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News Fact Sheet

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DAY ZERO NEWS HIGHLIGHTS AT INTEL DEVELOPER FORUM

April 1, 2008— On the eve of the Intel Developer Forum, scheduled for April 2-3, Intel Corporation held briefings focused on mobility research, Intel Capital and Intel research projects in China. Below are summaries of each presentation and the major news disclosed during the day:

"New mobility research effort: Carry Small, Live Large" by Kevin Kahn
Intel senior Fellow, director Communications Technology Lab
Kevin Kahn presented the new mobile research effort at Intel called Carry Small, Live Large. Intel researchers are leading a vision of tomorrow's mobile experience that includes smaller, efficient mobile devices that leverage other resources around them and provide a more personalized user experience. The new mobility research effort will focus on achievements in four main categories:

- ***Smaller form factor and improved power efficiency:*** The research to support power saving and smaller form factory includes enabling hardware control of platform components for longer and deeper sleep states, algorithms to control when and how a radio can be powered down and complete digital multi radios and reconfigurable antennae which will save power and help enable smaller form factors.
- ***Personalization that anticipates user needs:*** Intel is researching techniques for mobile devices of the future to have greater awareness of the user's preferences and deliver new services and capabilities to satisfy those preferences using sensors, context framework, Web-based services as well as privacy and security for user data protection.
- ***More aware mobile devices that leverage and interact with technology in the environment:*** Researchers are looking at how tomorrow's mobile devices will easily operate beyond their own form factor or built-in capabilities by leveraging the power and capabilities of nearby wireless devices including display, storage, compute and user interaction.

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- ***Standardization***: Incompatibilities are currently a barrier to expanding the capabilities of mobile devices and the mobile computing ecosystem. Intel is working with standards bodies and numerous partners to ensure development of standards that will help make the carry small, live large vision a reality.

"Live Large; Everyday Sensing and Perception" by Andrew Chien, Intel vice president, Corporate Technology Group, and director, Intel Research

In a presentation by Andrew Chien, he discussed a major focus area within the carry small, live large research effort, which is to have technology that is more intuitive and aware of the surrounding environment. Computing systems will be more aware of their users and context in everyday activities and environments with sensors and inference. Sensors can provide massive amounts of data; however one of the challenges in sensor research is to accurately interpret and understand that data in order to make effective use of it. Be aware of and understand your physical and personal environment including such items as activity, mood, recognize physical items, location or current state and using that understanding to direct actions of the user or the mobile device.

- **Intel® Mash Maker, developed by Intel Research and Software Solutions Group:** Intel will unveil Intel® Mash Maker beta at the Web 2.0 Conference on April 22. Includes support for Internet Explorer and FireFox with advanced widgets and visualization capabilities, and supports an open extensible API. Intel® Mash Maker, a browser extension, lets users easily create client-side mashups on-the-fly as they browse the Web. Intel® Mash Maker technology provides users with a new level of capabilities and intelligence to the internet experience. Delivers personalized multi-content information users want, the way they want it.
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"The Radio Evolution" by Krishnamurthy Soumyanath, Intel Fellow, Corporate Technology Group

Soumyanath talked about significant milestones in developing low-cost, digital multi-radios recently published at the International Solid States Circuits Conference. In the future this technology could allow small devices to handle a mixture of wireless radio technology standards from just one chip that consumes less power than today's bulky analog versions. Two prototypes were showcased during the presentation:

- A product prototype from Intel's mobile wireless group was showcased; a multi-band, power efficient CMOS transceiver that incorporates earlier digital wireless communications research taking Intel one step closer to a true digital multi radio.
- A power amplifier and a spectrum sensing ADC from the research organization that furthers the work in the product prototype and continues the wireless communication innovations coming from Intel.

Intel Technology demonstrations: After the mobility briefing, there were nine new mobility research demonstrations on display. They ranged from wireless sharing and display, to energy efficient communications, to location based services. Three are highlighted here:

- ***Cliffside, New Technology Demonstration:*** Cliffside is a new research technology demonstration from our Mobile Products Group that enables a single Wi-Fi adapter to function like two independent Wi-Fi adapters. This technology could synch your MP3

and video files without a USB cable, directly and wirelessly connecting your notebook to your TV to view HD movies, having wireless connections to your personal Wi-Fi devices in your home office while having a VPN connection on your WLAN to your corporate network, or connecting to other notebooks to share files and chat even when an AP isn't available. The benefit of this technology comes from enabling Centrino users to be able to simultaneously have a connection to a WLAN (BSS) while also having a Wi-Fi Personal Area Network (BSS Wi-Fi PAN) with up to eight Wi-Fi enabled devices connected directly to their Centrino notebook. Wi-Fi PAN technology delivers direct wireless connections for synchronization and consumption of media content and files between your Centrino notebook and other Wi-Fi enabled devices such as notebooks, MIDs, MP3 players, cameras, TVs, printers, portable game players, game consoles and projectors.

- ***Wireless Device Discovery and Setup:*** This new technology demo resolves a persistent problem in wireless connectivity: the easy discovery and setup of wireless devices. This demonstration will show the ease of detecting and securely connecting to nearby wireless displays. This demo utilizes the familiar display selection interface of FnF7 (Function F7). With this technology, users simply use the familiar interface to select the desired nearby device which was automatically discovered and identified.
- ***Context-Aware Technology***: Adaptive Mobile Computing: This new technology demo from our software research group simplifies the problem of requiring too many user selections in order to connect with a growing multitude of wireless devices. A context engine is used which maintains awareness of the system and user rules for automatically configuring the user's environment. In the example shown, several aspects of context are used to wirelessly connect to a presentation projector. Proper context ensures that connections and interfaces are customized for the user.

"Investing in Global Innovation" by Cadol Cheung, managing Director, Asia Pacific Region, Intel Capital

On Day Zero of IDF (April 1), Cheng shared with an audience of international media his views of the venture capital in China and other parts of Asia, plus his vision of the region's development, challenges and opportunities. 2008 marks the 10th anniversary of Intel Capital's operations in China, and he used the milestone to discuss such achievements as successful deployment of iCap China Tech Fund (US$200M) which was founded in June 2005. Intel Capital's recent investments, successful exits and examples of company-building activities in China and Asia.

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