TRANSFORMING THE FUTURE OF EMBEDDED

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The Embedded Internet
BY 2015

Researchers
Mainframes

Many
Servers, PC’s

Ubiquitous
Cell Phones

Invisible
Embedded

Internet 7X24
Every Modality of Life

15B Devices
“In the Future...
If it consumes power... it will compute
If it’s connected to the internet... it will run best on IA”
CORNERSTONES OF INNOVATION
EMBEDDED DEVICES

Energy Efficiency

Manageability & Security

Performance

Internet Compatibility

![Graph showing performance comparison between IA and ARM](image)
ENERGY EFFICIENCY REMAINS #1 CARBON ABATEMENT OPPORTUNITY

Source:
Imagine reducing electricity usage by up to 75%
PERFORMANCE
WORKLOADS IN EMBEDDED INCREASINGLY DIVERSE
TRANSFORMING EMBEDDED
IA PERFORMANCE DELIVERING NEW CAPABILITIES

Imagine Increasing Advertising Effectiveness Real Time
MANAGEABILITY & SECURITY
OPEX MORE IMPORTANT THAN EVER

$1,000
The typical truck roll cost for Digital Signage in Retail

$2.3B
Spent by retailers recovering from security breaches

>2 per year
The number of service calls per POS per store in the U.S.

32%
of Retail security breaches were POS related

Sources:
2009 W山路ng Yearly Cost Data
2008 Annual Study: Cost of a Data Breach; understanding financial impact, customer turnover and preventative solutions (Ponemon Institute, LLC)
2013 Data Breach Investigations Report (McAfee, Business RISK Team)
INTERNET COMPATIBILITY

NY Times*  AJAX  MTV*
Brodest support
For Rich Video

Yahoo!*  CSS -
Cascading
Style Sheets
Flash 10
Player

Mozilla*  XML  Adobe Suite

Anywhere.FM*
TRANSFORMING EMBEDDED
EXTENDING IA’s INTERNET ECOSYTEM TO EMBEDDED

IA Worldwide

• 15-16M Software Developers
• 3rd Largest Software Developer Network
• 2nd Largest Linux Contributor

Scalability
Programmability
Compatibility

IP Phones
Infotainment
Signage
Kiosks
Printers
Gaming
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**Gloria Open Infotainment Architecture**

- Volkswagen Logo
- Intel Atom Inside
- Car interior images
Summary

Embedded Computing Fueling the 4th stage of the Internet

Intel Leadership in 4 Cornerstones
Performance, Power, Manageability/Security, Internet Compatibility

Unprecedented Opportunity for IA to Transform Embedded
Xeon™ to Atom™