Mobility: Innovation Unleashed!

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Corporate Vice President
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Intel Corporation
A Look Back: Centrino® Launch (2003)...

Intel’s Mobility Vision

Computing and Connectivity Anytime Anywhere

**Seamless Wireless Connectivity**
- Securely
- Wherever you are

**Great Performance**
- To handle every application
- Foreground and background
- While streaming data smoothly

**A Battery That Lasts...**
- As long as you do
- Without weighing you down

**Innovative new form factors**
- That are easy to use
- Small and light enough
- To carry them everywhere

Ushering In A New Era of Mobile Computing

**Wireless Internet access may require additional hardware, software and/or services that are sold separately from a Mobile Intel® Processor-based notebook computer.**
The World Continues to “Go Mobile”!

Mobile PC Share of Total Client

- Worldwide
- Asia Pacific excl. Japan
- EMEA
- Japan
- Latin America
- N. America

Source: Gartner
Explosive Internet Growth

Source: Cisco
Internet is the Last Thing You Give Up!

10 = Most Vulnerable, 0 = Least Vulnerable

Economic Vulnerability Score

- New Furniture or Floor Coverings
- Gambling
- Going Out to Restaurants, or Bars
- Electronics
- Music, DVDs, Books, & Games
- Clothing, Accessories or Footware
- Mobile Phone
- Fixed-line Telephone Calls
- Broadband Internet

Source: Morgan Stanley
Pervasive Online Social Networking

*Other brands and names are the property of their respective owners.
It’s Your Personal Device

1 PC per House

1 PC per Room

1 Notebook per Person
And... We Are Just Beginning!

World Mobile PC Base 1998-2012

World Mobile Phone Ramp

Source: IDC, Intel
Investments to Drive Innovation & Growth

- Process
- Architecture
- Integration
- Scale
Intel’s Mobile Computing Solution

Mobile Computing in Your Pocket

Mobile Small Computing

Mobile Core Computing

Always Connected
Full Software and Internet Compatibility
First, a Word on Performance...

The HW-SW Spiral is Alive & Kicking

Higher Performance

Richer Apps

Applications & Usages
Performance is Not Power Hungry!

- Intel® Core™ 2 Duo processor T9900 (3.06GHz, 6MB L2 Cache, 1066MHz FSB) and Mobile Intel® GM45 Express Chipset
- Intel® Core™ 2 Duo processor T7800 (2.6GHz, 4MB L2 Cache, 800MHz FSB) and Mobile Intel® GM965 Express Chipset
- Intel® Core™ Duo processor T2700 (2.33GHz, 2MB L2 Cache, 667MHz FSB) and Mobile Intel® 945GM Express Chipset

Performance Qualifying Score: Higher is Better
- 185
- 245
- 287

Battery Life (In Minutes): Higher is Better
- 233
- 272
- 329

MobileMark® 2007 - Productivity
Delivering Real Value for Consumers
Significant Performance Improvement on Everyday Applications

1.5X Better
iTunes* MP3 Encoding

2.6X Better
Sony* Vegas* Video Encoding

1.6X Better
Adobe* Photoshop* Elements

Source: Intel. Comparisons refer to comparably configured Intel® Core™ Duo Processor T2700 (2 MB L2 Cache, 2.33 GHz, 667 MHz FSB) and Intel® Core™2 Duo Processor T9900 (6 MB L2 Cache, 3.06 GHz, 1066MHz FSB) systems.

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Ultra-Thin Comes to the Mainstream

58% Smaller

60% Lower Power

From 3342 mm$^2$ to 1415 mm$^2$

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Ultra-Thin Family: In Every Segment and Price Point

- **Best**: Best Media Experience
- **Better**: Great Media Experience
- **Good**: Mainstream System Performance
- **Entry**: Entry Level System Performance
Coming Next: Calpella Platform Featuring Intel® Turbo Boost Technology

Without Turbo

- Single Threaded Workload < TDP
- Power Gates
- Near Zero Power For Inactive Cores

With Turbo

Performance When You Need It,
Conserves Power When You Don’t
Netbook and Notebook

Companion Device
- Purpose Built For Internet Use
- Web: Learn, Communicate and View
- Compact Form Factor (7-10.2“)
- Basic PC

Multi-purpose PCs
- Entertainment, Productivity, and Rich Web Experience
- View, Create or Edit HD Video
- Content Creation and Intense Workloads
- Range of Form Factors (>10“)
How Are People Using Netbooks...

- **Primary PC**: 6%
- **2nd PC for Internet/Email When No Access to Primary PC**: 77%
- **Portable Music Player with Internet/Email**: 8%
- **Primary PC with Monitor/Keyboard/Mouse**: 9%

Source: UBS Investment Research
And It Gets Better...

Pine Trail: The Next-Gen Netbook Platform

Integration Offering Platform BOM Savings, Power Reduction, and Improved Performance
In Summary: It’s Just the Beginning!

![Graph showing the growth of World Mobile PC Base 1998-2012 and World Mobile Phone Ramp from '85 to '13. Source: IDC, Intel.](image)