LET’S SEE WHAT DEVELOPS.
IDF 2013
INTEL DEVELOPER FORUM

*Sponsors of Tomorrow:*
Reinventing the Computing Experience

Kirk Skaugen
Senior Vice President & General Manager
PC Client Group
China #1 PC Consumption Country

Source: IDC
Beijing IDF 2012
Making an Impact

Ultrabook™

Touch
A HISTORY of Touch

All-In-One
Another Segment is Transforming

Small Business Advantage
Introducing Intel® Small Business Advantage
Agenda

Ultrabook™: Reinventing Personal Computing
New “2 for 1” Convertibles/Detachables

4th Generation Intel® Core™ Processors
Amazing New Computing Experiences

e.weibo.com/IntellIDF
WeChat: IDF Express
Ultrabook™

2011
Category Introduction
2nd Generation Intel® Core™ Processor

2012
Ramp into Mainstream Price Points + Touch
3rd Generation Intel® Core™ Processor

2013+
“2 for 1” Computing
4th Generation Intel® Core™ Processor

Other names and brands may be claimed as the property of others.
Touch Was Chosen Nearly 80% of the Time

Ecosystem Investment

Touch Designs Ramping

“Ultrabook...Intel's roadmap has ventured further than just thinner laptops to genuine innovation, with all the upheaval and rethinking that new technology requires.”

Nov 2, 2012
Ultrabook™ Impacting Broad Mobile Market

Everything is Thinner

35mm

<25mm

17W Product Ramp

Q1’12  Q2’12  Q3’12  Q4’12

Ultrabook™  Intel® Thin & Light

Innovations

Touch

2 for 1 Convertible and Detachable Form Factors

Voice

Ultrabooks Continue To Drive Mobile Innovations

Source: Intel Actual
A New “2 for 1” Mobile Computing Experience

Ultrabook™ Convertible & Detachable

Consumption Usages

Creation/Productivity

Other names and brands may be claimed as the property of others.
2 for 1 Value Proposition: A Notebook or a Tablet? **YES!**

- **Detachable**
  - Tablet First
  - 7W* Processor
  - Clamshell
  - Additional Differentiation Opportunity

- **Convertible**
  - Notebook First
  - 15W Processor
  - Detachable
  - Additional Differentiation Opportunity

*As low as 7w Scenario Design Power*

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New Lower Power 3rd Generation Intel® Core™ Processors
System Availability: June

Intel® Core™ Processor Performance
Thinner & Lighter

Other names and brands may be claimed as the property of others.
New Lower Power 3rd Generation Intel® Core™ Processors
System Availability: Q2

Intel® Core™ Processor Performance
Intel® vPro™ Options

TOSHIBA
Leading Innovation
Agenda

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4th Generation Intel® Core™ Processors

NEW Architecture on 22nm Tri Gate

NEW Intel Power Optimizer: 20x Power Reduction vs. 2nd gen Intel® Core™ Processors

NEW Integrated on package PCH for amazing form factors

NEW Integrated Audio DSP: more battery life, higher quality

Shipping Now and On Track for Q2 2013 Launch
4th Generation Intel® Core™ Processors
Enhanced Graphics

3D Graphics
- **NEW** Up to 2x performance AGAIN
- **NEW** Integrated on-package EDRAM Memory
- **NEW** API Support: DX11.1, OpenCL 1.2, OpenGL 4.0

Display
- **NEW** 3 Screen Collage Display
- **NEW** Enhanced 4k x 2k support
- **NEW** 2x bandwidth with Display Port 1.2

Media
- **NEW** Faster Intel® Quick Sync Video
- **NEW** Faster JPEG & MPEG Decode
- **NEW** OpenCL 1.2 Support

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. Requires ISV applications to benefit from features.
4th Generation Intel® Core™ Processor-based Ultrabook™ Experience

**Responsive**
- Amazing Performance to Create & Consume Content
- Natural UI: Touch & Voice*
- Always Fresh Data
- Wakes in a Flash

**Stylish**
- Stunning Visuals
- 2-in-1 Convertibles & Detachables*
- High Resolution Display*

**Protected**
- Intel® Identity Protection
- Anti-virus/ Anti-malware
- Facial Log-in*
- vPro™
- Small Business Advantage*

**Mobile**
- All-day Battery Life
- Thinner, Lighter Designs
- Intel® Wireless Display

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*Recommended

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Lower Power 4th Generation Intel® Core™ Ultrabook™ Reference Design
Bay Trail-M & D

22nm, PC I/O

Low Power:
All Day Battery Life
Fan-less Form Factors

New Micro-architecture

Up to Quad-core Performance

New Intel® Solutions for Entry Computing
Available Holiday 2013

Projected performance based on 3DMark Vantage Performance Profile Scores
Evolution of the Desktop

- All in One
- Lay Flat
- Easel Mode
- Semi Portable

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Bringing the Family Together
Bringing the Family Together
New AIO Experiences
A Broad Ecosystem

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A Broad Intel® WiDi Ecosystem
Expanding WiDi in China
Perceptual Computing
Adding “Senses” for Life-like Interactions

Other names and brands may be claimed as the property of others.
Bringing Voice to the PC In China

*Intel*® in Partnership with Nuance & iFlytek

Other names and brands may be claimed as the property of others
Enabling Natural Interactions

Other names and brands may be claimed as the property of others.
Summary

• “2 for 1” Ultrabook™ Convertibles & Detachables Ramping 2H 2013
  - “A Tablet When You Want It, a PC When You Need It”

• 4th Generation Intel® Core™ Processors:
  - Game Changing Graphics & Media; On Track for Q2 2013 Launch

• New Bay Trail M & D for Entry Computing

• Prepare for New Immersive Experiences:
  - Touch, Voice, Gesture, Wireless Display

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