Next Generation
Intel® Atom™
processor platform

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Director, Netbook Marketing
Intel® Corporation
Next Generation Atom Processor Platform

• What’s New:
  – New Intel® Atom™ platform for netbooks and entry-level desktop PCs
    – Intel® Atom™ processor N450 for netbooks
    – Intel® Atom™ processor D410 and D510 for entry-level desktops
    – Intel® NM10 Express Chipset

• Continuing Intel Leadership, Innovation and Integration
  – Integration of graphics and memory controller into processor
  – Lower power, enhanced performance, enhanced battery life
  – Smaller footprint for CPU+chipset, enabling smaller, sleeker systems

• For more information, go to
  – http://www.intel.com/pressroom
Strong Growth in Netbook Category

Netbooks Expected to Show Continued Strong Growth

Forecast

Source: ABI Research
Strong Consumer Adoption of Netbooks
Cumulative Volume (Millions of Units)

Source: Intel, ABI, Future Source
Introducing the Next Generation of Intel® Atom™ processors for Netbooks and Entry-Level Desktops

<table>
<thead>
<tr>
<th>Netbook</th>
<th>Entry-Level Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intel® Atom™ processor N450</td>
<td>Intel® Atom™ processor D510</td>
</tr>
<tr>
<td></td>
<td>Intel® Atom™ processor D410</td>
</tr>
</tbody>
</table>

Intel® NM10 Express Chipset

Intel’s Smallest Processors Just Got Better
### Intel® Atom™ processors for Netbooks and Entry-Level Desktops

#### Netbook

<table>
<thead>
<tr>
<th>Processor Number</th>
<th>Clock Speed (GHz)</th>
<th># of Cores</th>
<th>Cache</th>
<th>Memory Speed Support</th>
<th>TDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intel® Atom™ processor N450</td>
<td>1.66</td>
<td>1</td>
<td>512 KB</td>
<td>DDR2-667</td>
<td>5.5W</td>
</tr>
</tbody>
</table>

#### Entry-Level Desktop

<table>
<thead>
<tr>
<th>Processor Number</th>
<th>Clock Speed (GHz)</th>
<th># of Cores</th>
<th>Cache</th>
<th>Memory Speed Support</th>
<th>TDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intel® Atom™ processor D510</td>
<td>1.66</td>
<td>2</td>
<td>1M</td>
<td>DDR2-800/667</td>
<td>13W</td>
</tr>
<tr>
<td>Intel® Atom™ processor D410</td>
<td>1.66</td>
<td>1</td>
<td>512 KB</td>
<td>DDR2-800/667</td>
<td>10W</td>
</tr>
</tbody>
</table>

**NOTE:** Intel processor numbers are not a measure of performance. Processor numbers differentiate features within each processor family, not across different processor families. See [www.intel.com/products/processor_number](http://www.intel.com/products/processor_number) for details.
Platform Integration for Netbooks and Entry-Level Desktops

2008 Platform

- Intel® Atom™ processor
- 945GSE
- ICH7M
- LCD
- Display
- IMC
- GFX
- DDR2
- I/O

Today's Platform

- Intel® Atom™ processor
- Intel® NM10 Express Chipset
- LCD
- Display
- IMC
- GFX
- DDR2
- I/O

3-Chip to 2-Chip Solution:
Lower Power and Enhanced Performance via Higher Integration

Graphics/Display Move Into Processor
Memory Controller Moves Into Processor
Package Area And Power Savings
New Intel® Atom™ processors
Taking Purpose Built Innovation to the Next Level

NETBOOKS

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Power</td>
<td>20%</td>
<td>60%</td>
</tr>
<tr>
<td>Package Size</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thermal Design Power</td>
<td>50%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Next generation purpose-built Atom architecture enables lower power and increased form factor flexibility
Netbooks and Entry-Level Desktops
Basic Computing and Internet Usage in an Affordable Package

Netbook
- Device for the Internet on the go
- Purpose built for Internet use
- Internet Usage: Communicate, View, and Learn
- Compact form factor (7-10.2 inches)
- Basic computing

Entry-Level Desktop
- Affordable
- Purpose built for Internet use
- Internet Usage: Communicate, View, and Learn
- Range of form factors
- Basic computing

Built with Intel® Atom™ processors
Operating System Choice

Windows® 7 Starter & Home Basic
Windows XP Home
Moblin™

Providing Operating System of Choice for OEMs and Consumers
Intel® Atom™ processors for Netbooks and Entry-Level Desktops

Extending Leadership
Low power, energy efficiency and enhanced performance
Enabling customers to design sleeker and more attractive systems
Enabling continued affordable system price points

Strong Category Momentum
>80 design wins for netbooks
>50 design wins for entry-level desktops

Continued Intel Innovation
Low power, purpose built roadmap
Commitment to specifically designing platforms for category

Intel Continues to Drive Innovation