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Keynote Fact Sheet

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Anand Chandrasekher: ‘Mobility’s Next Wave of Growth’

Anand Chandrasekher, Intel senior vice president and general manager, Ultra Mobility Group, outlined Intel Corporation’s vision of 1 billion connected mobile devices a year by 2015. He discussed how mobile computing has become mainstream, driven by Intel® Centrino® Mobile Technology, and talked about the rapidly emerging new growth segments of netbooks and Mobile Internet Devices (MIDs). Chandrasekher applauded China’s leadership in the PC, Internet, and Mobile market segments and challenged the industry to continue to lead with product, technology and market innovation.

Chandrasekher highlighted the advances Intel and industry are making in delivering increasingly thin laptops while delivering higher performance and innovative security solutions, and laid out Intel’s plans for the high performance laptop markets with faster quad core processors. Chandrasekher described the progress of the Intel® Atom™ processor since its launch 1 year ago and announced new processors extending the performance to 2GHz. Along with that announcement, he shared a range of new MID designs for the China market, and provided a sneak peek into Intel’s next-generation MID platform, codenamed “Moorestown.”

- ***Intel Atom Processor Celebrates 1-Year Anniversary*** -- Intel Atom processor was launched a year ago at IDF Shanghai (April 2008). Over the past year, the Atom processor has gained significant momentum with customers and in the industry. Intel has more than 100 designs across MIDs and netbooks based on the Intel Atom processor. The Intel Atom processor has won numerous awards in the industry for being incredibly small and a technology marvel – delivering high performance while dramatically reducing power.
- ***Intel Announces Two New Intel Atom Processor SKUs*** -- Intel announced two new Z Series Intel® Atom™ processor SKUs, model numbers Z550 and Z515. These will complement its existing five SKUs for the MID market segment.

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- Intel Atom processor Z550 extends the performance of the MID product line to 2GHz with Hyperthreading (HT) support, setting a new standard for the highest performance processor in the <3W power envelope. In conjunction with the Intel® US15W System Controller Hub, the platform is designed to support 533MHz DDR2, 2GB maximum memory addressing – providing a further performance boost while consuming 220mW average power and 100mW idle power.
- Intel Atom processor Z515 delivers performance on demand by incorporating the new Intel® Burst Performance Technology (Intel BPT) which enables the processor to run at 1.2GHz when higher performance is needed in existing small form factors. Intel Atom Z515, in conjunction with Intel US15W SCH, supports 533MHz DDR2, 2GB max memory addressing, and HT. This processor also supports Intel UL11L SCH. Intel Atom Z515 delivers high performance while consuming 160mW average power and 80mW idle power.
- **Intel Anti-Theft PC Protection** -- Intel Anti-Theft PC Protection (AT-p) for laptops is helping solve one of the biggest problems facing notebook users today: the lost or stolen laptop. Intel AT-p can lock a lost or stolen PC, making it useless to anyone but the owner. As result it becomes a theft deterrent that offers a new level of security for today's mobile workforce. When triggered, either manually from a remote location or by policy from a server or on the notebook, AT-p sends a "poison pill" that makes the system completely inoperative. AT-p can be programmed to lock a system when a PC surpasses a preset time period for syncing internally or with a server, or when a preset number of password attempts is exceeded. When back in authorized hands, the notebook can be remotely unlocked or a one-time pass phrase can be sent to the user.
- **Intel Mobile Innovation Focused on Ultra Thin** -- Intel continues to drive more choice in the laptop market and enable ultra thin notebooks that are smaller than 1 inch thick. These notebooks have the great performance and battery life users have come to expect, but in thinner sleeker choices.
- **Intel® Core™ 2 Extreme Fastest Quad Core for Mobile** -- Chandrasekher demonstrated the power of the Intel Core 2 Quad mobile processor (QX9300), with faster multitasking and blazing performance for intensive multimedia applications such as HD video, music encoding and photo editing. This mobile quad core processor has a frequency of 2.53GHz, a 1066MHz Front Side Bus and 12MB L2 cache, all in a notebook form factor. A bonus for the overclockers of the world is that the over speed protection has been removed.
- **Intel Atom Processor-based MIDs Continue Momentum** -- Chandrasekher announced a number of new designs targeting the China market including Aigo*, BYD*, CZC*, Dragon*, Eking*, ESL*, Gemsta*, NFS*, and Techfaith*. Additionally, Intel indicated that its customers are expressing strong interest in the two new Z Series SKUs. As examples, Aigo*, BYD*, Compal*, CZC* and Fujitsu* have already committed to building products based on these SKUs.

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- ***Support for Windows* 7 and Moblin v2.0 on Intel Atom Processor based MIDs and Netbooks*** -- Intel Atom processor-based MIDs and Netbooks will support Windows* 7 Starter and Basic editions in the second half of this year in addition to support for Windows* XP Home and Windows* Vista Basic. For Linux, Chandrasekher mentioned that both MIDs and netbooks will be moving to Moblin v2.0 from Moblin v1 today.
- ***Intel Showcases Next-Generation “Moorestown” Platform*** -- Chandrasekher discussed the progress of Intel’s next-generation MID platform, codenamed “Moorestown,” scheduled to launch by 2010. He indicated that the platform is hitting all the milestones and demonstrated greater than 10x platform idle power reduction.
 - Moorestown consists of a System on Chip (codenamed “Lincroft”) that integrates a 45nm Intel® Atom™ processor core, graphics, video and memory controller. The MID platform also includes an input/output (I/O) hub, codenamed “Langwell,” that includes a range of I/O blocks and supports various wireless solutions.
 - The Moorestown platform will be accompanied by a newer Moblin software version, Moblin v2.0, that is based on the Linux operating system. This software is designed specifically to deliver a great PC-like Internet experience while also supporting cellular voice capabilities.