Our Global Strategy
Use our unmatched manufacturing, technology,
employee talents and brand strength to:

Accelerate the PC globally

Extend Intel Architecture into 3 adjacent market segments

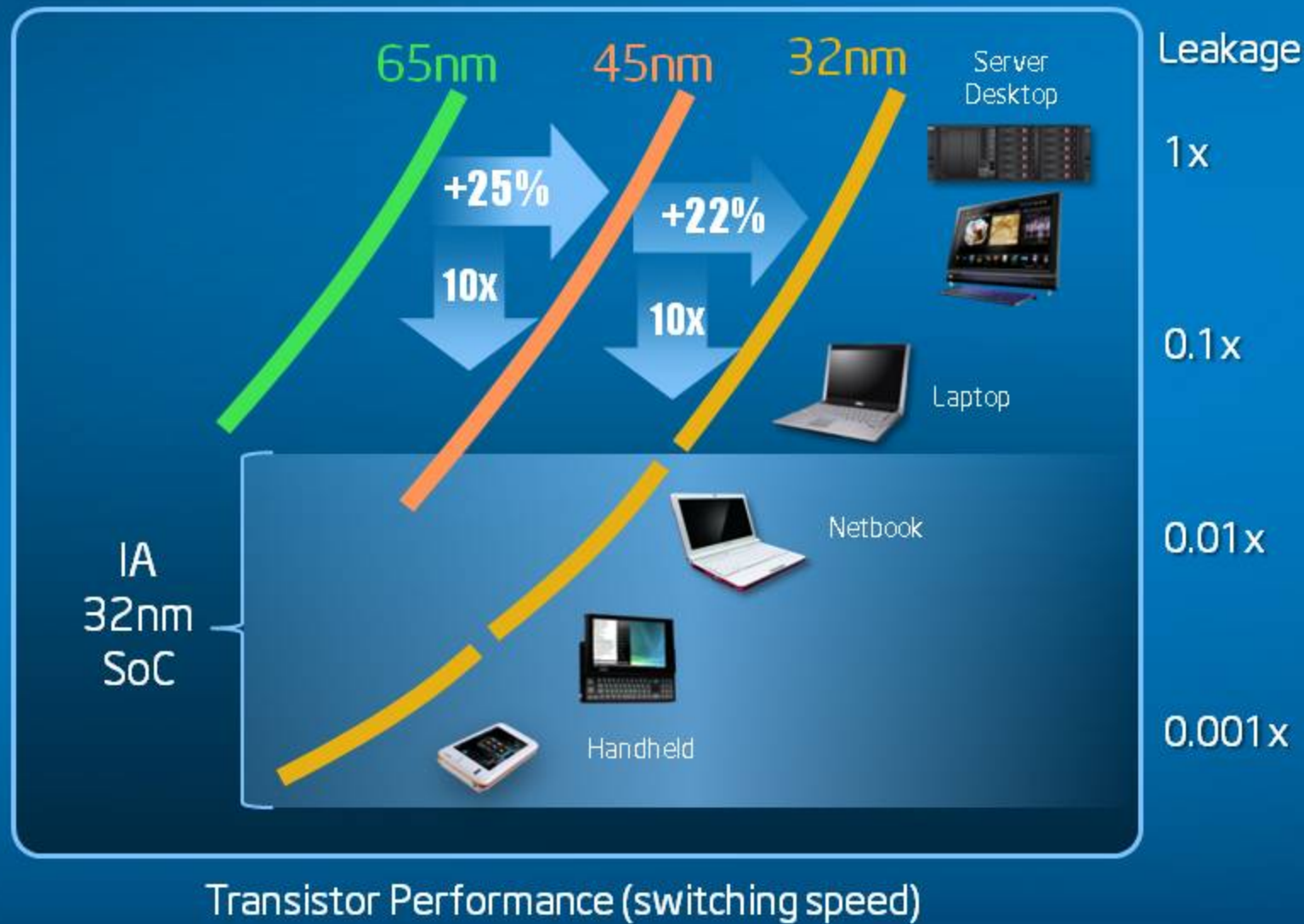   MIDs and Smartphones, Embedded, CE devices

Build new businesses by tackling big problems

    Digital divide, WiMAX, Education, Energy and Environment, Services, Health

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Silicon Process Technology Advantage
Faster Transistors and Improved Power at 32nm

65nm   45nm   32nm   Server Desktop

Leakage

1x

+25%

+22%

10x

10x

0.1x

Laptop

IA 32nm SoC

Netbook

0.01x

Handheld

0.001x

Transistor Performance (switching speed)

32 nm 2ND Generation High-k + Metal Gate

- Extending High-k + Metal Gate Transistor Benefits to 32nm CPUs and SoCs

- First Full Feature Intel SoC Process

32nm Extends the IA Compute Spectrum

Mobile PC market trifurcates
Unique growth drivers for each segment

High-performance NB
Aspire 8920

Ultra-thin
Acer timeline series

Netbook
Acer Aspire One

Alienware m17x

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

Netbooks History

2004   Atom project kicked off
- Low cost
- Compatible
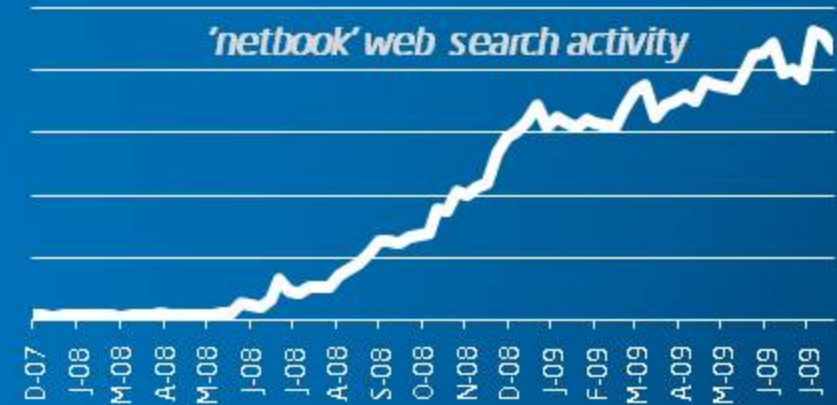- 10X lower power

Joint work with Asus

2007   'Netbook' chosen as name

2008   Product ramps.
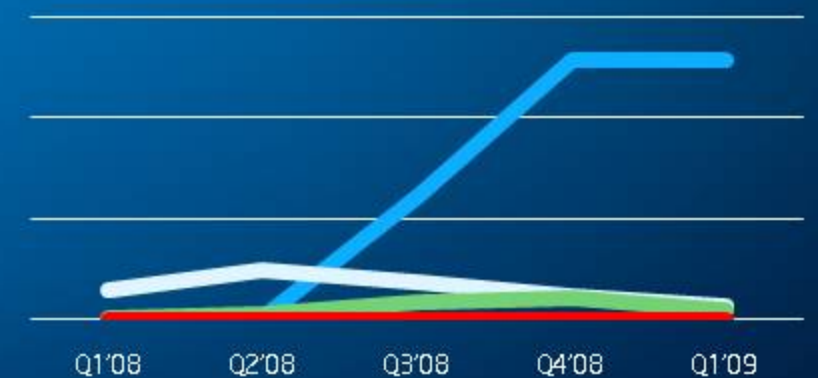Major channel, branding, PR push

What is a netbook?
A simple, fully compatible browsing device

Product Positioning '07-'08

'netbook' web search activity

D-07 J-08 M-08 A-08 M-08 J-08 J-08 A-08 S-08 O-08 N-08 D-08 J-09 F-09 M-09 A-09 M-09 J-09 J-09

Volume Ramp '08-'09

Q1'08   Q2'08   Q3'08   Q4'08   Q1'09

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The worlds major industries
Technology makes the difference

Manufacturing

Construction

Transportation

Energy Supply

Broadband

Government

Education

Healthcare

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China Railways: End to End IA Solutions
>40,000 km fast speed railway network by 2020 passengers

MOR HQ Beijing

Intel has established a long-term partnership with the IT Center of the Ministry of Railways to develop a "blueprint" for the added network

- Hub and spoke system suits itself well to a client/server environment
- Enabled by hundreds of thousands of Intel-based laptop and desktop PCs, and tens of thousands of servers by 2012"

The Intel/MOR joint innovation center is conducting research on client, server and mobile devices

*Source: Country governments, Intel estimates

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