

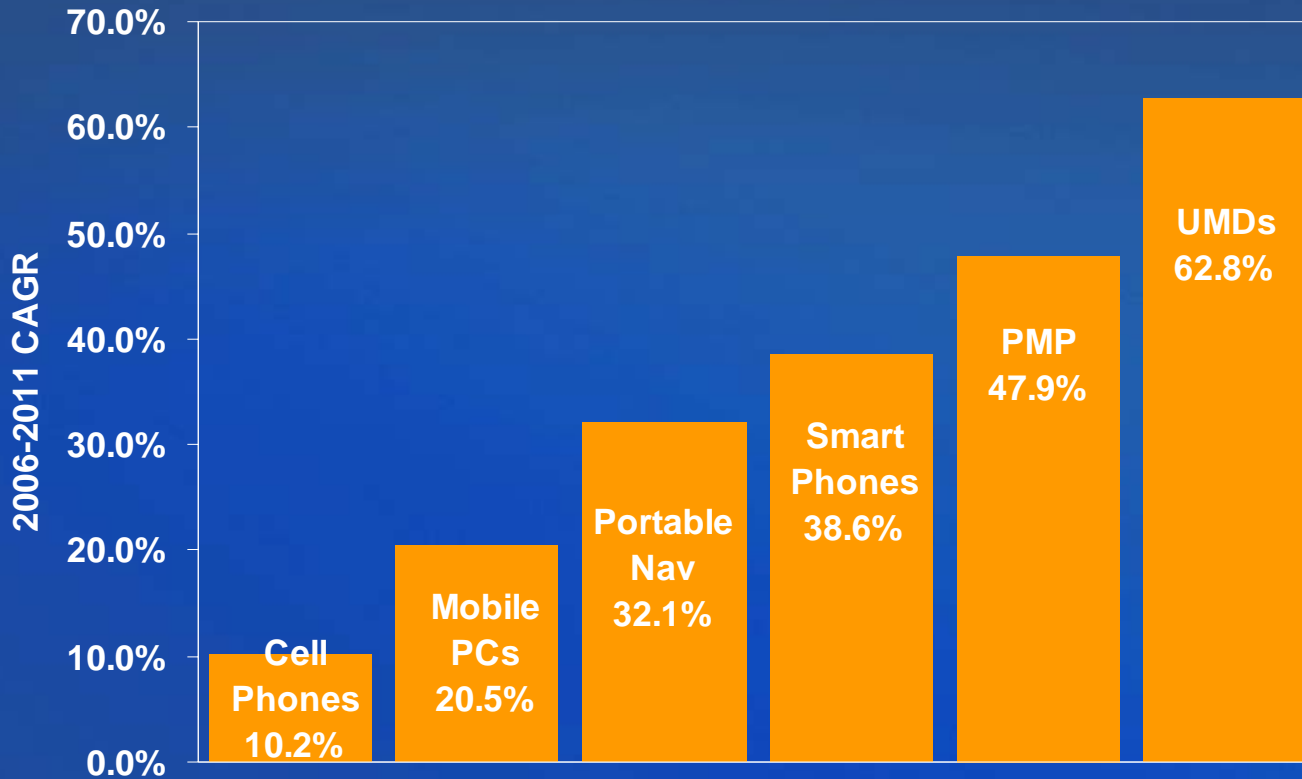
Jim McGregor

Director

InStat



Continued Growth of Mobile Applications



Source: In-Stat

- Technologies
- Usages models
- Content
- Business models



Critical Criteria

- **Power Efficiency**
 - New battery technology faces many hurdles
- **Performance Balancing**
 - Device ↔ Communications ↔ Network
- **Specialized Requirements**
 - Flexible solutions vs. many SKUs
- **Solution Pricing**
 - Price = Device + Services



Mooly Eden

Vice President &
General Manager

Mobile Platforms Group
Intel Corporation



Energy Efficiency



Performance

+

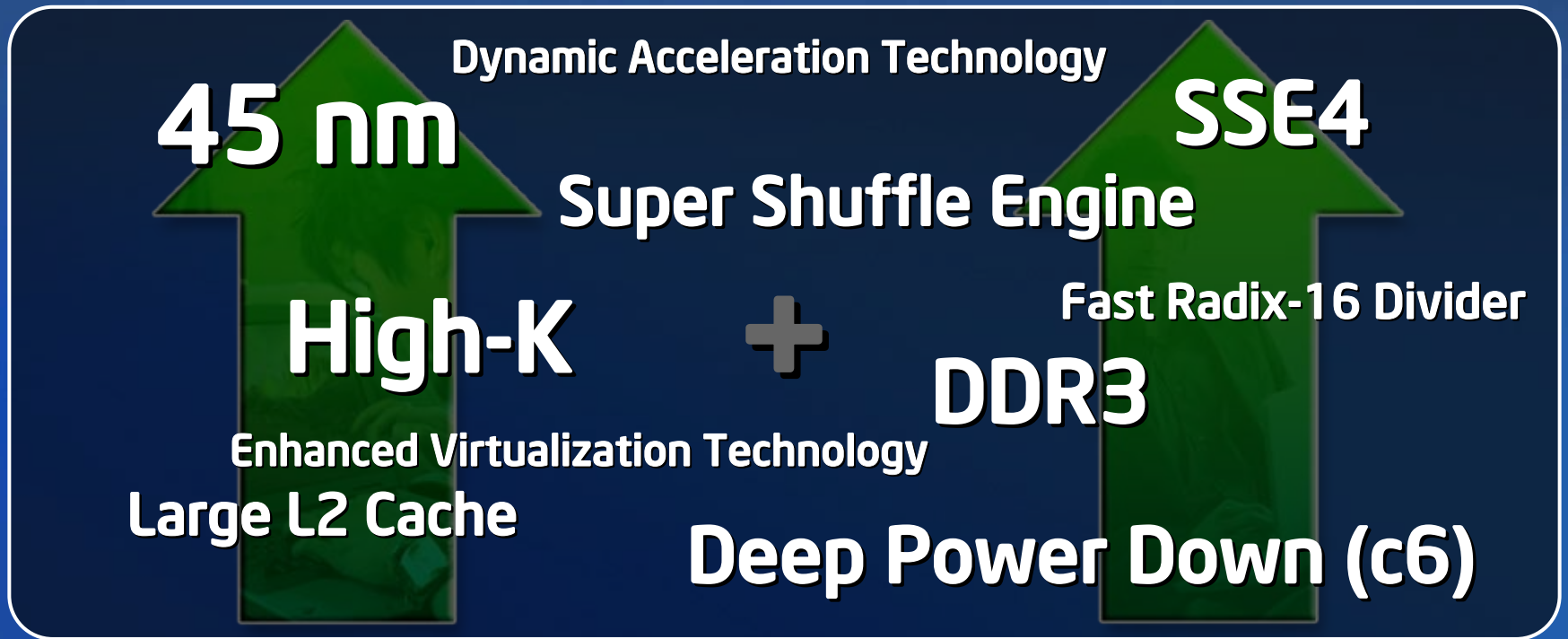


Power Savings

Intel Advantage = Accomplish Both at the Same Time



Energy Efficiency



Performance

Power Savings



Intel Advantage = Accomplish Both at the Same Time

2008: Next Leap in Mobility

Today

Santa Rosa

Intel® Core™ 2 Duo
Processor
800 MHz FSB

Mobile Intel® 965 Express Chipset Family
(Crestline & ICH8M)

Intel® Wireless WiFi Link 4965AGN
(Kedron)



Q1 2008

Santa Rosa Refresh

Penryn
Processor
800 MHz FSB



Mid-2008

Montevina

Penryn
Processor
MV

Cantiga Chipset
ICH9M

Echo Peak
WiMAX/Wi-Fi
Shirley Peak
Wi-Fi



Increased Energy
Efficient Performance

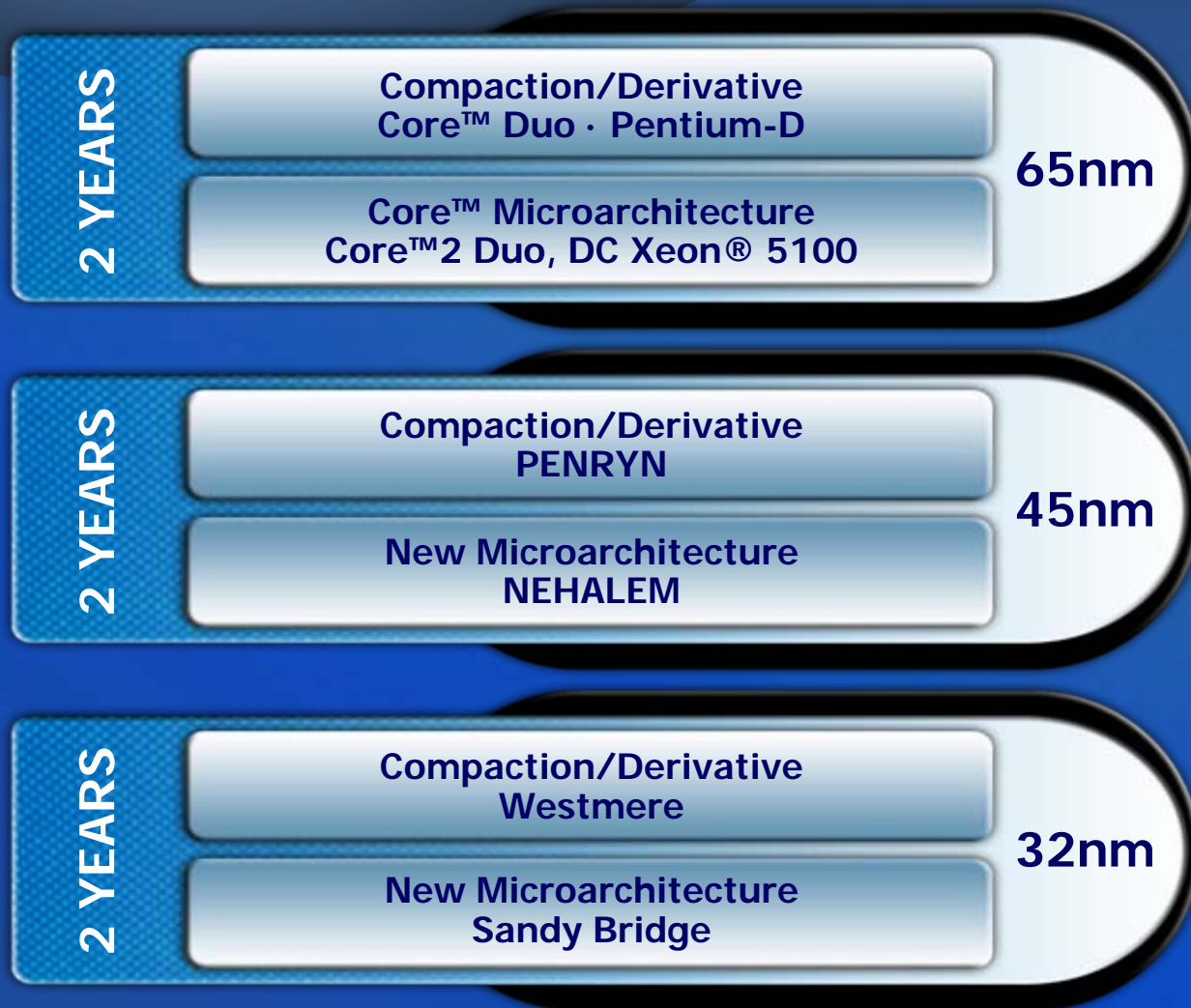
Enhanced HD Multimedia
Enhanced Manageability
Enhanced Security

Expanded Wireless
capabilities



Model For Sustained Technology Leadership

Tick-Tock Model



Unleashing The Internet Experience

Gadi Singer

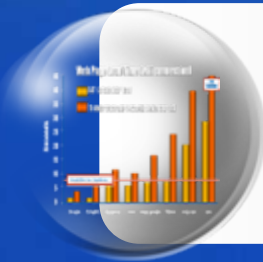
VP & GM, Ultra Mobility Group

Intel Corporation

What's Needed To Unleash The Full Internet



Software Compatibility
For The User And Developer



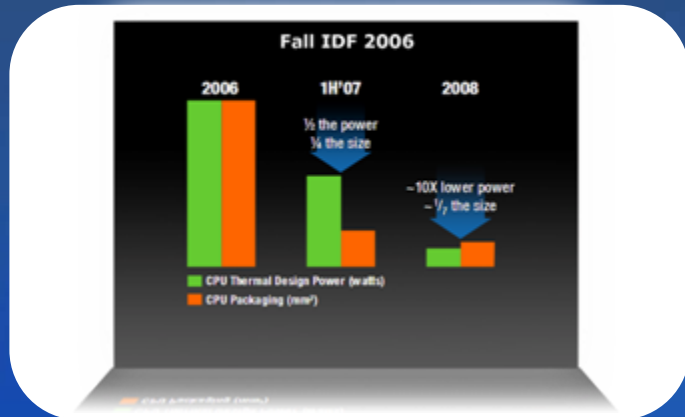
Mobile Responsiveness
And Visualization



Always On Always Connected

Progress Update

Continued Silicon Innovations



Working Menlow Prototypes



Strategic Collaboration



Aligned Ecosystem Co-Travelers



Sriram Viswanathan

**Vice President Intel Capital and
GM WiMAX Program
Intel Corporation**



Global Carrier Interest grows Supported by new spectrum



- Vodaphone & Sony Ericsson join the WiMAX Forum
- WiMAX Forum holds 3 successful mobile plug fests
- Major global device manufacturers announce support for WiMAX Devices at 3GSM'08
- Mobile trials pass 120 in 46 countries, Fixed trials and deployments pass 220 in 52 countries



Intel Silicon driving new devices

Worlds first combo Wi-Fi/WiMAX Module

Fixed Modems



2006-2007

Mobile Notebooks
& handhelds



2007-2008

CE



2008+

acer

ASUS

lenovo

Panasonic

TOSHIBA

Committed to embed WiMAX into next-generation
Intel® Centrino® Processor Technology notebooks



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Other names and brands may be claimed as the property of others

Intel Developer
FORUM
Celebrating 10 Years