Developing Across the Continuum of Intel Platforms
Translating Creative Visions into Experiences
On Intel Architecture
IA is Expanding Across Devices
Giving Software Developers a Larger Footprint

INTERNET-CONNECTED DEVICES
- CE
- Embedded
- Handheld
- Netbook

MAINSTREAM
- Laptop
- Desktop

SERVERS
- Enterprise Server
- High-Performance Computing
- Internet Data Center
Delivering on Our Promises:
Parallel Tools for Client Developers

- Embedded and Mobile
- Netbooks, Laptop, Desktop
- Servers and Workstations
- Clusters

~1000 Downloads per Day!
“Thanks Intel, you guys rock! I have an image processing GUI app that... was running quite slow. So I decided to give Parallel Amplifier a run... it pointed me to the right source line... and voila our app is now almost 10 times faster.”

Dat Chu
Research Assistant
Computational Biomedicine Lab,
University of Houston
Carl Jacobson
Vice President, Marketing
Cakewalk

CREATED BY MUSICIANS FOR MUSICIANS
TOGETHER: POWERING CREATIVITY

- Increased Power
- More Creative Tools
- More Tracks
- More Effects
- Lower Latency
- Higher Audio Quality

= BETTER MUSIC

CREATED BY MUSICIANS FOR MUSICIANS
The Future of Intel Tools
Embedded Devices Offer Huge Volume Opportunity

**Annual Growth Rates from 2009-2015**

- **Digital Signage**: 26%
- **In-Vehicle Infotainment**: 17%
- **Digital Security and Surveillance**: 50%
- **IP Media Phones**: 71%

*Source: North Star Research, TRG & IMS, MMI&ABI, InStat Research*
Scot Morrison
Senior Vice President and General Manager
Wind River
The Present: Today’s Device Landscape

**Increasing Constraints**
- Performance
- Footprint
- Power Management
- Boot Time
- Determinism
- Optimized Silicon

**Multicore Adoption**
- Unicore To Multicore
- System Consolidation
- Multiple OS Platforms
  - And Middleware
- Virtualization
- Offloading
- Multicore-Aware Tools

**Connectivity**
- Globally Connected
- Wireless/Wi-fi
- Mobility
- USB / Bluetooth

**Safety and Security**
- Safety Certification
- Security Certification
- Mixed Safety Levels
- Multiple Independent Levels Of Security (MILS)
The Future is Now
Tackling Visual Computing

Growth of Visual Adrenaline
Thousands of Users

182k Users!
Launching:
Intel Media Software Development Kit
Larrabee: Fully Programmable
Expanding into Small Form Factors

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Double Digit Growth in Expanding Markets

**Netbook Forecast**
(millions of units)

- **18% Annual Growth (2009-2013)**

**Converged Mobile Device Shipments**
(millions of units)

- **19% Annual Growth (2009-2013)**

Sources:
- IDC, June 2009
- IDC, May 2009
New Usage Models for Atom-based Devices
John Thode
Vice President, Small Consumer Devices
Dell Corporation

Mark Shuttleworth
Founder and CEO
Canonical
The Intel® Atom™ Developer Program
Ian Ellison – Taylor
General Manager
Client Platform and Tools
Microsoft Corporation
The Vision

CLOUD

PC

MOBILE

TV

Developers + Service Providers
Announcing... Silverlight for Moblin
Announcing... Silverlight for Moblin
Silverlight Smooth Streaming
“We expect the Intel Atom Developer Program will be a great opportunity for the Flash Platform community developing on Adobe AIR to monetize their AIR applications.”

David Wadwhani
General Manager, Vice President
Adobe Corporation
The Functionality of the Intel Developer Program

- Helps developers drive **Innovative** applications and usage models for end users
- Provides tools, SDKs and Community Support
- Automatically **Validate** applications
- Worldwide distribution
- Marketplace to **Monetize** Their Code
appdeveloper.intel.com
Not Your Everyday Developer Program

* Other names and brands may be claimed as the property of others
Software at Intel is all about Developers