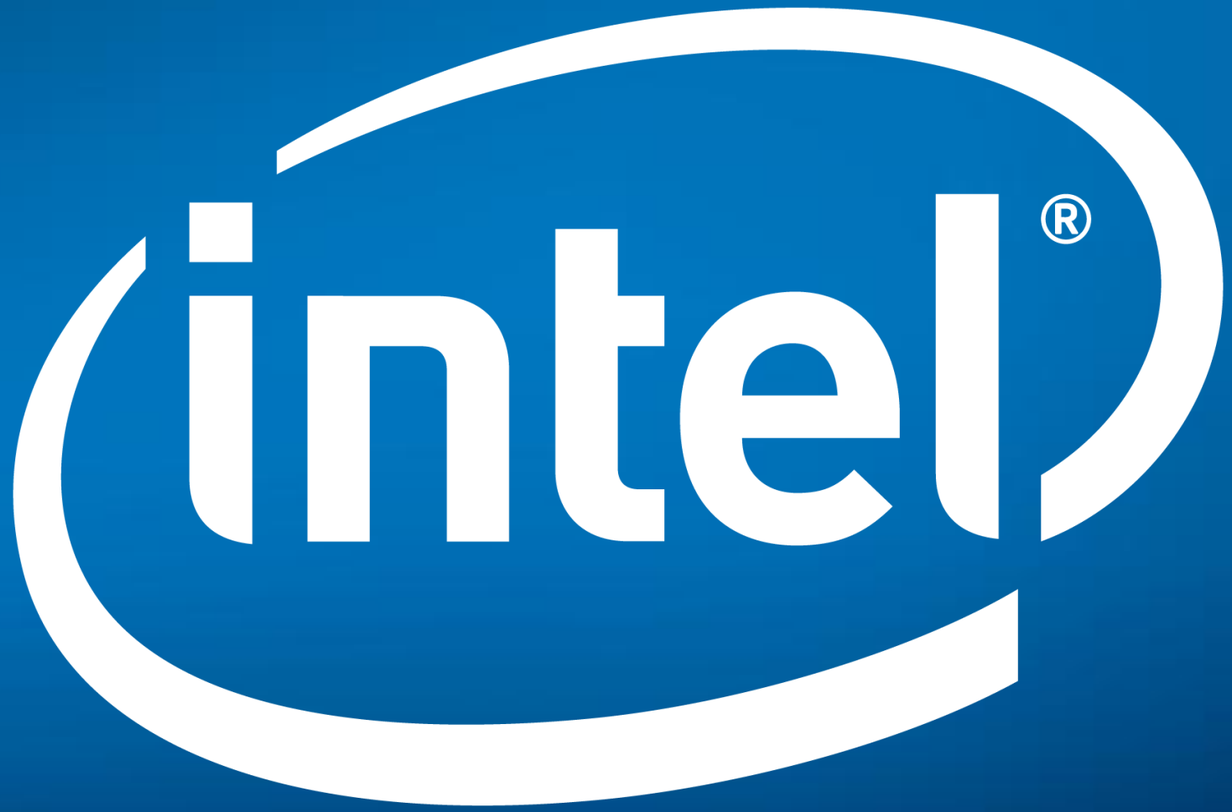


Integration Offering Platform BOM Savings, Power Reduction, and Improved Performance

In Summary: It's Just the Beginning!



Source: IDC, Intel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