Computing power is coming to nearly every kind of electronic device, bringing access to information, online connectivity and entertainment to consumers in new and unexpected places. Intel’s vision is to provide a seamless Internet experience for people across all these new computing devices. Supporting this vision is the Intel® Atom™ processor.

Built from the ground up, the tiny, low-power Intel Atom processor is the technology thread linking devices to the Internet and each other and helping to create a more intelligent and connected world -- from smart TVs and high-performance tablets, smart phones and netbooks to connected cars and sensor networks to help control energy costs.

Since its introduction in 2008, the Intel Atom processor has helped drive a wave of device and software innovation around the world. Strengthened by a broad and growing ecosystem, Intel Atom processor-based chips help make it faster and more affordable for device manufacturers, software developers and service providers to build and deploy a range of products, services and applications that will provide users with an endless array of choices for years to come.

We are in the infancy of realizing the true benefits of this intelligent, connected world and the Intel Atom processor is already at the heart of many of these devices. Some latest examples of new and exciting devices powered by the Intel Atom processor include Bloodhound SSC’s supersonic car that aims to reach 1,000 mph in an effort to break the land speed record; a new generation of intelligent farm tractors that will enable farmers to do their spring planting from an office desk; and autonomous robots that can perform human-like tasks such as walking, talking, and learning.

**Manufacturing the Intel® Atom™ Processor**

With Intel’s technology leadership in research and development, the company continues to deliver on Moore’s Law by making smaller, more energy-efficient, more powerful and less expensive processors.

The Intel Atom processor is based on the company’s advanced silicon transistor technology and designed using its proven manufacturing strength and track record for delivering significant performance and energy efficiency gains. The latest Intel Atom processors are based on 45-nanometer (nm) process technology. Higher levels of integration with 32-nm process technology is on track, with 22nm also on its heels, all the while continuing to maintain high performance,
reducing power consumption and size, and adding even more features such as integrated graphics, video, and memory controllers built right into the die.

**The Intel® Atom™ Processor in Differentiated, Custom-Made Designs**

A configurable Atom processor, the Intel® Atom™ processor E600C series, helps make it easier for customers to go-to-market with a new generation of intelligent devices. The processor lowers development costs by being able to handle design changes without complicated hardware changes. This also enables companies to offer technologies that will help them differentiate and compete in their respective markets.

The Intel Atom processor powers a range of devices that touch our daily lives, including in-vehicle infotainment systems, media phones, industrial automation equipment, intelligent home energy management systems and digital security surveillance systems, among other devices. To date, the Intel Atom processor-based platform for embedded market segments garnered over 4,900 designs engagements and 1,800 design wins, with 45 percent of customers converting from a different architecture.

In fact, the Intel Atom processor has been the fastest-ramping product in Intel’s embedded history with 2 million shipments in 2010 alone. Intel doubled Atom shipments from 2009 to 2010 and expects to continued growth this year.

**Intel® Atom™ Processor Powering Smart TV Products**

The Intel Atom family of CE media processors is helping to develop smart TV, an entirely new television experience. Smart TV technologies complement broadcast TV with Internet based content and services, supporting rich media and allowing access to exciting features like integrated search, on-demand gaming, TV applications and social networking. The highly integrated Intel Atom processors CE4100 and CE4200 serve as the foundation for this new generation of consumer electronics and smart TV enabling devices including TV’s, blu-ray players and set-top boxes.

Intel is continuing to work closely with a number of partners including Google*, Boxee*, Logitech*, Sony*, Free* and Telecom Italia* to develop innovative products that will redefine how we interact with the TV.

**Intel® Atom™ Processor for Tablets**

Tablets powered by the Intel Atom processor provide a PC-like experience with impressive multi-tasking and performance capabilities, Flash* capabilities, fast Internet and intuitive touch screens. Intel processor-based designs will offer software architecture of choice with support for MeeGo*, Windows® 7 and Android* operating systems ideal for users in education and enterprise, as well as consumers who want the best computing on-the-go.

By early Q2’2011, systems based on the upcoming Intel Atom processor platform, codenamed “Oak Trail,” will be available. The processors are in production and Intel currently has over 35 design wins for tablets based on Intel Atom processors, with companies including Dell*, Toshiba*, Lenovo*, Fujitsu*, Asus* and Cisco* preparing tablets with either the Windows* or Android* operating systems.
Intel® Atom™ Processor for Netbooks
Netbooks meet consumers’ needs for rich, immersive, PC-like experiences and Intel is seeing strong momentum around Atom-based netbooks with more than 100 designs and nearly 80 million in market today. Netbooks are optimized for the Internet and content consumption and Intel Atom processors provide additional responsiveness with long battery life. With Intel’s “port of choice” strategy, Intel Atom processor-based netbooks support Windows* 7, MeeGo* and is the first to support Google* Chrome. Innovative devices that combine the best of netbooks with the best of tablets – or hybrids – are coming to market throughout the first half of 2011.

The Intel® Atom™ Processor for Smart Phones
Intel is working closely with customers as they develop products based on Intel architecture. The company’s 32nm “Medfield” smart phone chip is scheduled for introduction this year and will extend the performance benefits of Intel architecture into a low-power solution specifically designed for the smart phone market segment.

Software Applications of Intel® Atom™ Processor
The Intel Atom processor supports a variety of open source and commercial operating systems from MeeGo™ and Android* to Microsoft Windows and offers quick and easy access to applications through the Intel AppUpSM center.

The Intel AppUp center is a netbook application store for consumers that is backed by OEMs and retailers including Asus*, Best Buy*, UK-based Dixons* and India-based Croma*. For developers, the Intel AppUpSM developer program provides the products and resources needed to create and market applications for Intel Atom processor-based devices quickly and easily.

Atom processor-based devices also open up opportunities to service providers to deliver data rich services, such as gaming, mobile TV, highly interactive social networking and high end video, increasing ARPU and reducing customer churn. Mobile operators now have the opportunity to enter into entirely new categories and markets. For consumers, Intel Atom processor-based software translates to added choice and lower costs.

For more information about the Intel Atom processor please visit www.intel.com/newsroom/atom.

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¹ Not all features available on all versions of Intel® Atom™ processors. View the Intel Atom processor comparison chart.

Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark* and MobileMark*, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

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