Experiencing Research @ Intel

Justin Rattner
Chief Technology Officer
Intel Corporation
What’s New at Intel Labs?

“Intel Light Peak Can Transfer Blu-ray in 30 Secs”
Tom’s Hardware
Sept 26, 2009

“Intel Researchers Deploy Experimental Single-Chip Cloud Computer”
WSJ December 2, 2009

“Intel stuffs speedy security into silicon - Otellini’s job 1”
The Register
June 17, 2010

“Intel’s ‘mind-reading’ brain-scan software showcased”
Associated Press
April 8, 2010

“Intel Sensor Records All Home Power Use From One Outlet”
PC World
April 14, 2010

“Intel Labs China to focus on embedded”
CNET.cn
April 12, 2010

“Intel Labs Europe’s research ranges from nanotech... to cloud computing”
EETimes
February 8, 2010
Innovation Increasingly Driven by the User Experience
Understanding What People Really Want ... and What They Don’t Want

Over a Decade of Global Ethnographic Research

Best-in-Class Methodology for People-Centered Research
People-Centered Research Leads to Technological Innovation

Smart TV

Health Guide

ClassMate PC
Introducing Interaction & Experience Research

Genevieve Bell
Intel Fellow
Director of Interaction & Experience Research, Intel Labs
A Rapidly Changing World
Changing Our Perspective on Technology
What if We Wanted to Transform How People Experience Computing?

Cutting edge research, into people, daily life and experience, and the technologies that could underwrite those experiences in the future
Interaction & Experience Research: A Mission

“Create the human I/Os for 2020”
IXR: Building Something New

Interaction & Experience Research

Social Research  Design Enabling  Technology Research