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Backgrounder

Intel Software and Services Group

The Intel Software and Services Group (SSG) is led by Renee James, senior vice president and SSG general manager, who has been with the company since 1988. SSG employs thousands of software-focused professionals and measured by engineering staff size, SSG would be among the world's top 10 software companies if it were an independent organization.*

Recognizing that software is tightly coupled with and a vital element of all Intel platforms and processors, SSG is a worldwide provider of software products and services, design resources, technical expertise and consulting. SSG primarily works with software companies such as Adobe, Microsoft and Oracle, and directly with CIOs of major corporations such as DreamWorks and Reuters Financial, as well as with individual software developers.

Through SSG's comprehensive enabling efforts, the software community can take maximum advantage of Intel processor technologies across the computing spectrum from the Intel® Atom™ processor in small form factor mobile computing to Intel® Core™ processor and Intel® Xeon® processor families in computers, servers and entire IT infrastructures. SSG works with developers to enhance innovation and gain the best possible performance, uptime and efficiency. In addition, SSG is an integral part of the microprocessor design process, ensuring software requirements are comprehended in the development of future architectures and silicon designs.

While SSG collectively works on a broad range of software-related areas, its priorities in 2010 include: Intel's move into new growth areas, including handheld/mobile Internet devices, smartphones, tablets, netbooks, in-vehicle-infotainment (IVI) and other embedded devices powered by Intel Atom processors; the shift to visual computing; and multi-core software design (also known as parallel programming) with the company's Intel Core and Intel Xeon brands. In addition, virtualization, manageability and worldwide academic, university and developer training and partnering are key areas for the group.

Group's Focus Areas, Capabilities:
Enabling: SSG engages formally with more than 20,000 independent software vendors (ISV) worldwide through an online framework for collaborative application and software development. Intel also engages with more than 800,000 individual software developers through an online network offering design tools, resources and expert consulting. Additionally, SSG has provided more than 1,900 academic institutions with parallel programming and visual computing curricula, developer tools, training, research and more in an effort to enhance software education and prepare the next generation of software developers around the world. In support of expanding the Intel Atom processor ecosystem, SSG offers the Intel Atom Developer Program, a framework for ISVs and software developers to create and sell applications for netbooks and other Intel Atom processor-based products. Additionally, SSG provides the Intel AppUp^SM center to collect, categorize and validate applications allowing netbook users to quickly and easily find, download and install applications.

Products and Services: SSG offers software tools that help engineers accelerate development of optimized and scalable multithreaded applications that get the most out of Intel multi-core processors. Hundreds of thousands of developers use Intel Developer Products, including compilers, debuggers and libraries. Intel®

Parallel Studio is a new line of software tools that aid Windows developers in adopting parallelism for multi-core processors. The Wind River subsidiary delivers software products as part of Intel's strategy to grow its processor and software presence outside the traditional PC and server market segments into embedded systems and mobile handheld devices. Intel's Havok delivers middleware products that help accelerate innovation on the company's platforms in the visual computing domain.

Software Infrastructure: To build a foundation for robust solutions and industry innovation, SSG works with the software community in setting standards, establishing representative industry benchmarks and participating in community projects. Through direct engagements with middleware and operating system vendors (OSVs), SSG helps these vendors take advantage of the latest Intel technology and features. SSG links the software community with Intel's processor development process. SSG characterizes software behavior and anticipates future software needs to define requirements for Intel silicon and architecture roadmaps. Hundreds of SSG employees work on open source software projects through www.MeeGo.com, www.lesswatts.org, www.ofono.org, www.connman.net, www.intellinuxgraphics.org and www.kernel.org. Many prominent open source designers are employed by Intel, continuing their community project work. In 2009, CNET ranked Intel as the No. 2 Linux contributor, before taking into account several recent hires.

One recent and popular effort from SSG is the MeeGo** project, a fully open software platform merged from Intel's Moblin™ and Nokia's Maemo projects. The MeeGo project will provide consumers with a wealth of Internet, computing and communications experiences with visually-rich graphics, multitasking and multimedia capabilities and the best application performance. MeeGo is targeting a wide range of devices, including netbooks/entry-level desktops, handheld computing and communications devices, in-vehicle infotainment devices, connected TVs and media phones. Intel initiated Moblin and last year transitioned hosting to the Linux Foundation. Intel continues to be a significant contributor and 17+ OSVs have committed to deliver products based on the technology.

Recent Acquisitions:
- *Virtutech,* products and technology for virtualized systems development
- *Cilk Arts,* technology for parallel programming for multi-core processors
- *Rapid Mind,* technology for data parallel programming for multi-core processors
- *Wind River,* an embedded software company
- *Havok*, a visual computing game engine and middleware company
- *Neoptica*, visual computing software experts
- *Offset*, visual computing game and middleware experts
- *OpenedHand*, Linux user interface experts; helps design mobile user experiences
- *Swiftfoot Graphics*, experts in real-time rendering and graphics algorithms
- *Sarvega*, XML engineers and intellectual property
- *Elbrus/Unipro,* JAVA, compilers and software skills in Russia

Key Partnerships:
- SSG strives to make all software run best on Intel architecture by working with the software community, including operating environments from our partners Microsoft, Google and the open source community, as well as runtime suppliers that work in these operating environments. Representative collaborations include: Adobe, Citrix, Oracle, Nokia, Novell, SAP, Symantec and VMware.

- SSG has played a key role in landing new Intel customers, including Cisco, DreamWorks, LG, Nokia, Sun and many others.

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