40 YEARS OF CHANGING THE WORLD
Intel Developer FORUM
Invent the new reality.

Personalizing Your Computing Experience

Dadi Perlmutter
Executive Vice President
General Manager, Mobility Group
Intel: The Architecture for Life

Internet

Milli Watts  IA Compatible and Scalable  Peta FLOPs

Energy Efficient Performance  Solid Tick-tock Execution
Making the Computer Personal

WAS

Boring Beige Box

Sat On Desk or Floor

“One Size Fits All”

A Computer, But Not “Personal”

Intel Developer FORUM
Making the Computer Personal

IS
Mobile
Stylish
Adaptable

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Worldwide Notebook Forecast
Double Digit Growth Continues

Source: Gartner, Global PC Forecast and Shipments Quarterly Statistics: Database, February 2008 Update
Computing Personalization: Today's News

Introducing "netbooks" and "nettops"

Montevina: WOW!

New technologies and capabilities for notebooks coming

Computers now focus on form factor and style

WiMAX progressing around the world
Enabling More People to Experience the Internet

Simple
Affordable
Internet-Centric
Bringing the Internet to New Users
Worldwide Introduction June 2008

Emerging Markets: Primarily Education, 1st Time Users
Mature Markets: Education, Second+ Family Notebook
## Personalizing the Mobile Choice

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- **Internet in Your Pocket**
  - Screen: 4.5” - 6”
- **Basic Needs**
  - OS: Linux, XP
  - Key Usages: Infotainment
- **Full Features and Performance**
  - OS: Windows
  - Key Usages: Office Productivity & Multitasking
Netbooks and Nettops

INTERNET:
Connectivity is a Key Usage for Basic Computing

SILICON:
45nm Diamondville Shipping in Q2’08*

SOFTWARE:
Windows and Linux: Riding the Open Source Wave

PURPOSE BUILT SOLUTIONS:
Platform Optimized for Low BOM Cost

FORM FACTOR:
Portability, battery operation (netbook)

* Intel Forecast
Nettop Motherboard Savings
 Compared to Standard Desktop Cost

- Voltage regulator
- No active heat sink
- No CPU socket
- Optimized clock savings
- Motherboard planer savings

20-25% In Cost Savings
Additional Nettop BOM Savings

Additional Platform Savings:
- Optimized PSU
- No system fans
- Moving from HDD to SSD
- Cost optimized OS solutions
  20-25% In Cost Savings
- Optimized supply chain

Purpose Built: Cost Optimization Delivers Improved Profitability In Components/Boards/System Level
Developers Embrace Affordable Personalization

Other brands and names are the property of their respective owners.
As one would anticipate, the most important thing in a computer is the speed.
Building on a Tradition of Notebook Platforms

Napa 2006
- Intel® Core™ Duo Processor
- Intel® Wireless WiFi Link 4965AGN

Santa Rosa 2007
- Refresh
- Intel® Core™ 2 Duo Processor

Montevina 2008
- Refresh
- Penryn (with Intel 45nm Hi-k metal gate silicon technology)
Building on a Tradition of Notebook Platforms

Napa 2006
Intel® Core™ Duo Processor
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Refresh
Penryn (with Intel 45nm Hi-k metal gate silicon technology)

Montevina
June 2008
Montevina: Wow!

Performance

Battery Life

Form Factor

Wireless

Manageability Virtualization Security

All dates, plans, features are preliminary and subject to change without notice
Montevina: Wow!

Performance

Battery Life

Wireless

Manageability
Virtualization Security

英特尔™ 迅驰™ 2
"I can’t do as much processing on my laptop as I thirst for."

Prof. David L. Wessel,
Univ. of California (Berkeley),

Explaining why he uses three notebooks in his music composition and performance work.
Montevina Visual Computing Plans

- Stutter Free HD Playback
- Battery Life: Watch a Full Hi-def Movie
- HQV Score >120
- Stunning Visual Quality
- ~2X 3DMark Performance
- DisplayPort & HDMI with HDCP
- Scalable Power Performance

All dates, plans, features are preliminary and subject to change without notice.

1 HQV is a standard definition video quality benchmark. Highest possible score is 130.
Intel® SATA Solid State Drives

1.8” & 2.5” Form Factors
32GB to 160GB Capacities
Faster System Responsiveness
1500Gs Extremely Ruggedized
Extended Battery Life

Delivering on the Full Promise of SSDs
Top Consumer Mobile Computing Needs

Relative Feature Importance

- ✔ Performance
- ✔ Data Protection
- ✔ Battery Life
- ✔ On-board Wireless LAN
- ✔ Lightweight and Small
- Anti-Theft Security
- ✔ Entertainment Experience
- ✔ Stylish Design

Source: Intel Western Europe Mobile Usage Study, Fall 2006
Expanding and Personalizing Security
Announcing Intel® Anti-Theft Technology

Asset Defense:
- Platform Disable
- Proactive Policies
- Recovery Support

Data Defense:
- Embedded Disk Protection
- Data Access Disable

Absolute Software
Fujitsu Siemens
Lenovo
McAfee
Phoenix Technologies
Utimaco

Other brands and names are the property of their respective owners.
Management of Corporate Clients

Capabilities
- Embedded Disk Protection
- Network Security
- Trusted Execution
- Client-Initiated Remote Access
- Manageability, Energy Efficient Performance

Fellow Travelers
- Managed Service Providers
- System Integrators
- Manageability & Security ISVs
- Desktop & Mobile OEMs

User Payback:
Positive ROI with Single Usage Model
25-30% Average Power Savings
Continuing the vPro™ Technology Momentum

Proactive Security • Built-in Manageability • Energy Efficient Performance

Over 14 Million Shipped To Date

Source: Intel
2008 Intel™ vPro™ Technology Enhancements

Client Initiated Remote Manageability

Improved Wireless Manageability
Even When Notebook Is Asleep!
Virtualization in Clients

Multiple Partitions in a Single Client

Services and New Capabilities

Assisted by Intel Hardware Implementation and Industry Innovation
George He
Senior Vice President,
Chief Technology Officer
Lenovo Group

lenovo
Lenovo Client Virtualization Platform

Applications
Windows Vista

Hardware
Today's PC

Applications

CVP:
Client Virtualization Platform

Intel Virtualization Hardware
Client Virtualization Platform
Secure Banking Solution

Windows Vista™

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Growing Global Adoption of WiMAX: Korea

KT WIBRO Deployments Growing
100k Users → 400k EOY ‘08
10M POPs Today → 28 Cities EOY
20 Devices (Approx.): Modems, Phones, PCs, PMPs
Users Enjoy ~3X Performance of 3G

Other brands and names are the property of their respective owners.
Growing Global Adoption of WiMAX: Russia

Comstar Readies WiMAX Plans for Moscow:
EOY 2008 Deployment
Mobile WiMAX Extension to Home Broadband
Growing Global Adoption of WiMAX: Japan

UQ Readies WiMAX Plans For Japan
Selects Vendors
On Track for Early 2009 Trial Deployment in Tokyo

Other brands and names are the property of their respective owners.
Personalizing the Personal Computer
Form Factor Revolution: Lower Power

- Santa Rosa: 35W
- Montevina: 25W
- LV: 17W
- ULV: 10W
Light, Thin, and Stylish Notebooks

Thin Is In
Building on a Tradition of Notebook Platforms

Napa 2006
Santa Rosa 2007
Montevina 2008
Calpella 2009

“You could set your clock to Intel’s mobile platform roadmap.”

DAILY TECH
First Look at Calpella

Nehalem-based Platform

Stunning New Visual Experiences

Calpella

Revolutionary Power Management

Management and Security for Consumer and Business

All dates, plans, features are preliminary and subject to change without notice
The Personal Journey Continues

The Computer Gets Personal and Better Than Ever!

Expanding Client Manageability, Security and Virtualization

Extending the Reach of PCs with Netbooks and Nettops

Form Factor, Style and Fashion Take Center Stage
40 YEARS OF CHANGING THE WORLD

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