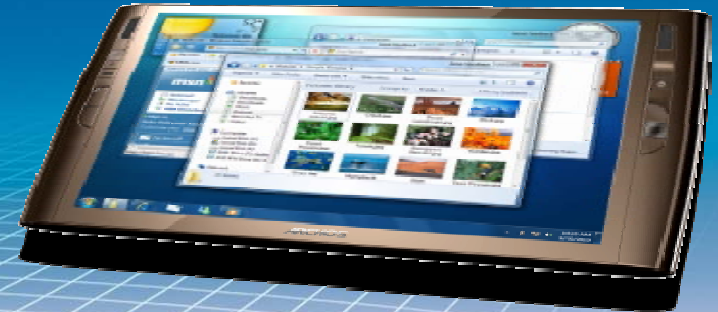


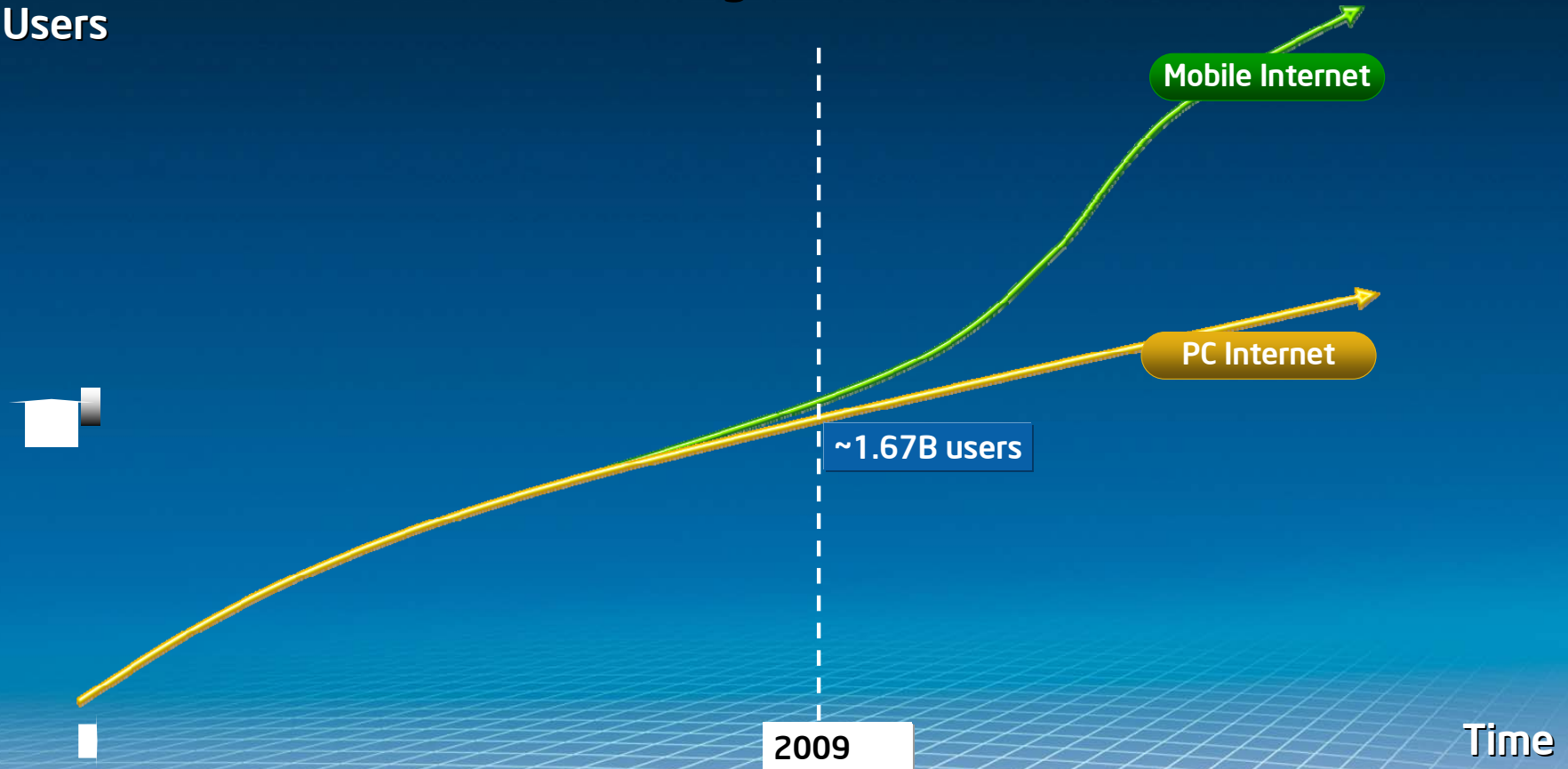
Enabling the Mobile Internet

February 21, 2010



Growth Fueled by Mobile Internet

Users



Time

Changing Consumer Taste

EBSCO Advertising Age

1999

Rank	Web Site
1	AOL
2	yahoo.com
3	Microsoft/msn.com
4	lycos.com
5	go.com
6	realnetworks.com
7	excite@home
8	ebay.com
9	altavista.com
10	timewarner.com

Alexa Global Internet Traffic Rankings

2005¹

Rank	Web Site
1	yahoo.com
2	msn.com
3	google.com
4	ebay.com
5	amazon.com
6	microsoft.com
7	myspace.com
8	google.co.uk
9	aol.com
10	go.com

2009²

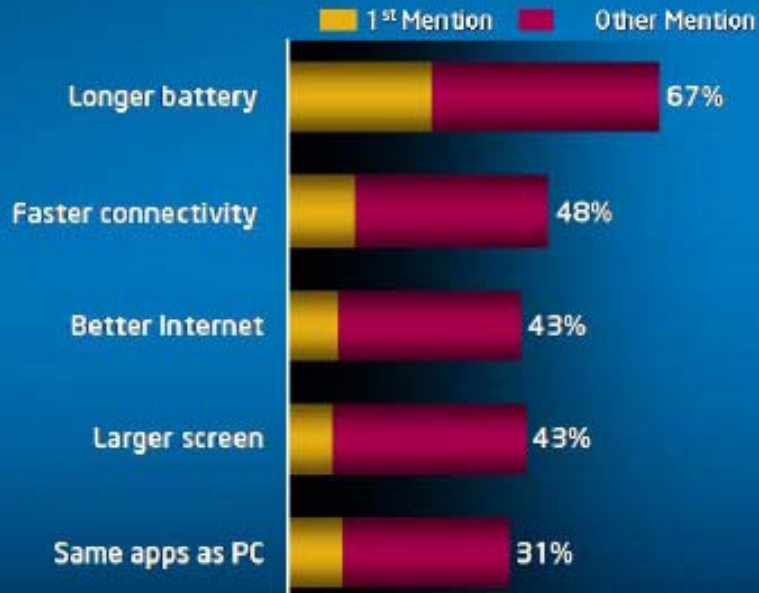
Rank	Web Site
1	google.com
2	yahoo.com
3	youtube.com
4	facebook.com
5	live.com
6	msn.com
7	wikipedia.org
8	blogger.com
9	baidu.com
10	myspace.com

Traffic rank is based on three months of aggregated historical traffic data from Alexa Toolbar users and is a combined measure of page views / users (geometric mean of the two quantities averaged over time).

(1) Rankings as of 12/31/05, excludes Microsoft Passport; (2) Rankings as of 5/5/09 Source: Alexa Global Traffic Rankings, Morgan Stanley Research

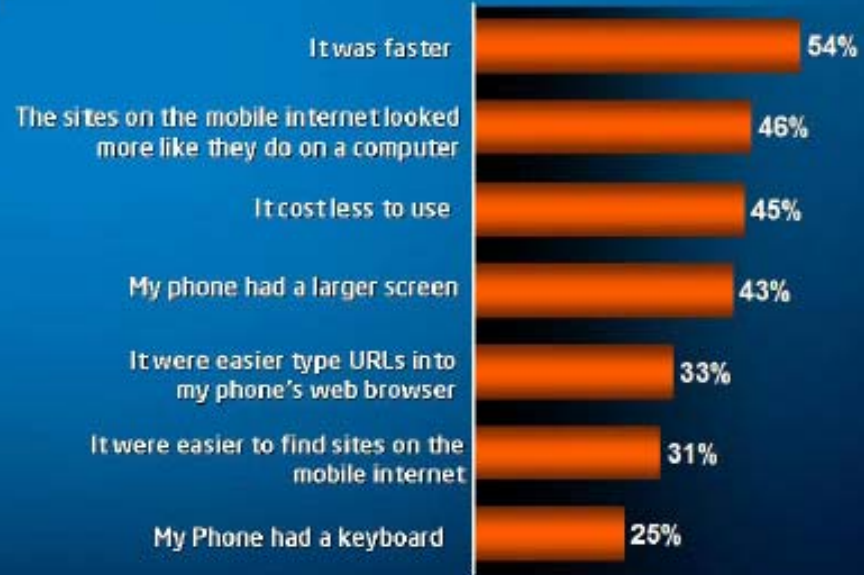
Today's Mobile Internet Experience Lacking

Top 5 Device Improvements:
Smartphone Users



Source : Intel Primary Research, Online Survey, U.S, China, Germany, n = 788, Q4 '08

I would use the mobile internet on my
mobile phone more frequently if...



Source: Forrester Research Q3'08

The Software Spiral Becomes the Internet Spiral

User Generated

Videos

Pictures

Text

Mobile Users

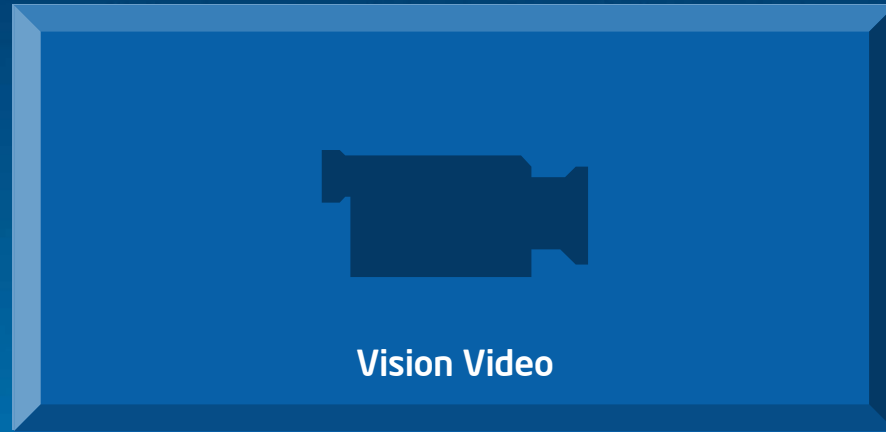
Consumer
Desktop Users

Business
Driven

IT Driven

*Other brand and names are the property of their respective owners.

Future of the Mobile Internet



What's Needed to Enable the Best Internet Experience in Your Pocket



+



+



+



PERFORMANCE

To Run the
Internet In
Its Entirety

INTERNET

Availability
with All of the
Latest Technologies

COMPATIBILITY

For the
Software
Developer

WIRELESS

Connectivity
For Always On

Intel® Atom™ Strategy

Handhelds/
Smartphones



OS &
System

Netbooks/
Nettops



Windows and Linux

Auto



Embedded

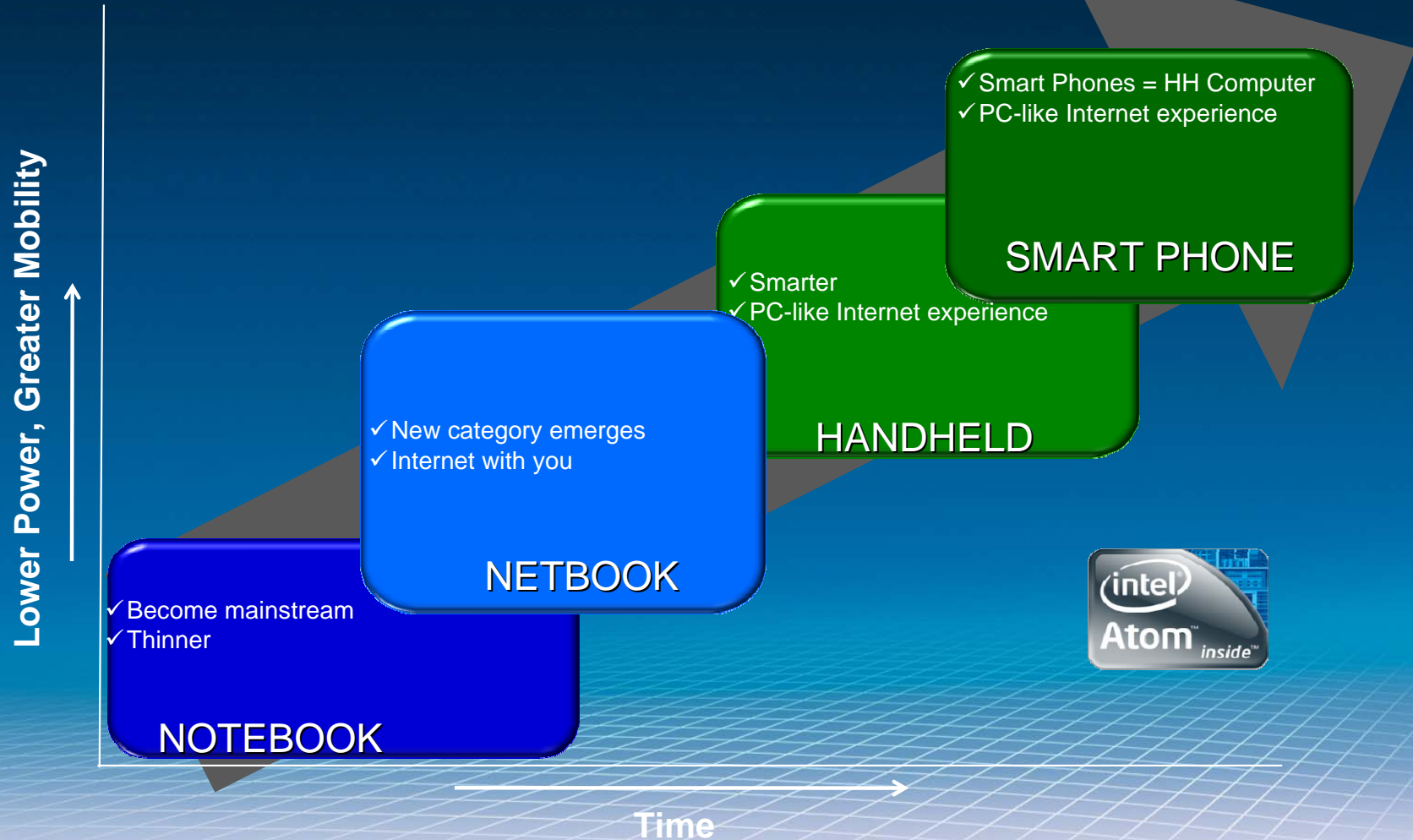


OS &
System

Platforms based on Intel® Atom™ processors

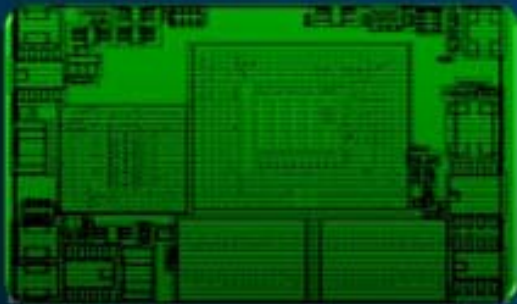


Increasingly Mobile



Major Reduction in Power and Form Factor

2008



Menlow

Board Size 8,500 sq mm
Standby Power 1.6W

2009/2010



Moorestown

Board Size - Reduced 2x
Standby Power Up to 50x

2011



Medfield

Board Size - Reduced
Standby Power - Lower

Forecast 

Moorestown – 2nd Generation LPIA

CPU Core

Integrated CPU,
Gfx and Memory



Chipset

Integrated Audio,
Camera, and
Security Functions



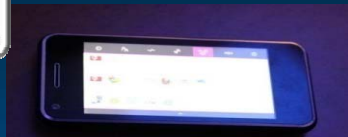
- Cutting Edge 45nm Process
 - Hafnium based High-k + metal gate transistors
 - High performance & low leakage power
- Brand New Architecture
 - CPU core, Graphics / Display / Memory controllers on a single die
 - Multimedia accelerators offer rich CE features
- Advanced Power Management
 - Enhanced Intel® SpeedStep® Technology
 - Deeper sleep state than C6
 - On die power gating

Moorestown Performance



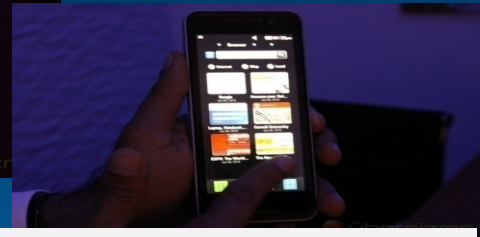
Demo Video

Moorestown Devices at CES



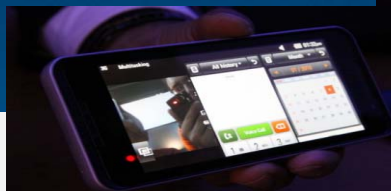
LG GW990 Could Be Future in Smartphones

Sindre Lia
infoSync World
January 8, 2010



Intel's Otellini Offers Glimpse of Future

By Andrew Berg
Wireless Week
January 8, 2010



Paul Otellini: Computing To Get "Personal"

By Brian Caulfield
Forbes
January 7, 2010



Hands On With the OpenPeak Slate

Josh Smith
Notebooks.com
January 8, 2010

AAVA Prototype Moorestown Phone running Moblin 2.0

Carrypad.com
January 10, 2010



MWC Announcements



Moblin + Maemo
Single open source projects
Unifies open source communities
and apps ecosystems
X-Platform

Ecosystem Momentum



Simplified App installation and setup



Gstreamer based
multi-media solutions



Mobile solutions



Axel personalized TV



Content Protection Client



Imaging Technology
collaboration

facebook

Optimized
Facebook and Twitter
Apps

twitter

Moorestown Designs



Aava Mobile Open Reference Design

*Supports Android and Moblin 2.1 today with plans
to support MeeGo in the future*



OpenPeak OpenTablet7

*Touch-Screen Multi-media Tablet Device
Based on Moblin 2.1*

Moorestown Based Devices In Action



CES Keynote Video

Summary

Internet Going Mobile

Intel® Atom™ Enables Internet in Your Pocket

Moorestown Brings Atom Capabilities to Life

Industry to Work Together to Realize the Opportunity

