Everyone Has DREAMS
INNOVATIVE IDEAS + The CAPABILITY To Make It Real
The Daily COMPUTING EXPERIENCE Has Evolved

Data & Text

Audio, Video, Pictures
The Rise Of INTUITIVE COMPUTING
ADVANCED CAPABILITIES For Mainstream Business

Bringing BUSINESS INTELLIGENCE To More Businesses

Worldwide Business Intelligence Tools 2009 Vendor Shares, IDC by Dan Vesset, (doc# 223725). – June 2010
Paul Rodwick
Vice President
Product Management
Oracle Business Intelligence

Oracle

Sponsors of Tomorrow™
Oracle Business Intelligence
Complete. Open. Integrated.
WESTMERE-EX
New Levels Of Capabilities For The Scalable Enterprise

10 Core / 20 Threads Processor
2X the Memory Capacity*
Enhanced Security
Second Generation High-k Metal Gate (32nm)

*WSM-EX supports DIMM densities up to 32GB; this is double the 16GB DIMM maximum supported by Xeon 7500. For a typical 4-socket 64-DIMM slot system, the maximum memory capacity with Westmere EX is 2TB—double the 1TB (64 slots * 16GB/slot) of Xeon 7500.
Consumers Want REAL-TIME, HIGH-QUALITY Computing Too

Music Creation and Listening

Video Editing and Viewing

Picture Editing and Viewing
But Even Simple Tasks Take TOO LONG

~1.5 Min To Fill Your Music Player

~5 Min To Process Your Video

~1.5 Min To Process Your Pictures

Source: Intel® HD XPRT 2009 Test Suite on Intel® Core™ Duo processor T2390 and mobile Intel® 945GM Express Chipset
Edit Videos from your Camcorder. Time taken to edit 90 minutes of footage from a HD camera to create videos for publishing on YouTube, archiving on Blu-ray discs and Flash videos for sharing on your website.
Create Memories from your digital camera. Time taken to edit and process vacation photos and video clips from a 10 Mega-pixel Digital Camera with 4GB memory.
Fill up your iPod. Time taken to prepare 4GB of music and videos for a portable media player for enjoying on-the-go.
Users Want A SEAMLESS Computing Experience
Responsive, Connected, Visual, Efficient

Importance Of Computing Features

- Multitasking / Productivity
- Fast Load Of Apps.
- Connect To The Internet
- Download And Transfer Files
- Security And Protection
- Wireless Speed And Capabilities
- Quick Boot-up Time
- Longer Battery Life
- Energy Efficient Performance
- Best HD Multimedia And Video
- Best Graphics
- Best Gaming Experience

Source: Calpella Messaging Study, 2009
Real-Time, High-Quality Computing EXPERIENCE
Intel’s LEADERSHIP Architecture Roadmap

Tick

45nm
Penryn

Tock

32nm
Nehalem

Tick

Westmere

Tock

Sandy Bridge

Tick

22nm
Ivy Bridge

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SANDY BRIDGE: The Visibly Smart Architecture
2nd Generation Intel® Core™ Processor Family: The VISIBLY SMART Computing Solutions
Extraordinary Visual Technologies For A SEAMLESS VISUAL EXPERIENCE

- Media Processing
- Stereoscopic 3D Blu-ray
- Image Quality Enhancement
- Intel® Wireless Display
- Mainstream 3D Gaming
- Intel® Advanced Vector Extensions
The MEDIA ENGINE For Real-Time, High-Quality Content

Create & Edit

Synch & Share

Sponsors of Tomorrow™ intel
Putting ADVANCED COMPUTING In Everyone’s Hands
SECURITY & TRUST Technology Built-in

- **Identity Protection & Fraud Deterrence**
- **Detection & Prevention of Malware**
- **Securing Data and Assets**
- **Recovery and Enhanced Patching**
Sandy Bridge Architecture For The COMPUTE CONTINUUM

SERVER
WORKSTATION
DESKTOP
LAPTOP
EMBEDDED Communications
EMBEDDED Video
EMBEDDED Digital Signage
“Intel Architecture provides the computing capability and technology evolution required to address growing telecommunication demands. IA is providing Huawei horizontal platform solutions that fit across multiple product lines without the need of changing major system software elements, middleware, and application interfaces. This supports Huawei’s strategy of using a single architecture across all its products.”

“Sandy Bridge architecture improves network capacity & spectrum efficiency, offering a unique value proposition in power efficiency, optimized utilization, and solution flexibility.”

The World COMMUNICATES On IA
Consolidation of Four Workloads On One Architecture
The **REAL-TIME** Value Of Video Analytics

- Face Detection
- Vehicle Flow Counting
- People Flow Counting
- Loitering Detection
- Virtual Fence
- Missing And Left Object Detection
- Car License Plate Recognition
- Flame Detection
Sandy Bridge Architecture for SERVERS

2011

Expandable
4S & Above

Efficient Performance
2S

Entry
1S

Future

Sandy Bridge-EX
Future Ivy Bridge

Sandy Bridge-EP
Future Ivy Bridge

Sandy Bridge-H2
Future Ivy Bridge
The Platform Of THE FUTURE
The PC As A GAME CONSOLE
The PC As An INTERACTIVE PORTAL
The PC As Your TRAINER
The PC As Your PERSONAL DOCTOR
The SEAMLESS PLATFORM For Developers

- Responsiveness
- Visuals
- Trust / Security
- Physical Features

- Connectivity
- Location / 3D Position
- Proximity
- Sensing & Analysis

Sponsors of Tomorrow™
Intel Architecture: Defining The Next Generation Of Computing POSSIBILITIES