

April 11, 2011



# Intel Developer Forum: Executives Talk Evolution of Computing with Devices that Touch People's Daily Lives

Company Highlights Embedded Growth and Innovation in China;  
New 'Oak Trail' Platform for Tablets and Availability of Intel AppUp<sup>SM</sup> Center

## NEWS HIGHLIGHTS

- Intel introduced its next-generation Intel(R) Atom(TM) processor-based tablet platform, "Oak Trail," powering a variety of tablets and portable embedded devices.
- Intel disclosed plans for its next-generation 32nm netbook platform, "Cedar Trail."
- Intel announced a joint innovation center with Tencent\* to focus on mobile computing platforms and new collaborations for the Intel AppUp<sup>SM</sup>center and developer program in China.
- Intel disclosed "Crystal Forest," a next-gen communications infrastructure platform to address application, control and data plane processing on Intel(R) architecture.
- Intel highlights embedded innovation with nearly a quarter of embedded business deriving from China in communications, digital signage, security and transportation market segments.
- Underscoring support for Itanium, Intel will unveil next-gen Itanium processor, codenamed "Poulson;" shipping in 2012.

BEIJING--(BUSINESS WIRE)-- Intel Corporation executives today discussed the evolution of personal computing as demand for connectivity in all aspects of people's daily lives continues to increase.

Outlining several hardware, software and ecosystem advancements designed to bring richer and more connected user experiences across a range of products and devices were Doug Davis, vice president and general manager of Intel's Netbook and Tablet Group; Renee James, senior vice president and general manager, Intel Software and Services Group; and Ton Steenman, vice president and general manager of the Intel Embedded and Communications Group. The announcements included the unveiling of a range of tablet devices based on the newly announced [Intel\(R\) Atom\(TM\) processor Z670](#); the new collaborations for the [Intel AppUp<sup>SM</sup> center](#) and Intel AppUp Developer Program in China; and the disclosure of Intel's next-generation communications infrastructure platform "Crystal Forest."

Doug Davis: Reinventing Personal Computing for Devices

During his keynote presentation, Davis discussed how companion computing devices, including netbooks, tablets and other devices are transforming the world we live in through

personal, mobile and connected experiences. He described how Intel, over the next 3 years, is accelerating the Intel Atom product line on a pace faster than Moore's Law to deliver increased battery life, enhanced performance and new features for amazing user experiences.

Davis also unveiled the highly anticipated [Intel\(R\) Atom™ Z670 processor and Intel\(R\) SM35 Express Chipset platform](#), formerly codenamed "Oak Trail," with a range of innovative tablets and form factors. These devices are available from leading customers with operating system of choice including [Android\\*](#), [Windows 7\\*](#) and [MeeGo\\*](#) starting in May.

Highlighting the evolution of netbooks, Davis also disclosed "Cedar Trail," Intel's next-generation netbook and entry-level desktop platform. Based on Intel's leading-edge 32nm process technology, "Cedar Trail" will include more than 10 new features that will improve media, graphics and power consumption in upcoming netbooks. The chip's design, efficiencies and latest manufacturing process technology will enable fan-less, fully enclosed and thus ultra-sleek devices. Davis said other new features will be disclosed in the coming months, with the processor due in the second half of the year.

#### Renee James: Creating the Ultimate User Experience

During her keynote, James discussed Intel's transition from a semiconductor company to a personal computing company, and emphasized the importance of delivering compelling user experiences across a range of personal computing devices. To develop and enable the best experiences, James announced a strategic relationship with [Tencent\\*](#), China's largest Internet company, to create a joint innovation center dedicated to delivering best-in-class mobile Internet experiences. Engineers from both companies will work together to further the mobile computing platforms and other technologies.

James also announced new collaborations for the [Intel AppUp<sup>SM</sup> center](#) and the Intel AppUp Developer Program in China to help assist in the creation of innovative applications for Intel Atom processor-based devices. Chinese partners supporting this effort include [Neusoft\\*](#), [Haier\\*](#) and [Hasee\\*](#) and Shenzhen Software Park\*.

#### Ton Steenman: One World, Embedded with Innovation

As one of the fastest-growing countries in the world, China has become the center of embedded innovation with nearly a quarter of Intel's embedded business deriving from China. Worldwide, nearly 30 percent of new Intel embedded design wins were converted from a different architecture, of which nearly 50 percent were in China. The company has also seen increasing momentum for Intel Atom processor-based devices with 4,800 embedded design engagements, including two of the first Atom-based in-vehicle infotainment-equipped cars which hit the road in China last year.

During his keynote presentation, Steenman highlighted Intel's embedded success in China while addressing the need for seamlessly connected, secure and engaging user experiences in embedded devices by illustrating Intel's vision of the connected city. Steenman described this vision with connected devices such as transportation ticketing kiosks, digital signage and security systems. Steenman also discussed Intel's involvement in several efforts in China in [embedded](#) market segments such as communications, digital signage and transportation, including the "Safe City" campaign and a high-definition intelligent traffic monitoring solution

developed by Shanghai Bocom Intelligent Network Technologies Co Ltd\*.

Steenman also revealed details for the next-generation communications infrastructure platform codenamed "Crystal Forest," which enables customers to process data, control and applications workloads on Intel(R) architecture. Steenman closed his remarks by outlining the benefits of the new [Intel\(R\) Atom\(TM\) processor Z670](#), which enables portable embedded devices in enterprise settings with applications such as mobile clinical assistants, ruggedized industrial tablets and portable point-of-sale devices.

## Day Two Preview

Day two of the Intel Developer Forum in Beijing will feature a keynote from Kirk Skaugen, vice president and general manager of Intel's Data Center Group. Skaugen will disclose that Intel's next-generation Itanium processor, codenamed "Poulson," will ship in 2012 and is expected to offer twice the performance of the current Intel(R) Itanium 9300 processor, as well as improved performance per watt, and enhanced reliability, availability and serviceability.

## Intel Developer Forum

IDF spans the worlds of mobility, digital enterprise, digital home, and technology and research. Held at the China National Convention Center on April 12-13, 2011, the event is geared toward the Chinese market in support of local innovation and Intel's industry leadership in the region. Next up on the IDF schedule is a 3-day event in San Francisco, which will be held Sept. 13-15 at Moscone Center West. Further information is available at <http://developer.intel.com/idf>.

## About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

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