Seven billion mobile futures, and counting....

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An ANTHROPOLOGIST at INTEL | REALLY?
Leadership Bay Trail Platform

- Hardened Security
- Windows 8.1 & Android
- 64bit: Support for Business
- Designed for Mobility

4th Generation Intel® Core™ Ultrabook™ 2 in 1's

- MacBook
- Dell XPS 12
- Sony Vaio Z13
- Sony Vaio Z11
- Sony Flip
- Lenovo ThinkPad
- HP ProBook
- Asus Transformer
- Intel® Wireless Display
- Touch
- Facial Recognition
- High Resolution Display
Mobility Today

- **Mobile Subscriptions:** 6.3B Subscriptions
- **Devices Sold Every Day:** 3.7M
- **Devices Sold Every Hour:** 154K
- **Cloud, Infrastructure & Data:**
  - 1.9M US Cell Towers
  - 5 Exabytes
  - 850M Cars
  - 6.25M Hours
- **Increasingly Mobile:** 5.5B Hours
What does an anthropologist have to say about mobility?
Mobile Technology Is Not New
Mobility in The Future

Global Population

Compute Everywhere

- Device Size
- Cost
- Power Consumption

= Future of Mobility
There are 7 BILLION FUTURES and growing
now i can tell
you all what i
really think....
MOBILE FUTURES are DIVERGING not CONVERGING
There are common themes across seven billion futures
We learned 4 VITAL INSIGHTS about people
“My husband is probably going to be mad, but my smartphone is just as important as he is.”
UNBURDENED

“I’ve lost the thing to connect to the thing.”
UNBURDENED

'123456'

Facebook - MyFlipper
Bank: Flipper 34
Pref=1
flipper=2
Facebook: MyFlipper
“It eats up so much time, I could literally brew a pot of coffee in the amount of time it takes some programs to load - it’s very frustrating.”
“It’s like the feeling I get when I’m running, and I forget my knees hurt and how far I still have to go. I’m in the moment.”
With your help 7 BILLION mobile futures could be....

TRULY PERSONAL

UNBURDENED

IN THE FLOW

BEST SELVES
Making it *real*
Making it *mobile*
Making it *personal*
Mike Bell
Vice President
GM, New Devices Group
Intel
Experiences
Services
Apps
Middleware
OS
Silicon
Personal data monitoring service

Devices
- Laptops
- Tablet and Phones
- Automotive
- Wearables

Services
- Facebook
- Google
- WeChat
- Sharing Sites
Your one-stop shop for all things mobile

Intel
Don’t be seduced by one shiny, glossy future.

It’s about **SEVEN BILLION** mobile **FUTURES**.
Together, we make mobile more PERSONAL, more SAFE, and more FUN.
Risk Factors

The above statements and any others in this document that refer to plans and expectations for the third quarter, the year and the future are forward-looking statements that involve a number of risks and uncertainties. Words such as “anticipates,” “expects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “may,” “will,” “should” and their variations identify forward-looking statements. Statements that refer to or are based on projections, uncertain events or assumptions also identify forward-looking statements. Many factors could affect Intel’s actual results, and variances from Intel’s current expectations regarding such factors could cause actual results to differ materially from those expressed in these forward-looking statements. Intel presently considers the following to be the important factors that could cause actual results to differ materially from the company’s expectations.

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