OUR SMALLEST ANNOUNCEMENT EVER.

Noury Al-Khaledy
GM, Nettop & Netbook Computing
Demand for the Internet Continues to Grow

Consumers worldwide are increasingly embracing the Internet.

Affordability remains a key barrier to the Internet becoming ubiquitous.

*Other brand and names are the property of their respective owners*
Significant Market Opportunity For Netbooks and Nettops

**Emerging Markets**
- Majority of households surveyed in emerging markets have zero PCs
- Opportunity: First time buyer, primary device

**Mature Markets**
- Minority of households surveyed in mature markets have > 1 PC
- Opportunity: N\textsuperscript{th} time buyer, secondary device

*Segment expected to grow to over 100Mu by 2011*

*Survey limited to major cities in Emerging Markets and do not represent all emerging market populations*

Introducing the Intel® Atom™ Processor

For Netbook and Nettop Platforms

- New low-power architecture designed from the ground up to enable simple, purpose-built devices for the Internet
- Manufactured using Intel’s industry-leading Hi-K Metal Gate 45nm process technology

Available Today!
A New Category of Devices

Want the “Best Internet Experience in Your Pocket”?  
Get a Mobile Internet Device  
MID: Infotainment, On The Go

Want Simple and Affordable Internet Use?  
Get a Netbook or Nettop  
Internet use  
Target SPP  
Netbook: ~$249-349  
Nettop: ~$199-299

Want a Richer, Fuller Experience?  
Get a Notebook or Desktop  
Entertainment, Productivity and Multitasking

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Nettops and Netbooks Are Ideal For the Internet and Content Consumption

**Communicate**
- Email
- Instant Message
- Voice Over IP (VOIP)
- Social Networking

**Watch & Play**
- Photo Viewing/Sharing
- Video Streaming
- Basic Online Gaming

**Learn**
- Research
- Homework & Studying
- Internet (Safe) Browsing
- Language Learning

**Browse**
- Surf the Web
- Read the News
- Search for Information

**Listen**
- MP3
- Streaming Audio
Strong Industry Momentum For Nettop and Netbook Platforms

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