

Experiencing Research @ Intel

Justin Rattner
Chief Technology Officer
Intel Corporation

What's New at Intel Labs?

"Intel Light Peak Can Transfer Blu-ray in 30 Secs"

Tom's Hardware
Sept 26, 2009



"Intel Researchers Deploy Experimental Single-Chip Cloud Computer"

WSJ December 2, 2009

THE WALL STREET JOURNAL.

"Intel stuffs speedy security into silicon - Otellini's job 1"

The Register
June 17, 2010



"Intel's 'mind-reading' brain-scan software showcased"

Associated Press
April 8, 2010



"Intel Sensor Records All Home Power Use From One Outlet"

PCWorld
PC World April 14, 2010



"Intel Labs China to focus on embedded"

CNET.cn April 12, 2010

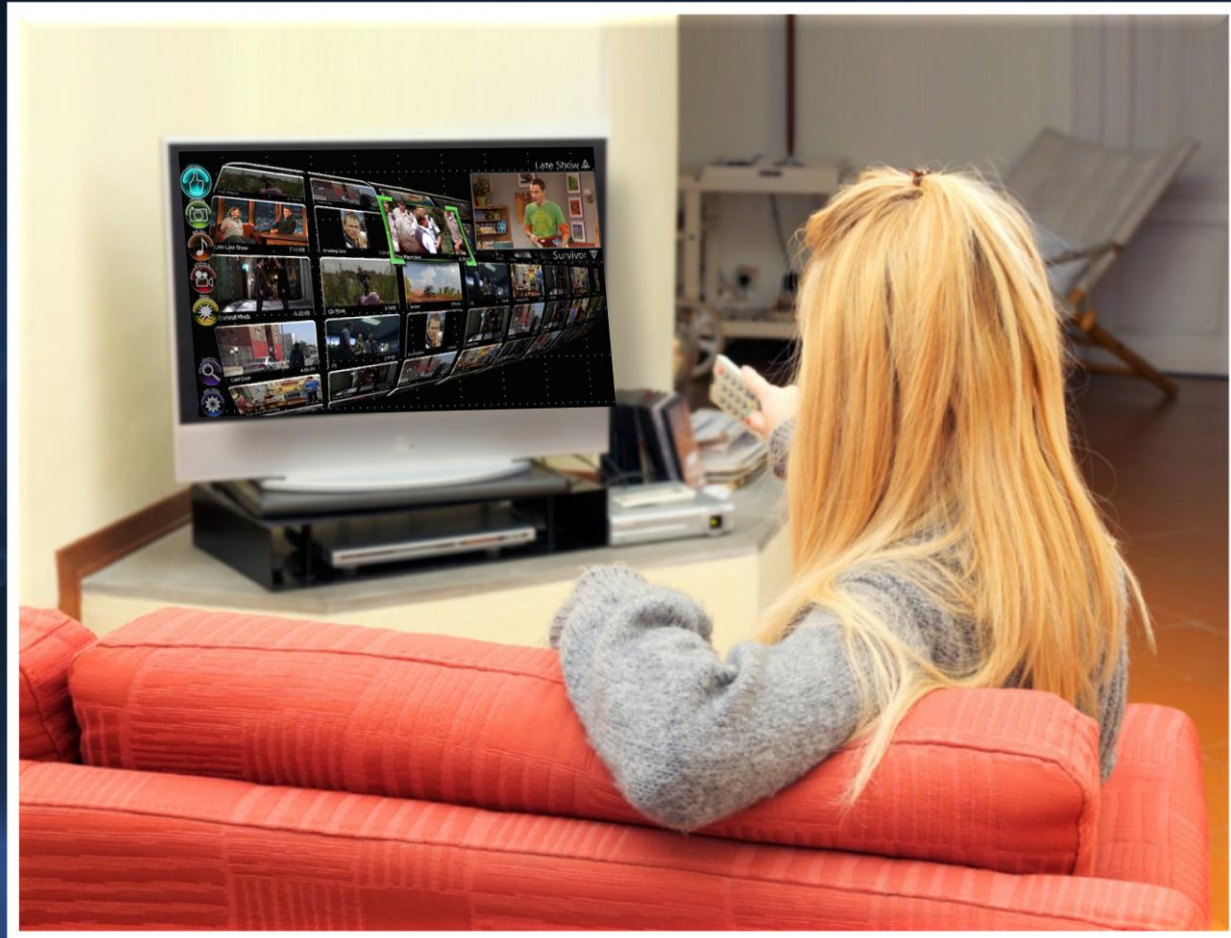


"Intel Labs Europe's research ranges from nanotech... to cloud computing"

EETimes February 8, 2010



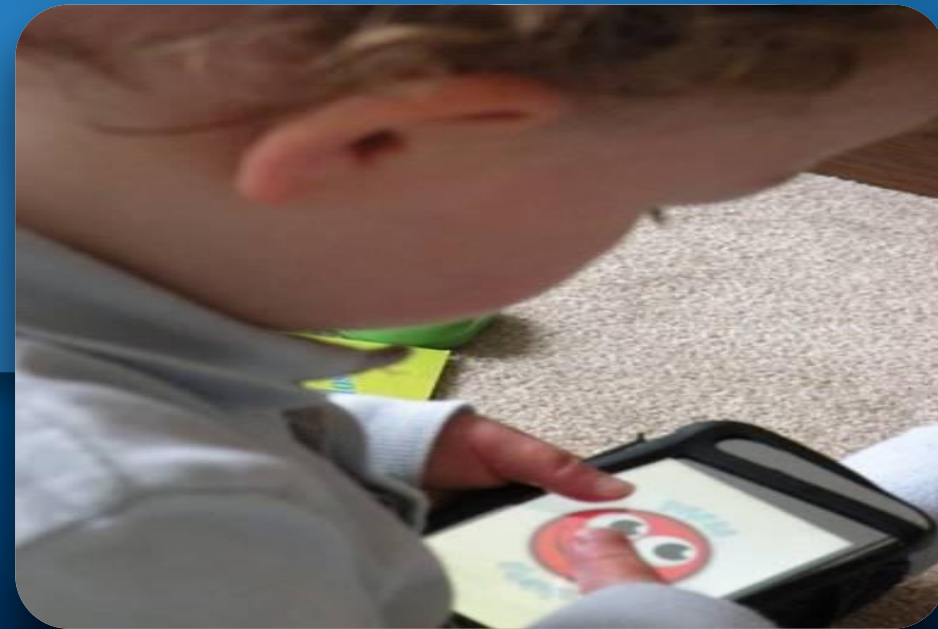
Innovation Increasingly Driven by the User Experience



Understanding What People Really Want ... and What They Don't Want

Over a Decade of Global
Ethnographic Research

Best-in-Class Methodology for
People-Centered Research



People-Centered Research Leads to Technological Innovation



Smart TV

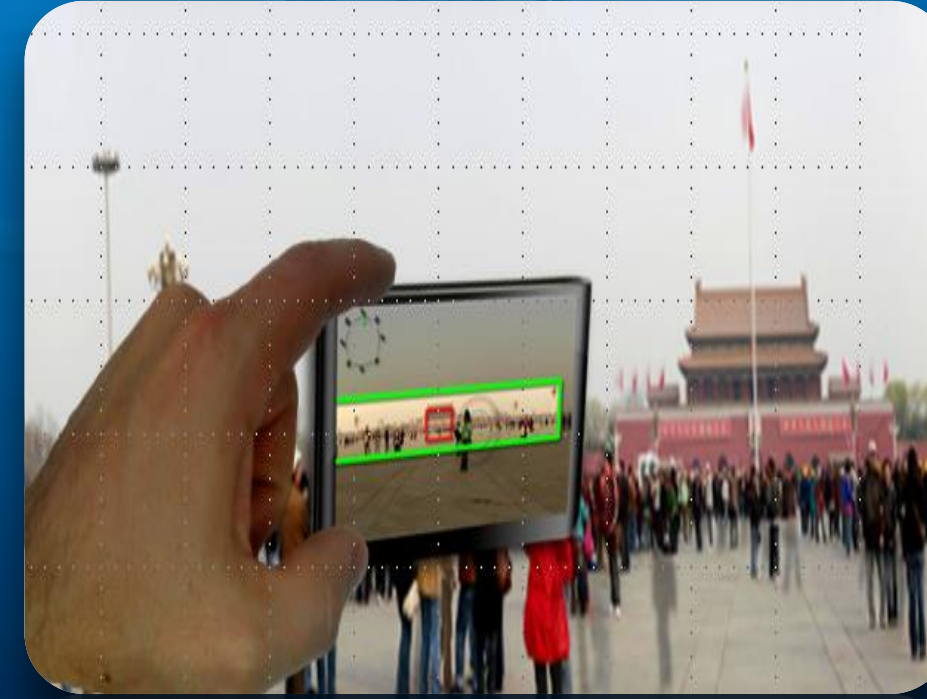


Health Guide



ClassMate PC

Introducing Interaction & Experience Research

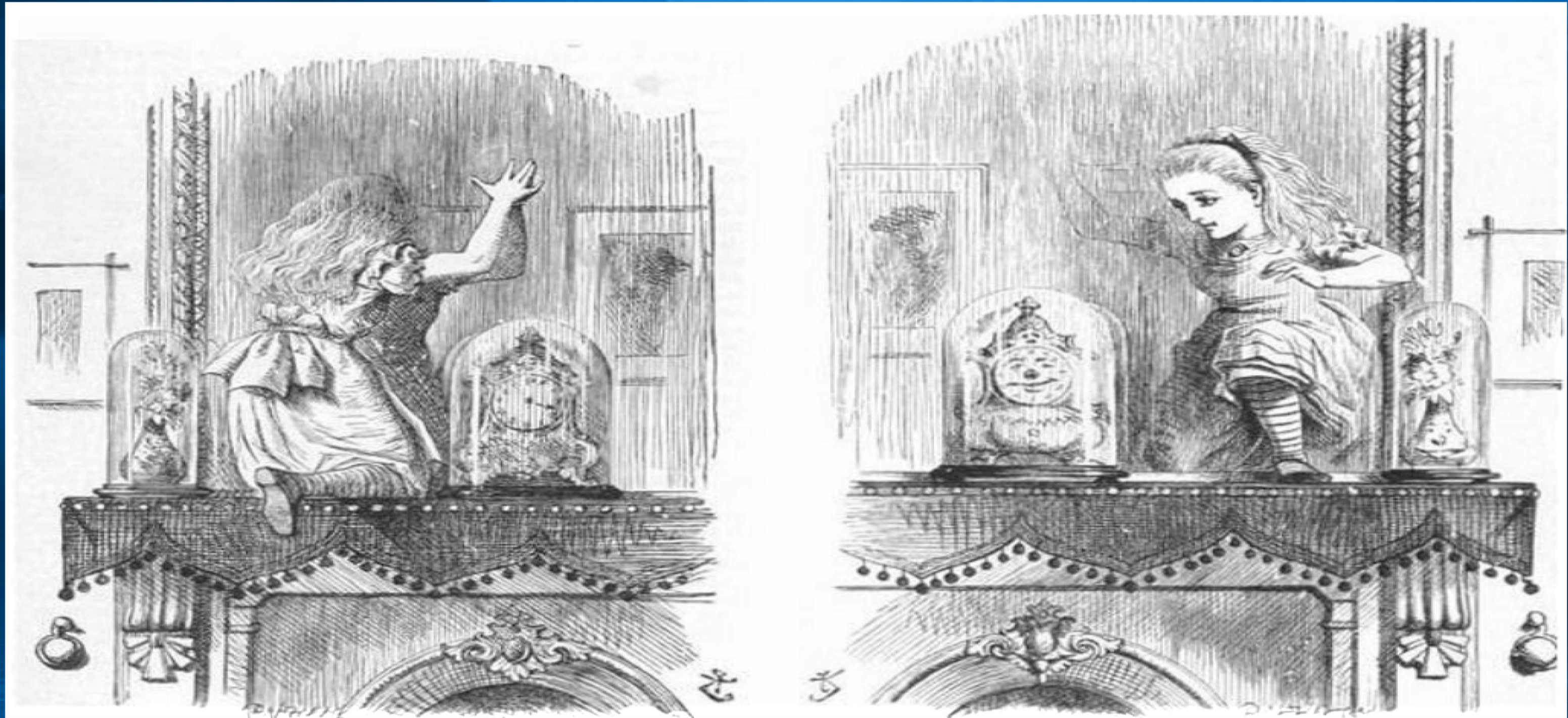


Genevieve Bell
Intel Fellow
Director of Interaction &
Experience Research,
Intel Labs

A Rapidly Changing World



Changing Our Perspective on Technology



What if We Wanted to Transform How People Experience Computing?

Cutting edge research, into people, daily life and experience, and the technologies that could underwrite those experiences in the future

Interaction & Experience Research: A Mission

“Create the human I/Os for 2020”



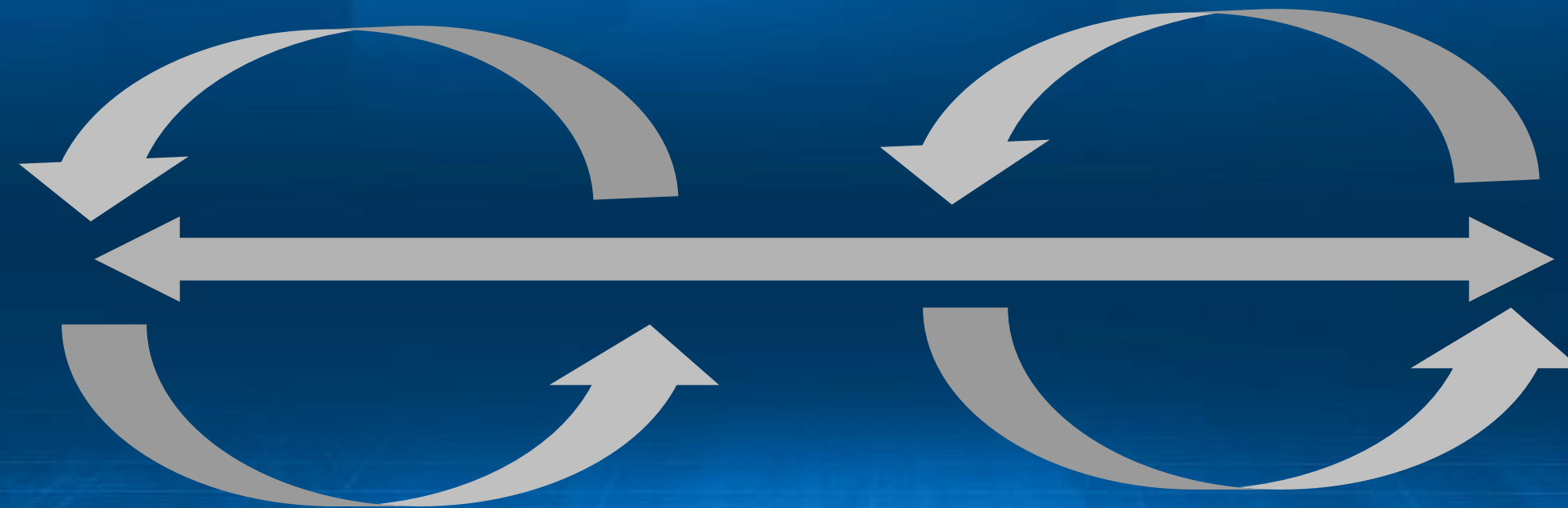
IXR: Building Something New

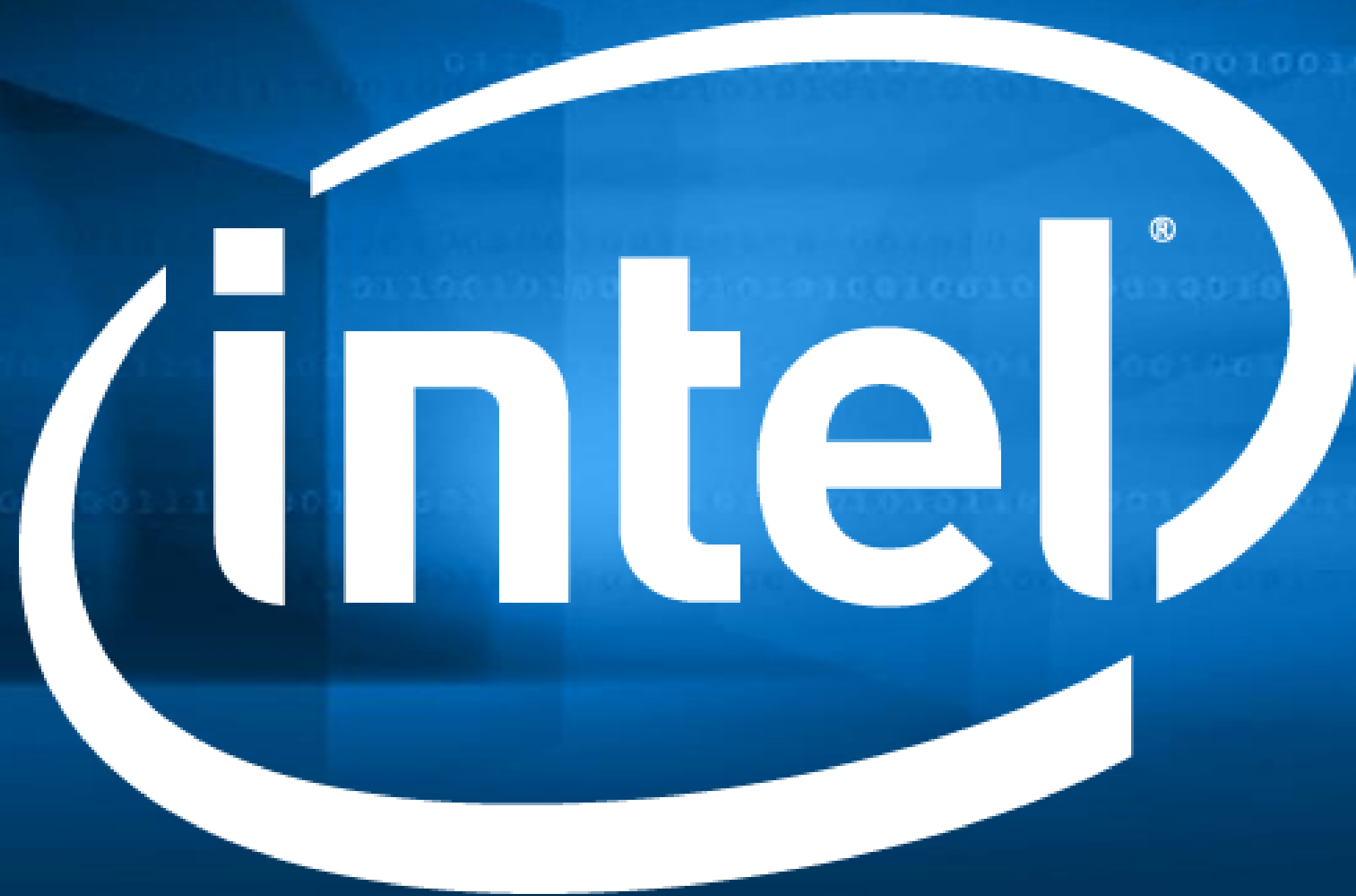
Interaction & Experience Research

Social Research

Design Enabling

Technology
Research





Sponsors of Tomorrow.™