



Demo Fact Sheet

Intel Demonstrates Innovative Computing Technologies, Concepts

SAN FRANCISCO, Sept. 13, 2010 – In the opening keynote that set the tone for Intel Corporation’s semi-annual forum for technology developers, Paul Otellini, Intel Corporation’s president and CEO, and Dadi Perlmutter, executive vice president and general manager of the Intel Architecture Group, demonstrated several innovative technologies and concepts. The demonstrations at the Intel Developer Forum in San Francisco showed how Intel is extending its leading architecture to deliver a consistent and interoperable experience across a range of devices.

More Responsive Personal Computers that Deliver Better Visual Experiences

Otellini said the 2nd Generation Intel® Core™ processor family (formerly code named “Sandy Bridge”) will allow PC users to experience several things they couldn’t do previously unless they used a high-end desktop computer with a discrete graphics card. To prove his point, Otellini showed someone playing the popular “Starcraft II: Wings of Liberty™” game* in rich detail on a 2nd Generation Intel Core processor-powered laptop. The game’s visual effects looked essentially the same as on a similarly configured laptop with a discrete graphics card. And, the laptop was powerful enough to simultaneously record a high-definition video of the game play to later share with friends. PCs powered by the 2nd Generation Intel® Core™ processor family will launch early next year.

Perlmutter also showed several demonstrations featuring the 2nd Generation Intel Core processor family.

As an example of how user interfaces are evolving and driving the need for more powerful, “visibly smart” computers for day-to-day applications, Perlmutter showed how the upcoming processor family enabled a more responsive computing experience for an individual using real-time 3-D gesture tracking software by GestureTek* to browse music and photos. He also demonstrated a console-like gaming experience on a 2nd generation Intel Core processor-based PC using a Sixence* motion controller.

The new AVX instruction capabilities on the upcoming processor family will accelerate broadcast video motion tracking. Developers will be able to take advantage of these new instructions to accelerate motion and facial recognition tracking, image, video and audio

processing, and computational simulation and analysis. As an example, Perlmutter showed a wide range of security and informational applications for analyzing videos. A camera was installed at the keynote hall entrance with a “video trip wire” to count the number of people entering the hall and to detect an object being removed from the room.

The 2nd Generation Intel Core processor family will have an enhanced version of Intel® Turbo Boost technology for allowing the processor’s cores to use available thermal headroom to increase their frequency to get work done faster. As an example, Perlmutter showed the performance boost for processing high-definition photos into 3-D models with ray tracing effects applied at much higher performance rates than on the current 2010 Intel® Core processor-based systems.

The 2nd Generation Intel Core processor family will also have dedicated hardware to process changes in video formats. To highlight the benefits of this feature, Perlmutter rapidly processed a video to the standard MP4 format, and then transmitted it to a big screen TV using the Intel® Wireless Display technology.

Smarter, More Secure Platforms for Businesses and Data Centers

Intel technology also is playing a role transforming the data center and the Internet “cloud” as well as delivering computing solutions for businesses that are more secure, connected and smarter.

Intel’s CEO highlighted how the next generation of the Intel® Core™ vPro™ processor family will help businesses protect their information with more efficient encryption capabilities embedded into the hardware. As an example, Otellini showed how three people could have a seamless, encrypted video conference with 256-bit encryption on a live video stream using three PCs and a server powered by chips embedded with special encryption instructions and optimized video conferencing software by Vidyo*. In the demonstration, the server decrypted and encrypted all three video streams with virtually no time delay. The PCs used were powered by next-generation Intel® Core™ vPro™ processors and the server was powered by the next generation Intel® Xeon® processor-based platform, formerly codenamed “Romley.” These new products will offer expanded special instructions – called Intel® Advanced Encryption Standard New Instructions -- to enable a 10x improvement in encryption and decryption performance for more secure transactions. Several software vendors are now optimizing their applications with these instructions and reporting ten-fold performance increases on their encryption capabilities.

Delivering Consistent, Interoperable Experiences Across Devices

Otelini showed two smart TV-enabling products powered by the Intel® Atom™ processor CE4100 and Google TV* that are expected out this Fall. The Sony Internet TV and the Logitech Revue* add-in box will seamlessly combine access to the Internet with the TV viewing experience through the combination of Intel processors and Google TV* based on the Android* platform. The demonstration highlighted how an individual could get a rich Internet experience, watching TV and watching a video posted on Facebook* using a TV connected to the Logitech

Revue box. Telecom Italia*, D-Link* and several other companies are also expected to launch Intel® Atom™ processor CE4100-based smart TV enabling devices soon.

As an example of new ways to connect computing devices, Otellini showed a concept for a hassle-free way to enjoy content stored on a tablet on a big screen TV. The demonstrations featured an Intel® Atom™ processor-based development tablet that Intel had slightly modified to work with Intel® Wireless Display (WiDi).

Currently, Intel® WiDi is available on certain 2010 Intel® Core™ processor-based laptops and the Netgear* Push to TV adapter, and has gained traction globally with more than 40 laptop designs in 11 countries. Intel® WiDi utilizes standard WiFi that's become ubiquitous in laptops to connect the PC to an HDTV via a small, lightweight adapter. The technology allows people to easily send videos, photos, and music from their laptops to TVs, so they can share content on the big screen from the comfort of a couch without crowding around a small laptop screen.

More information about the Intel Developer Forum's opening keynote and the forthcoming 2nd Generation Intel® Core™ processor family are available at www.intel.com/newsroom/idf.

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