Intel Offers Developer Kit for Future Atom™ Processor Netbook Apps

NEWS HIGHLIGHTS

- **Developers can now submit their applications and be the first to take full advantage of the Intel Atom Developer Program's revenue-generating opportunities.**
- **The program's newly released beta software development kit for Windows* and Moblin* provides developers with tools to ensure their netbook applications are store-ready.**
- **Apps are for Intel-based netbooks, which are forecasted to reach more than 50 million** units sold by end of 2009.**

SANTA CLARA, Calif., Dec 02, 2009 (BUSINESS WIRE) -- Intel Corporation has made its beta version of the Intel(R) Atom(TM) Developer Program Software Development Kit (SDK) available for Microsoft Windows and Moblin operating systems developers. The kit helps software companies and individuals design and submit applications ("apps") for Intel-based netbooks to ultimately sell on future-planned stores opening next year.

Developers can download the kit and learn more at http://appdeveloper.intel.com.

Previously unveiled at the 2009 Intel Developer Forum, The Intel Atom Developer Program is designed for independent software vendors (ISVs) and software developers to create innovative applications and/or components for netbooks. The program provides tools, SDKs and community resources to develop new apps or port existing apps to Atom-based devices, including netbooks, which are forecasted to reach more than 50 million** units sold by end of 2009.

"Consumer adoption of mobile computing and Atom-based netbooks is growing rapidly, and there is an immediate opportunity for developers to capitalize on the popularity of these small form-factor, on-the-go devices," said Renee James, corporate vice president and general manager, Intel Software and Services Group. "We are excited about the innovation and energy from developers around creating applications and unlocking new uses for Atom platforms."

The Beta version of the SDK is now available for both Microsoft* Windows (C and C++) and Moblin (C) operating systems. With the Beta SDK, developers can submit their applications for validation and, once validated, begin to take advantage of the program's revenue-generating opportunities in 2010. Intel is offering incentives for developers to begin submitting applications by offering a chance to win big prizes including a smart car or vacation package.

Developers can download the beta version of the SDK today and learn more about the program, application programming interfaces (APIs), validation process, application store framework and developer contests at appdeveloper.intel.com.

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**According to ABI Research

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