Accelerating Innovation in the Desktop

Rob Crooke
VP and General Manager
Business Client Group
Desktop Segmentation in the Past
Innovation Drives Growth in Segments

**Beige Box**
- High volume price points
- Best price/performance
- Broad market reach
- Efficient supply chain
- Wired internet

**Enthusiast**
Ultimate performance and tunability

**Nettops**
Cost effective internet access

**Lifestyle and SFF**
Stylish, media oriented, energy efficient

**Corporate**
Productivity, manageability, and security
Enthusiasts Demand Performance

- Gaming
- Tuning
- Expandability
Introducing:

Intel® Core™ i7 975
and
Intel® Core™ i7 950
Performance Isn’t Just Limited to Extremers

Lynnfield and the Intel® P55 Express Chipset

• First Nehalem architecture-based platform designed for the mainstream

• Delivers intelligent performance for faster multi-tasking, digital media creation, and gaming
Lynnfield and Intel® P55 Express Chipset
Performance vs. previous generation

Lynnfield vs. Intel® Core™ 2 Quad Q9650

- iTunes*: 14% BETTER
- CINEBENCH*: 20% BETTER
- SPECint*: 40% BETTER

Performance tests and ratings are measured using specific systems and/or components and reflect approximate performance of Intel products as measured by those tests. Any difference in system hardware, software, or configuration may affect actual performance. Buyers should consult other sources of information to evaluate performance of systems or components they are considering purchasing. For more information on performance tests and performance of Intel products, visit www.intel.com/performance/resources/limits.htm

* Other brand and names are the property of their respective owners
Intel® Turbo Boost Technology in Mainstream

Previous Generation
without Turbo

Lynnfield
with Turbo

Single Threaded Workload < TDP

Power Gates
Near Zero Power For Inactive Cores

Dynamically Delivering Optimal Performance and Energy Efficiency
Thank You!
Intel® 5 Series Chipset Platform Readiness

*Other names and brands may be claimed as the property of others.
Richard Malinowski
Vice President, Mobility Group
General Manager, Client Components Group
Chipset Evolution
From Connecting to Processing

I/O Bandwidth
Integration
Processing

1994
1999
2008
2010

A new era of chipset processing

Driving Innovation and New Capabilities
A revolutionary change in Intel platform architecture
Braidwood Memory Technology: I/O Acceleration

2010 Platform Technology

Dramatically speeds up performance by reducing the time it takes to power up, access and run programs

- Enhanced system response
- Faster application starts
- More efficient use of total system memory

Available on selected 2010 Intel® 5 Series Chipset platforms
Continued Innovation in the Lifestyle and SFF category
Reinvigorating the Desktop Market

Stylish designs that make you say “wow”
Great Media experience
Energy Efficient components without giving up performance

SFF/uSFF, Tiny, and AIO are projected to be 34% of WW Desktop PC TAM in 2009*

**Other names and brands may be claimed as the property of others
2010 Clarkdale Platform
Performance & power efficiency for smaller PCs

- First 32nm desktop products on track for Q4’09 production
- Designed for performance and energy efficiency
  - Intel® Turbo Boost Technology
  - Intel® Hyper-Threading Technology
  - Intel® Graphics Media Accelerator

Not all features are available on every processor line item
Coming soon to the Channel
Desktop Ecosystem

• Intel developing reference design and specification with industry
• Industry ecosystem support to enable “build to order” solution for the broad channel
• New building blocks for All-in-One systems available in the market 2H’09
• www.intel.com/go/aio

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Nettops: Atom™ One Year Anniversary

Nettop Opportunity

 Millions of Units

2009 2010 2011

Source: Intel Estimates

Source: Intel Estimates
Introducing Pine Trail-D
Taking Purpose Built Innovation to the next level

Next generation purpose-built Atom architecture enables lower power and increased form factor flexibility

Fanless Design 50% LOWER POWER
Package Size 70% REDUCTION

Shipping Q4’09

*Compared to Intel® Atom™ processor 330 / 945GC based platforms
Strong Software Ecosystem Support

Windows XP Home
Windows Vista Basic
Windows 7 Starter
Windows 7 Basic

Moblin 2.0
Nettops

Deliver affordable computing solutions *around the world* and cross the digital divide

- Basic computing and internet access
- Affordable, space-saving, energy-efficient devices
- Trusted Intel technology known for quality and reliability
Summary

• Innovation will drive the growth in DT segments
• Nehalem brings new levels of performance and capabilities for Enthusiasts
• Lifestyle and SFF innovation reinvigorating consumer DT
• Nettops helping to cross the digital divide
• Business innovation continues with Intel® vPro processor technology
Desktop Configurations - Lynnfield
Using IBEX PEAK Customer Reference Board (CRB)

Configuration 1: Intel® Lynnfield Processor (8MB Cache, 2.93GHz, B-1 stepping) Intel® Hyper-Threading Technology ON, Intel® Turbo Boost Technology ON on IBEX PEAK CRB RVP FAB C REV 1 AA-301 Dual-channel DS Kingston* 2GB (2x1GB) DDR3-1333 9-9-9-24 with 1x GF 9600GT PCIe graphics + Seagate* 320GB NCQ SATA2 (BIOS: 35, Fan Control Enabled, INF:9.1.1.1006, Graphics: NV180.48 Imon compliant with VRD 11.1 requirements)

Configuration 2: Intel® Lynnfield Processor (8MB Cache, 2.80GHz, B-1 stepping) Intel® Hyper-Threading Technology ON, Intel® Turbo Boost Technology ON on IBEX PEAK CRB RVP FAB C REV 1 AA-301 Dual-channel DS Kingston 2GB (2x1GB) DDR3-1333 9-9-9-24 with 1x GF 9600GT PCIe graphics + Seagate 320GB NCQ SATA2 (BIOS: 35, Fan Control Enabled, INF:9.1.1.1006, Graphics: NV180.48, Imon compliant with VRD 11.1 requirements)

Configuration 3: Intel® Lynnfield Processor (8MB Cache, 2.66GHz, B-1 stepping) Intel® Hyper-Threading Technology OFF, Intel® Turbo Boost Technology ON on IBEX PEAK CRB RVP FAB C REV 1 AA-301 Dual-channel DS Kingston 2GB (2x1GB) DDR3-1333 9-9-9-24 with 1x GF 9600GT PCIe graphics + Seagate 320GB NCQ SATA2 (BIOS: 35, Fan Control Enabled, INF:9.1.1.1006, Graphics: NV180.48, Imon compliant with VRD 11.1 requirements)

Common Operating System for Configurations 1, 2 and 3: Windows* Vista* Ultimate 32bit.
Chassis for Configurations 1, 2 and 3: Antec NSK6580B

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Desktop Configurations

**Configuration 4:** Intel® Core™ i7-950 Processor (8MB Cache, 3.06GHz, 4.8GT/s Intel® QPI) Intel® Hyper-Threading Technology ON, Intel® Turbo Boost Technology ON on DX58SO X58 Tri-channel SS Samsung* 3GB (3x1GB) DDR3-1066 7-7-7-20 with 1x GF 9600GT PCIe graphics, Seagate* 320GB NCQ SATA2 (BIOS: 2786, INF:9.1.0.1007, Graphics: NV180.48) , Windows* Vista* Ultimate 32bit.

**Configuration 5:** Intel® Core™ i7-920 Processor (8MB Cache, 2.66GHz, 4.8GT/s Intel® QPI) Intel® Hyper-Threading Technology ON, Intel® Turbo Boost Technology ON on DX58SO X58 Tri-channel SS Samsung* 3GB (3x1GB) DDR3-1066 7-7-7-20 with 1x GF 9600GT PCIe graphics, Seagate* 320GB NCQ SATA2 (BIOS: 2786, INF:9.1.0.1007, Graphics: NV180.48) Windows* Vista* Ultimate 32bit.

**Configuration 6:** Intel® Core™2 Quad Processor Q9650 (12MB Cache, 3.00GHz, 1333MHz FSB) DQ45CB Q45 Dual channel DS Micron* 2GB (2x1GB) DDR2-800 5-5-5-18 with Integrated Intel® GMA X4500HD onboard graphics subsystem, Seagate* 320GB Barracuda* NCQ Serial ATA, (BIOS:0059, Intel Chipset INF: 9.0.0.1007, Graphics: 15.9.9.1527), Windows* Vista* Ultimate 32bit.

**Configuration 7:** Intel® Core™2 Quad Processor Q9550 (12MB Cache, 2.83GHz, 1333MHz FSB) DQ45CB Q45 Dual channel DS Micron* 2GB (2x1GB) DDR2-800 5-5-5-18 with Integrated Intel® GMA X4500HD onboard graphics subsystem, Seagate* 320GB Barracuda* NCQ Serial ATA, (BIOS:0059, Intel Chipset INF: 9.0.0.1007, Graphics: 15.9.9.1527), Windows* Vista* Ultimate 32bit.

**Configuration 8:** Intel® Core™2 Quad Processor Q8400 (4MB Cache, 2.66GHz, 1333MHz FSB) DQ45CB Q45 Dual channel DS Micron* 2GB (2x1GB) DDR2-800 5-5-5-18 with Integrated Intel® GMA X4500HD onboard graphics subsystem, Seagate* 320GB Barracuda* NCQ Serial ATA, (BIOS:0059, Intel Chipset INF: 9.0.0.1007, Graphics: 15.9.9.1527), Windows* Vista* Ultimate 32bit.

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