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CES: Intel, Industry Partners Unveil App Store Plans for Popular Netbook Computers

LAS VEGAS--(BUSINESS WIRE)-- Intel Corporation:

NEWS HIGHLIGHTS

- Intel unveils beta program for Intel AppUpSM center, an application (app) store aimed at the popular category of netbook computers found at www.intelappup.com.
- First applications -- that will ultimately span business, education, entertainment, games, health, socializing and other categories -- now available for free download and purchase. Many more apps will be added to beta store over time.
- Intel store unique in offering developers a choice of software via Microsoft Windows* and Moblin(TM)-based operating systems; support for multiple runtime environments coming later this year.
- Over time, Intel and industry partner stores could host applications for Intel(R) Atom(TM) processor-based handheld devices, smartphones, consumer electronic appliances, TVs and more.
- OEMs Acer, Asus, Dell, and Samsung collaborating with Intel to bring innovative apps to consumers.

As unveiled Thursday during President and CEO Paul Otellini's CES keynote speech, Intel Corporation has launched a beta version of its software application (app) store -- the Intel AppUp[SM] center -- for the popular category of netbook computers. The first apps are now available for free download or purchase by visiting www.intelappup.com, where consumers can find the store. Four other Intel industry partners - Acer, Asus, Dell and Samsung -- also announced store collaboration and plans.

"The Intel AppUp[SM] center offers netbook users quick and easy access to applications specifically tailored to their mobile lifestyle," said Renee James, corporate vice president and general manager, Intel Software and Services Group. "Our store does the work of aggregating, categorizing and validating applications so consumers can shop, collect and install from one easy source. With today's kickoff of our beta store, both developers and consumers will be able to take advantage of the rapid expansion of this new category of computing as the stores continually add apps."

The first apps are now available for immediate free download or purchase. These apps cover education, entertainment, games, health, social networking and other categories. A sampling includes Arnold Palmer Golf, Boxee, Wikihow and Yoono.

The beta store will host applications for both the Microsoft Windows and the open source Moblin(TM)-based operating systems, the first operating systems to target the popular

netbook computer category powered by the Intel(R) Atom(TM) processor.

Over time, Intel and its partners expect to expand the stores to include applications for the large categories of handheld CE devices, smartphones, consumer electronic appliances, TVs and other devices based on future Intel processor families.

Developer Momentum

Early enthusiasm for the Intel(R) Atom(TM) Developer Program has been strong. Within 30 days of offering the program, thousands of developers signed up and downloaded the starter-kit, and more than 350 apps have since been submitted for validation or review.

By participating in the program, developers gain access to the fast-growing, consumer-centric computing netbook category. In addition, developers gain revenue opportunities from the netbook-installed base, and potentially hundreds of millions of other Intel(R) processor-based computers and devices -- should Intel and partner storefronts expand into new market segments.

Through the Intel Atom Developer Program, developers have access to Intel services to help validate apps and software behind the scenes, and joint marketing and revenue-sharing opportunities. Developers can visit the program at appdeveloper.intel.com.

In addition to the Windows* and Moblin*-based operating systems, the Intel AppUp center will offer applications that use Web browser run-time environments such as Adobe Air* and Microsoft Silverlight* in the future.

Partner Stores

As previously announced, Intel is also working with partners to bring app stores to consumers. Partner stores access the developer and store services the Intel AppUp center offers, including validating and categorizing apps and utilizing a common transaction infrastructure to administer purchases and downloads for these tailored stores. OEMs Acer, Asus, Dell and Samsung are working closely with Intel on their stores.

"Acer was an early supporter of the Intel Atom Developer Program and we applaud the announcement of Intel AppUp center," said Gianpiero Morbello, Acer Worldwide Marketing vice president. "Accessing the Intel AppUp Center catalog, we will be able to distribute innovative software downloads to Acer Atom processor-based netbook customers and move to easily support additional Acer customers on any device powered by an Intel processor."

"Our customers love their netbooks and the new applications will help them use their netbooks in great new ways," said S.Y. Shian, vice president and general manager of Notebook Business Unit, System Business Group, Asus Corp. "We are excited about the many netbook applications that will be available to our customers through the Eee App Store and the enthusiasm from developers and ISVs to build the next generation apps for these mobile devices. Asus plans to launch the Eee App Store powered by Intel AppUp center in the coming months."

"Dell is committed to cultivating eco-systems that foster creativity for developers and value for the growing number of individuals and businesses that rely on netbooks," said John Thode, vice president, small devices, Dell. "The Intel AppUp center opens the doors to

developer inspiration and ingenuity, and this spring customers will be able to get their netbook apps from the Dell Mobile App portal."

About Intel

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