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ADDING MULTIMEDIA Intel, Other Top Companies Unveil New Cloud Mission: Open Data Centers

NEWS HIGHLIGHTS

-- Intel outlined three key elements to its "Cloud 2015" vision: a world of interoperable "federated" clouds; "automated" movement of software applications and resources; and PC and device-savvy "client-aware" clouds that know what processing should take place in the cloud or on your laptop, smartphone or other device.
-- Intel helped create the Open Data Center Alliance of more than 70 top global businesses unified by Intel that will create a roadmap to drive interoperability, flexibility and industry standards for the cloud and next generation data centers. The Open Data Center Alliance represents more than $50 billion in annual IT investment.
-- Intel unveiled Intel(R) Cloud Builders, featuring 20 of the world's leading hardware and software makers who will commit resources to spur innovation and make clouds easier to deploy, use and share.
-- Intel(R) Xeon(R) processors, already found in about nine out of 10 servers, include features such as smart energy efficiency, Intel(R) Virtualization Technology and Intel(R) Trusted Execution Technology that are perfectly suited for cloud computing.

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Intel Corporation today unveiled several new initiatives under its "Cloud 2015" vision aimed at making cloud-based Internet computing more interoperable, secure and simplified.

Kirk Skaugen, Vice President of Data Center Group at Intel, speaks about Intel's Cloud 2015 vision at event in San Francisco (Photo: Business Wire)

Intel's Cloud 2015 vision has three key elements: a "federated" cloud that allows enterprises to share data across internal and external clouds; an "automated" network that automatically allows the secure movement of applications and resources to significantly improve energy efficiency in data centers; and PC and device-savvy "client-aware" clouds that know what types of applications, commands and processing should take place in the cloud or on your laptop, smartphone or other device - thus taking a user and specific device's unique features into account to fully optimize an online experience.

Intel will support these goals by creating software and building new capabilities into Intel(R) Xeon(R) processors, which include features such as Intel(R) Virtualization Technology (Intel(R) VT) and Intel(R) Trusted Execution Technology (Intel(R) TXT) that form the basis of cloud computing today.

Open Data Center Alliance

As a step toward Cloud 2015, Intel helped create the [Open Data Center Alliance](#), a coalition of more than 70 leading businesses that together represent more than $50 billion in annual IT investment and that have cloud research or projects underway. Alliance Steering Committee members include BMW*, China Life*, Deutsche Bank*, J.P. Morgan Chase*, Lockheed Martin*, Marriott International, Inc.*, National Australia Bank*, Shell*, Terremark* and UBS*.The alliance will lay out future hardware and software requirements that lead to more open and interoperable cloud and data center solutions. Intel plays a unique advisory role within the alliance, whose initial membership is focused on end user companies rather than technology providers.

Intel embraces the [Open Data Center Alliance's](#) vision and goals and plans to deliver products and solutions consistent with these goals. Intel will work with its hardware and software partners, engaging the industry to innovate on open standards, delivering a faster ramp to the next stage of the Internet, and delivering an open, interoperable and secure cloud that will empower the next generation of business, movies, gaming, music, social media and other yet-to-be-invented Web services.

"The industry has an opportunity to accelerate the potential of [cloud computing](#), delivering even better industry economics through this transformation," said Kirk Skaugen, vice president and general manager, Intel Data Center Group. "With the [Open Data Center Alliance](#) we now have the world's top businesses focused and actively engaged with Intel and the high-tech industry, accelerating solutions to the cloud's key challenges. The server industry has gone through an amazing transformation since the Intel Pentium(R) Pro's introduction in 1995; our goal is to ensure that [cloud computing](#) continues to deliver breakthrough economics based on the same fundamental principle --innovation on open, interoperable standards."

Intel Cloud Builders

The goal of the [Intel(R) Cloud Builders](#) program is to provide a path to the Cloud 2015 vision. Intel announced a significant expansion of this program that brings together leading system and software solution partners to provide proven cloud building recipes and practical guidance on how to deploy, maintain and optimize a cloud infrastructure.

While the alliance will determine future requirements for cloud infrastructure, the [Intel Cloud Builders](#) program will help bring these requirements to life with full solutions. The program now has a total of 20 reference architectures with several more on the horizon. It represents a community of the most critical providers of technology in the cloud, including Canonical*, Cisco*, Citrix*, Dell*, EMC*, Enomaly*, Eucalyptus Systems*, Gproxy*, HP*, IBM*, Intel, Joyent*, Microsoft*, NetApp*, NetSuite*, Novell*, Parallels*, Red Hat*, Univa* and VMware*.

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](#) and [blogs.intel.com](#).

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