



Intel to Software Developers: Embrace Era of Transparent Computing

NEWS HIGHLIGHTS

- Intel reinforces commitment to ensuring HTML5 adoption accelerates and remains an open standard, providing developers a robust application environment that will run best on Intel® architecture.
- New McAfee Anti-Theft product is designed to protect consumers' property and personal information on Ultrabook™ devices.
- The Intel® Developer Zone is a new program designed to provide software developers and businesses with a single point of access to tools, communities and resources to help them engage with peers.

SAN FRANCISCO--(BUSINESS WIRE)-- INTEL DEVELOPER FORUM – Today at the [Intel Developer Forum](#) (IDF), [Renée James](#), senior vice president and general manager of the Software and Services Group at Intel Corporation, outlined her vision for transparent computing. This concept is made possible only through an “open” development ecosystem where software developers write code that will run across multiple environments and devices. This approach will lessen the financial and technical compromises developers make today.

“With transparent computing, software developers no longer must choose one environment over another in order to maintain profitability and continue to innovate,” said James. “Consumers and businesses are challenged with the multitude of wonderful, yet incompatible devices and environments available today. It’s not about just mobility, the cloud or the PC. What really matters is when all of these elements come together in a compelling and transparent cross-platform user experience that spans environments and hardware architectures. Developers who embrace this reality are the ones who will remain relevant.”

Software developers are currently forced to choose between market reach, delivering innovation or staying profitable. By delivering the best performance with Intel's cross-platform tools, security solutions and economically favorable distribution channels, the company continues to take a leadership position in defining and driving the open software ecosystem.

Develop to Run Many Places

While developers regularly express their desire to write once and run on multiple platforms, currently there is little incentive for any of the curators of these environments to provide cross-platform support. Central to Intel's operating system of choice strategy, the company believes a solution to the cross-platform challenge is HTML5. With it, developers no longer

have to make trade-offs between profitability, market participation or delivering innovation in their products. Consumers benefit by enabling their data, applications and identity to seamlessly transition from one operating system or device environment to another.

During her keynote, James emphasized the importance of HTML5 and related standards and that the implementation of this technology by developers should remain open to provide a robust application development environment. James reinforced Intel's commitment to HTML5 and JavaScript by announcing that Mozilla, in collaboration with Intel, is working on a native implementation of [River Trail technology](#). It is available now for download as a plug-in and will become native in Firefox browsers to bring the power of parallel computing to Web applications in 2013.

Security at Intel Provides an Inherent Advantage

Security at Intel provides an inherent advantage in terms of its approach. For over a decade, Intel has applied its technology leadership to security platform features aimed at keeping computing safe, from devices and networks to the data center. Today, the company extends the efficacy of security by combining hardware and software security solutions and co-designing products with McAfee. James invited McAfee Co-President Michael DeCesare to join her onstage to emphasize the important role security takes as the threat landscape continues to become more complex both in terms of volume and sophistication. DeCesare also highlighted the opportunity for developers to participate in securing the industry.

Touching on where McAfee is heading with Intel, DeCesare discussed the importance of understanding where computing is going overall. He noted examples including applications moving to the cloud, as well as IT seeking ways to reduce power consumption and wrestling with challenges associated with big data and the consumerization of IT. DeCesare also highlighted the value of maintaining the user experience and introduced McAfee Anti-Theft security software. Designed to protect consumers' property and personal information for Ultrabook™ devices, this latest product enhancement is a collaborative effort with Intel to develop anti-theft software using Intel technologies that provide device and data protection.

DeCesare reiterated the opportunity for developers through the [McAfee Security Innovation Alliance \(SIA\)](#). The technology partnering program helps accelerate development of interoperable-security products, simplify integration of these products and delivers solutions to maximize the value of existing customer investments. The program also is intended to reduce both time-to-problem resolution and operational costs.

Developers' Access to Resources Made Easy

James also announced the [Intel® Developer Zone](#), a program designed to provide software developers and businesses with a single point of access to tools, communities and resources to help them engage with peers. Today's software ecosystem is full of challenges and opportunities in such areas as technology powering new user experiences, expectations from touchscreens, battery life requirements, data security and cloud accessibility. The program is focused on providing resources to help developers learn and embrace these evolving market shifts and maximize development efforts across many form factors, platforms and operating systems.

- **Development Resources:** Software tools, training, developer guides, sample code

and support will help developers create new user experiences across many platforms. In the fourth quarter of this year, Intel Developer Zone will introduce an HTML5 Developer Zone focused on cross-platform apps, guiding developers through actual deployments of HTML5 apps on Apple* iOS*, Google* Android*, Microsoft* Windows* and Tizen*.

- **Business Resources:** Global software distribution and sales opportunities will be available via the Intel AppUp® center and co-marketing resources. Developers can submit and publish apps to multiple Intel AppUp center affiliate stores for Ultrabook devices, tablets and desktop systems. The Intel Developer Zone also provides opportunities for increased awareness and discoverability through the Software Business Network, product showcases and marketing programs.
- **Active Communities:** With Intel Developer Zone, developers can engage with experts in their field – both from Intel and the industry – to share knowledge, get support and build relationships. In the Ultrabook community, users will find leading developers sharing ideas and recommendations on how to create compelling Microsoft* Windows* 8 apps for the latest touch- and sensor-enabled Ultrabook devices.

About Intel

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