Intel Announces Reference Design Program for Android-Based Value Tablets

SANTA CLARA, Calif., Sept. 9, 2014 – In an effort to help scale the availability of Intel-based Android* tablets around the world, Intel today announced the Intel Reference Design for Android™ (Intel® RDA) program. The program aims to ease the engineering burden on tablet manufacturers and software developers, helping them reduce costs and decrease the time it takes them to bring a device to market. By taking advantage of this program, manufacturers can use their resources to innovate around their products.

Doug Fisher, Intel's corporate vice president and general manager of the Software and Services Group, provided details of the program addressing developers at IDF 2014:

- Tablet manufacturers in this program will use a pre-qualified bill of materials (BOM) and a reference design software build.
- Intel will manage the core engineering work and will also ensure OS updates, including bug fixes and security patches, will be made available to the user within two weeks of a new Android release for a duration of 24 months following device launch.
- Intel will streamline the access to Google Mobile Services* by pre-certifying the OS image via CTS.
- Devices are expected in market by end of this year.

The reference design program augments the work Intel is doing with Google* across the Android ecosystem. Fisher also highlighted the work done within Android Open Source Platform (AOSP), optimizing the Android Runtime and the 100+ tablet design wins that will be in market on Android by the end of 2014.

Fisher also disclosed the following:

1. Intel® XDK, a cross-platform tool for HTML5 development on Windows* 7 and 8, OS X* and Ubuntu* Linux:
   - Android and iOS* live on-device testing allows developers to instantly preview changes while editing.
   - New ad and monetization samples simplify app design.
   - New Dolby* Audio API delivers surround sound, and a cross-platform security API enables device security to safeguard data.
1. **Intel® XDK**: Available as a free download.

2. **Intel® Context Sensing SDK 2014 for Android**:  
   - Allows mobile app developers to create compelling cross-platform context-aware experiences  
   - Helps easily incorporate services and context aware capabilities in mobile applications  
   - Powered by Intel Cloud Services with Intel® Mashery™ API Management  
   - The Android SDK is available today and Windows SDK in 2015

3. **Intel® RealSense™ SDK 2014 for Windows**:  
   - Allows developers to harness the power of Intel RealSense 3D cameras  
   - Provides flexibility, making it easy for developers to add simple interface elements like hand tracking or entirely new classes of applications using depth data  
   - The developer tools will be available for Windows-based Ultrabooks™, notebooks, 2 in 1s and AIOs in the coming weeks and early next year for Windows and Android tablets.

4. **Intel® Unified Binary Management Suite (Intel® UBMS)**:  
   - Intel UBMS expedites platform development by automating firmware generation.  
   - Easy drag-and-drop interface to create system firmware for derivative designs based on Intel reference platform  
   - Helps device and component manufacturers accelerate designs for their Windows-based products.

5. **Wayne* Fueling Systems Agreement**:  
   - Companies will collaborate on a cloud-based secure payments service that offers fuel retailers increased security, EMV compliance and big data insights about customer activity in a quicker, more efficient manner.  
   - Wayne’s Electronic Payment System (EPS) in the Cloud solution uses the Intel Services Platform for retail software to help deploy leading industry payment solutions and updates across multiple sites virtually instantaneously.

Intel, the Intel logo, Intel RealSense, Mashery and Ultrabook are trademarks of Intel Corporation in the U.S. and/or other countries.  
*Other names and brands may be claimed as the property of others.

**CONTACT**: Surendra Chawla  
503-866-5751  
Surendra.chawla@intel.com