Our Global Strategy
Use our unmatched manufacturing, technology, employee talents and brand strength to:

Accelerate the PC globally

Extend Intel Architecture into 3 adjacent market segments
  MIDs and Smartphones, Embedded, CE devices

Build new businesses by tackling big problems
  Digital divide, WiMAX, Education, Energy and Environment, Services, Health
Silicon Process Technology Advantage
Faster Transistors and Improved Power at 32nm

32 nm 2ND Generation
High-k + Metal Gate

- Extending High-k + Metal Gate Transistor Benefits to 32nm CPUs and SoCs
- First Full Feature Intel SoC Process

32nm Extends the IA Compute Spectrum
Mobile PC market trifurcates
Unique growth drivers for each segment

Netbook
Acer Aspire One

Ultra-thin
Acer timeline series

High-performance NB
Aspire 8920

Alienware m17x

* Other names and brands may be claimed as the property of others.
Netbooks History

2004  Atom project kicked off
      - Low cost
      - Compatible
      - 10X lower power
      Joint work with Asus

2007  ‘Netbook’ chosen as name

2008  Product ramps.
      Major channel, branding, PR push

What is a netbook?
A simple, fully compatible browsing device

Sources: Intel, Google trends
The world's major industries
Technology makes the difference

- Manufacturing
- Construction
- Transportation
- Energy Supply
- Broadband
- Government
- Education
- Healthcare
Intel has established a long-term partnership with the IT Center of the Ministry of Railways to develop a “blueprint” for the added network:

- Hub and spoke system suits itself well to a client/server environment
- Enabled by hundreds of thousands of Intel-based laptop and desktop PCs, and tens of thousands of servers by 2012

The Intel/MOR joint innovation center is conducting research on client, server and mobile devices.

*Source: Country governments, Intel estimates*