



# Demo Fact Sheet

## Intel Developer Forum Day 1 Keynote Demonstrations

INTEL DEVELOPER FORUM, San Francisco, Sept. 13, 2011 — In a tone-setting speech to open the Intel Developer Forum, Paul Otellini, Intel's president and CEO, described how pervasive computing has become in people's lives. This is creating unprecedented demand for computing from PCs to devices to the cloud creating significant new opportunities for the industry. Intel is innovating and working with its partners to deliver computing experiences that are more mobile, secure and seamless. Otellini described how the growth in computing over the next few years will dwarf what's been accomplished over the past 3 decades. Below are summaries of the demonstrations and concepts from the speech.

More information about IDF is available at [www.intel.com/newsroom/idf](http://www.intel.com/newsroom/idf).



### ***McAfee introduces new DeepSAFE technology security platform using Intel technology:***

Candace Worley, senior vice president and general manager, Endpoint Security at McAfee, joined Otellini on stage to introduce the DeepSAFE technology platform. DeepSAFE is a new McAfee technology platform, developed in partnership with Intel, to provide a more secure computing experience. McAfee demonstrated an implementation of the security technology that will detect and prevent rootkit malware from infecting PCs.

- An Agony zero-day rootkit was detected and blocked by pre-production software using DeepSAFE technology.
- Rootkits are gaining in popularity amongst hackers with a 38 percent increase in new rootkits compared to last year and use stealth techniques to keep users in the dark about malicious actions taking place as they use their computers.
- This technology is expected to launch in products from McAfee later this year.
- The McAfee DeepSAFE technology platform uses Intel VTx technology available on the millions of Intel® Core™ i3, i5 and i7 processor-based systems and vPro platforms that have already shipped.
- McAfee anticipates that the DeepSAFE technology platform will be a foundation for a number of future McAfee products that will provide enhanced security across the spectrum of computing.

***Powering a computer off a solar cell the size of a postage stamp:*** Looking further into the future, Otellini predicted that platform power innovation will reach levels that are difficult to imagine today. On stage, he demonstrated an IA research chip referred to as a “Near Threshold Voltage Processor” that pushes the limits of transistor technology to tune power use to extremely low levels. Demonstrated on stage was a Windows\* PC powered with a solar cell the size of a postage stamp.

***Seamless, consistent, interoperable experience demonstration:*** Intel’s vision is to create a continuum of personal computing experiences that provides consistency and interoperability across every relevant aspect of people’s lives. As a result, individuals could get the information and entertainment they want anytime, anywhere -- whether they are on their computer or smart phone, watching TV, in the car, or out shopping. Otellini demonstrated several new capabilities that will be available on Acer\*, Lenovo\*, and Toshiba\* systems later this holiday season called Intel® Pair and Share and Intel® Teleport Extender.

- The Intel Pair & Share technology, for example, will help a person seamlessly and securely pair devices together and share local videos and pictures from any supported smartphone or tablet to a PC or when using Intel® Wireless Display, to a TV regardless of network, size, shape or brand.
- Intel Teleport Extender, will allow users to receive and respond to smartphone or tablet SMS messages directly from his or her laptop, as well as get smartphone call alert notifications on the PC.

#### ***Cisco\* Cius redefines mobile worker productivity***

Intel and Cisco are out to change how mobile workers go about their work with a new kind of enterprise communications, collaboration and computing device called the Cius – built on an Intel® Atom™ processor and running the Android platform. The Cius is purpose-built for businesses, delivering the device and application security and manageability that enterprise IT needs, with high-performance and an easy-to-use experience for the mobile worker. The new device was demonstrated today:

- When viewing the Cius contact list, a simple click of an icon offers choice to make a voice call, a video call, send an e-mail, initiate a chat or Cisco WebEx session or join secure enterprise communities with Cisco Quad.
- The easy interface and interaction between devices is seamless.
- Users have instant access to apps designed for the business environment with Cisco’s App HQ. Users can also have access to thousands of apps on the Android market.
- Supports both wired, 802.11 WiFi and 4G wireless connections so users can continue to perform tasks as they go mobile.

***Next-generation Xeon to “build Rome in four hours”:*** The University of Washington Graphics and Imaging Laboratory is working on a Community Photos Collection project. Researchers are using Intel® Xeon® processors to take advantage of how popular photo sharing sites are creating powerful new types of image datasets. These photo collections represent a huge opportunity in enabling 3-D reconstruction and visualization, with the use of complex algorithms and powerful hardware. Social networks and other companies with large, pre-existing data sets can leverage this data to provide users with engaging and immersive experiences.

- The lab's current cluster of servers is based on the Xeon processor 5600 series that creates this Model of St. Peter's Basilica from thousands of available photos
- With the next generation Intel® Xeon® processor E5 family and Advanced Vector Extensions is expected to increase render throughput by 50%.
- This level of computing power will enable tremendous innovation and advancements in visualization, science and engineering research and high performance computing.

Source: Intel Corporation, based on actual Xeon processor measurements and estimates using the Linpack benchmark. Actual increase of 148X based on Intel internal measurement of the new Xeon E5 vs. theoretical calculation for Tualatin processor shipping in 2002.

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