The Next Revolution in Computing
Intel Edison, Wearables and New Ecosystems

Mike Bell
Vice President and General Manager
New Devices Group
HUMANS & TECHNOLOGY

OUR VISION

Everything is getting smart

50B such devices by 2020*

Need for common human to machine interaction

*Cisco, The Internet of Things, April 2011
INTEL’S STRATEGIC APPROACH

DEVICES

% of Device Completion

Maker Products

PLATFORMS

SOC's & MORE

* Other names and brands may be claimed as the property of others.
INTEL'S TECHNOLOGY
FOCUS AREAS

VISUAL INTELLIGENCE
- Recon Instruments
- Eyeliance
- ORCAM

AURAL INTELLIGENCE
- GINGER

SENSE INTELLIGENCE
- BASIS
- PLTECH

Communication Backend
Energy Delivery / Harvest

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THREE FOCUS AREAS TODAY

INTEL EDISON

WEARABLES

NEW ECOSYSTEM

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CALLING ALL INVENTORS
ENTREPRENEURS AND DREAMERS

Tinkering with consumer electronics has become mainstream

Not surprisingly, some makers are going pro

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CALLING ALL INVENTORS
ENTREPRENEURS AND DREAMERS

Maker

Pro-Maker & Entrepreneur

Consumer IoT

Light Ind. IoT
INTEL EDISON
SMALL AND POWERFUL

What will you make?

Intel® Atom®
SoC 22nm

1GB LPDDR3
4GB eMMC Storage
Dual Band Wi-Fi and BT 4.0
40 I/Os via a 70 pin connector

#IDF14
Intel Edison
More than just a module

Expansion Boards

Broad Software Support

Connecting To The Cloud

Community Based Support
PARTNER EXPANSION BOARDS

14 Sparkfun Blocks

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CONNECTING IT ALL
WITH THE CLOUD

http://software.intel.com/iot
FROM CONCEPT TO REAL APPLICATIONS

**Internal Development**

- 40 Unique Projects
- 10 Countries Worldwide
- 70 Edison Beta Units
- +80 Internal Makers

**External Development Partners**

- 3DR
- Trossen Robotics
- Magnitude.io
- sparkfun

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REDEFINE THE POSSIBLE
MERIDIAN DSP LOUDSPEAKERS

RICHARD HOLLINSHEAD
Director of Engineering,
Meridian Audio

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Idealized IoT Ecosystem

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Director of Engineering, Meridian Audio

Realistic IoT Ecosystem

Service X

Service X

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REDEFINE THE POSSIBLE
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Anouk Wipprecht
EDISON DRESS
WEARABLES

Forecasted to be 320Mu by 2018*

The new paradigm

Merging different industries

*ABI, Wearable Device Market Share & Forecasts, 6/20/2014
Disruptive Products With a New Ecosystem

WEARABLES
INTEL'S PART
* Other names and brands may be claimed as the property of others.
Intel's MICA is a smart bracelet for fashionistas – Slashgear

Intel takes wraps off its high-fashion smart bracelet – USA Today

Tech, meet Fashion – New York Times

Intel Debuts The MICA, A Fashionable Smart Bracelet Designed By Opening Ceremony – TechCrunch

Here's A Wearable Gadget Women Will Actually Want To Have On Their Wrists – Business Insider

Intel Teams With Opening Ceremony to Design "Smart" Bracelet – Elle

Opening Ceremony and Intel Debuts the Sharpest Wearable Tech Yet – Style.com

Smart bracelets hit the fashion runway – CBS

Intel just made a snakeskin smartwatch for women – Jewelry on one side, smartwatch on the other – The Verge

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Opening Ceremony

WEARABLES
INTEL’S PART
Disruptive Products With a New Ecosystem

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WEARABLES
INTEL’S PART
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Opening Ceremony

Barneys New York

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WEARABLES
INTEL’S PART
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Opening Ceremony
Barneys New York
AT&T

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Disruptive Products With a New Ecosystem

Opening Ceremony
Barneys New York
AT&T
SMSAudio

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Heart Rate APIs for earbuds
http://software.intel.com/wearables
WEARABLES INTEL’S PART
Disruptive Products With a New Ecosystem

FOSSIL GROUP

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Opening Ceremony
Barneys New York
AT&T
SMSAudio
Fossil Group

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<tr>
<th>Name</th>
<th>Title and Company</th>
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<tbody>
<tr>
<td>David Garver</td>
<td>Vice President, Business Development, Emerging Devices, AT&amp;T Mobility</td>
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<tr>
<td>Matthew Woolsey</td>
<td>EVP, Digital, Barneys New York</td>
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<tr>
<td>Greg McKelvey</td>
<td>EVP, Chief Strategy and Marketing Officer</td>
</tr>
<tr>
<td>Brian Nohe</td>
<td>President, SMS Audio</td>
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