The Developer Challenge
Application Development

Greeshma Yellareddy
REWARDING
EXCITING
FASTER
Software Development
Easier and Faster Development
Other names and brands may be claimed as the property of others.

Optimized
for Intel Architecture
Faster Firmware with Intel® UBMS

- No Source Code Manipulation
- Custom Boot Payloads
- Drag and Drop Interface

Intel® Unified Binary Management Suite

Available December
Faster Entry System Build with Windows

- 50% Install Time Reduction
- Streamlined Licensing Process
- 46 Vendors, 180 Components

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Announcing Intel Reference Design for Android

Available Holiday 2014

- Quality, Value Tablets
- Pre-certified Android with GMS
- Guaranteed and Timely Updates

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Chrome OS Reference Designs

- Accelerates TTM
- Optimized System Image
- Pre-configured and Pre-validated
- On Leading Platforms

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Easy Monetization: In-app Billing and Ads

Easily Choose from 100s of Cordova APIs and Plugins

Speed Development with Live Layout
Available October

- Integrated Tool Suite
- Native Performance
- Cross Architecture, Cross Environment

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Cliff Mountain
CEO

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The Developer Challenge
System Software and Application Update
Microsoft DirectX 12

4th Generation Intel® Core™ Processor Family Compatible

Performance per Watt Improvement

Other names and brands may be claimed as the property of others.
“Intel… showing more than a 50% increase in FPS using DirectX 12 without drawing any extra power.”
—Andrew Yeung, Microsoft

“Over 50% CPU Power Usage Reduction on Surface Pro 3!”
—Andrew Yeung, Microsoft

Gaming Ecosystem Partnerships

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David Helgason
CEO
unity
Exciting Platform Technologies

Natural & Immersive Interaction

Enhanced Photography

Scene Perception & 3D Capture

Integrated Sensor Solution

Compass
Gyroscope
Light / Pressure

Q4'14 Early 2015 Today 2015 New!
Create Richer Experiences

Play
Enhanced Photo & Video
Capture and Share in 3D

Connect
Rear Facing 3D Camera
Interactive Augmented Reality
Capture the World in 3D
Enhanced Photo & Video

Device Personalization
Sensing
Contextual Gaming
Fitness / Health

Front Facing 3D Camera
Connect
Capture and Share in 3D
Play
Hackathon Winner
Martin Wojtczyk
Virtuous Cycle of Computing

More Devices → More Data → More Services → More Devices

Data → Services → Devices → Data
Wayne

- Modernizing 20th Century Business
- Better Customer Service and Business Intelligence
- Built on Intel Technology
Opening Vertical Industries

- Aviation
- Healthcare
- Industrial
- Mining
- Oil and Gas
- Power Conversion
- Generation
- Transportation
- Power & Water
- Retail
The Developer Challenge
Software Development

FASTER Software Development

Creating EXCITING Experiences

Building REWARDING Business Models

Go to Intel Developer Zone
A bright new world...

Let's change the world together.