Meet the Family:
Future Intel® Core™ Processors

December 2009
Agenda

• 2009 - Year in Review
• Trends Going Forward
• Future Intel® Core™ Processors
• Intel CES Preview
2009 in Review

Worst recession in decades, but...

Invested during downturn; innovating and integrating

- $7B in US alone for four 32 nm factories
- 32 nm on tap – second generation high-k; and for first time two processes (performance or power-focused)
- Wind River, other software-related acquisitions

Nehalem architecture wildly popular, plus Windows 7

Called the bottom well before most

Everything becoming more PC-like: phones, TVs, more

High definition video exploding

Drove an entire new market segment: Netbooks
So recovery underway, what now?
Continued Strong Growth in Consumer Segment Through 2013
Commercial Segment Poised to Return to Growth in 2010

Source: IDC Worldwide Quarterly PC Tracker August 2009
New PC Usages Drive High Performance PC Needs

**Media Content Creation**
Percentage of consumers worldwide who use PCs to create content a few times a week

- Digitally Edit Photos: 27.0%
- Digitally Edit Video: 18.0%
- Digitally Compose, Create Music: 14.0%

**Casual and Advanced Gaming**
Percentage of consumers worldwide who use PCs to play games a few times a week

- Play casual PC games: 39%
- Play Advanced PC Games Online: 20%
- Play Advanced PC Games Offline: 21%

Source: Intel Internal Worldwide Study, September 2009
Meet the Family
On January 7, 2010, Intel Will Introduce New Intel® Core™ Processors

Bringing the Nehalem micro-architecture through the mainstream for desktop and laptop PCs with:

Get the top-of-the-line processor that delivers the ultimate in smart performance.

The processor that automatically adapts its speed to whatever you’re doing. That’s smart performance with Intel® Turbo Boost Technology.

The first level of Intel’s new processor family. Smart performance starts here.
Future Intel® Core™ Processors
A New Architecture for the Next Decade

Revolutionary micro-architecture
- Intel® Turbo Boost Technology\(^1\)^#
- Intel® Hyper-Threading Technology\(^2\)
- Enhanced Intel® Smart Cache & integrated memory controller
- Intelligent power gating

Platform repartitioning
- Greater performance and lower power via integration
- Greater performance with integrated graphics moves to 45nm technology

32nm process technology
- Extends Nehalem architecture through the mainstream at launch

\(^1\) Intel® Turbo Boost Technology is exclusively available with Intel® Core™ i5 and i7 processor series only
Intel® Turbo Boost Technology
Dynamically Delivering Optimal Performance & Energy Efficiency

Without Intel® Turbo-Boost Technology

With Intel® Turbo-Boost Technology

Highly Threaded Workload < TDP

Single-Threaded Workload < TDP

Turbo Application!
Intel at CES

• Big focus on Innovation/Personal Internet/Everything Computes

• All New Intel Core 2010

• Otellini keynote
  - Focus on predictions made at his CES keynote 2 years ago
    - more powerful and personal computing devices,
    - anytime/anywhere Internet connectivity,
    - new user interfaces
  - richer, more immersive content
  - These trends lead to amazing advances in
    - high def and 3-D content,
    - smarter phones and TVs and other connected devices
    - machines that you normally don’t associate with computers
  - He’ll share the vision where all computing is much more personal and available anytime, everywhere.
Intel CES Major Activities

• All-New Intel Core 2010 Press Conference
  - Morning of Thursday, January 7
• Paul Otellini, Intel President and CEO, Keynote Hilton Center
  - Thursday, January 7, 4:30-5:30 pm
• Intel Booth -- #7153 LVCC, Central Hall South
  - All new Core Notebooks, Netbooks, MIDs, Embedded IA, Health Reader, WiMAX and more

• Panels
  “Defining Internet TV” – Thursday, Jan. 7, Noon-1 p.m.
  - Brian David Johnson, Consumer Experience Architect
  “Netbooks: Here to Stay or Passing Fancy?” – Thu., Jan. 7, 3-4 p.m.
  - Mooly Eden, Vice President and General Manager, PC Client Group
  “Why Is the Smartphone OS Ecosystem So Complex?”– Fri., Jan. 8, Noon-1 p.m.
  - Pankaj Kedia, Director Global Ecosystem Programs
  “Tech and Emerging Countries – Health Care Discussion” – Fri., Jan. 8, TBD
  - Gerry Greeve, Vice President and Director, Intel World Ahead Program
  “Emerging Tech: Hot or Not?” – Sat. Jan. 9, 1:30-2:30 p.m.
  - Kevin Kahn, Intel Senior Fellow
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