



Introduction of the Next Generation Intel® Atom™ Processor

Coming Soon to a Tablet Near You

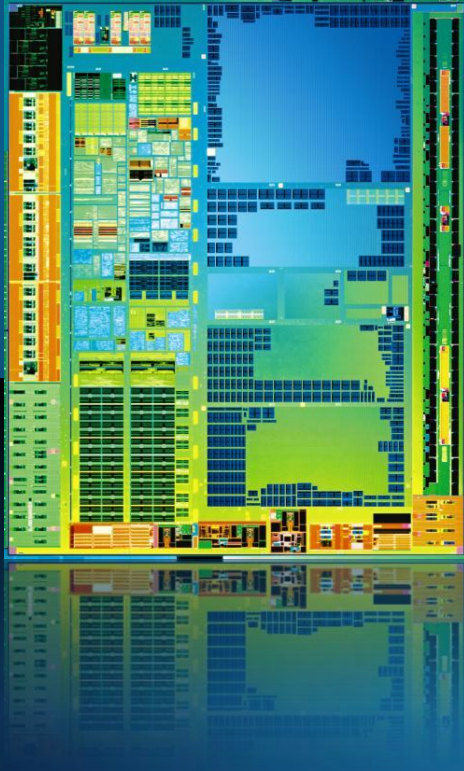
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Agenda

- Current Environment
- Introduction of the Next Generation Intel® Atom™ Processor
 - New Intel® Atom™ Processor Z670 for Tablets
 - For more information, go to: <http://www.intel.com/pressroom>
- Intel® Atom™ Software Ecosystem



Current Environment

Global mobile data traffic grew 2.6-fold in 2010, nearly **tripling** for the third year in a row.

Global mobile data traffic will increase **26-fold** between 2010 and 2015.



Mobile video traffic will exceed **50%** for the first time in 2011.

Two-Thirds of the world's mobile data traffic will be video by 2015.

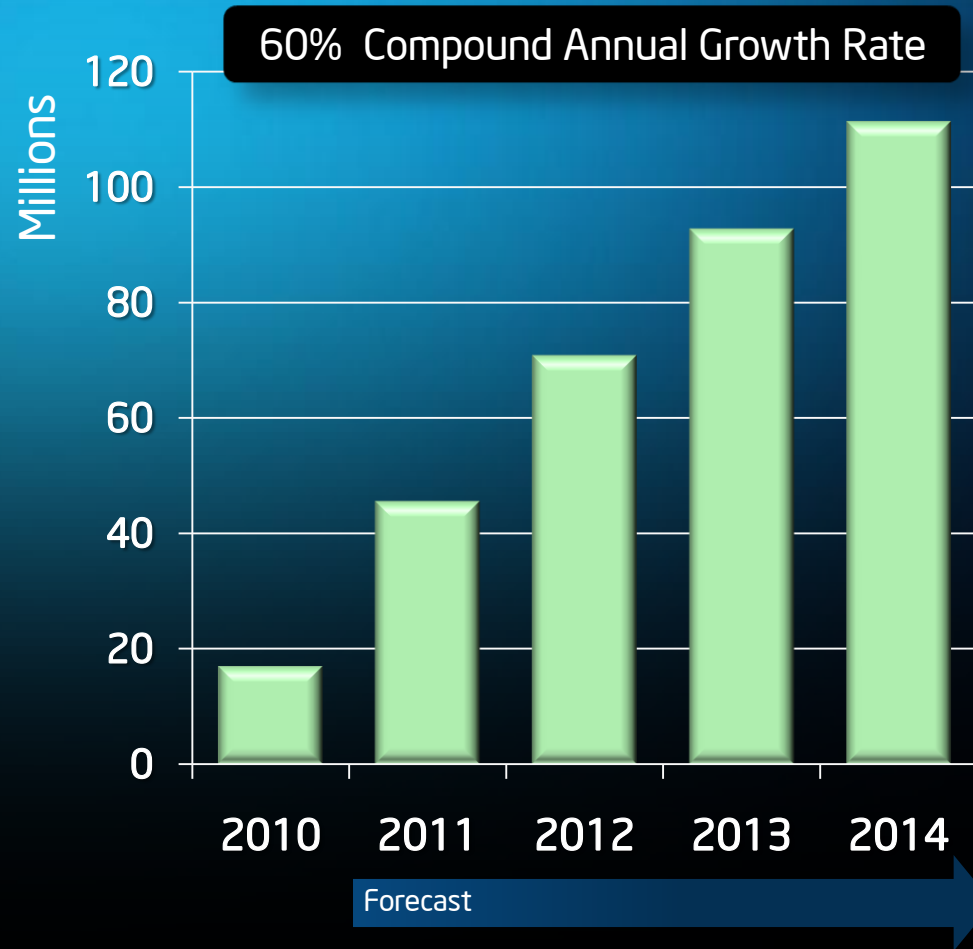
In 2010, 3 million tablets were connected to the mobile network, and each tablet generated

5 times more traffic than the average Smartphone.

Mobile-connected tablets will generate as much traffic in 2015 as the entire global mobile network in 2010.

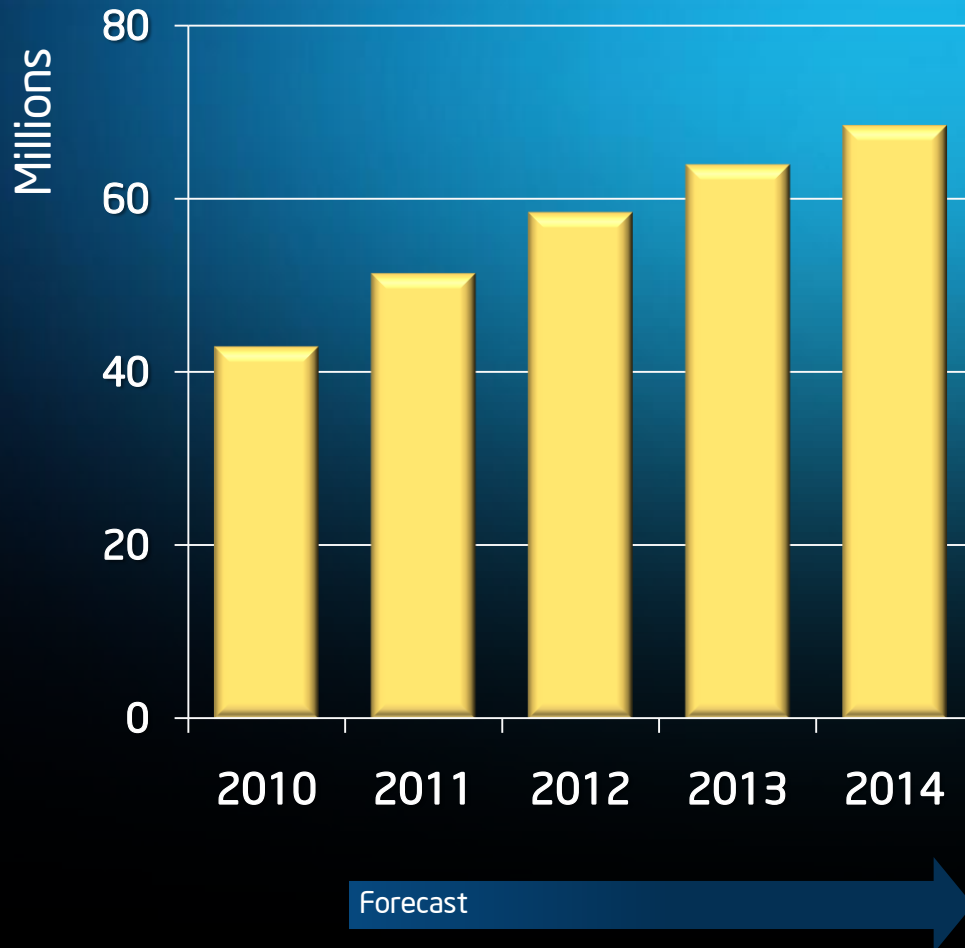


Strong Growth in Tablet Category



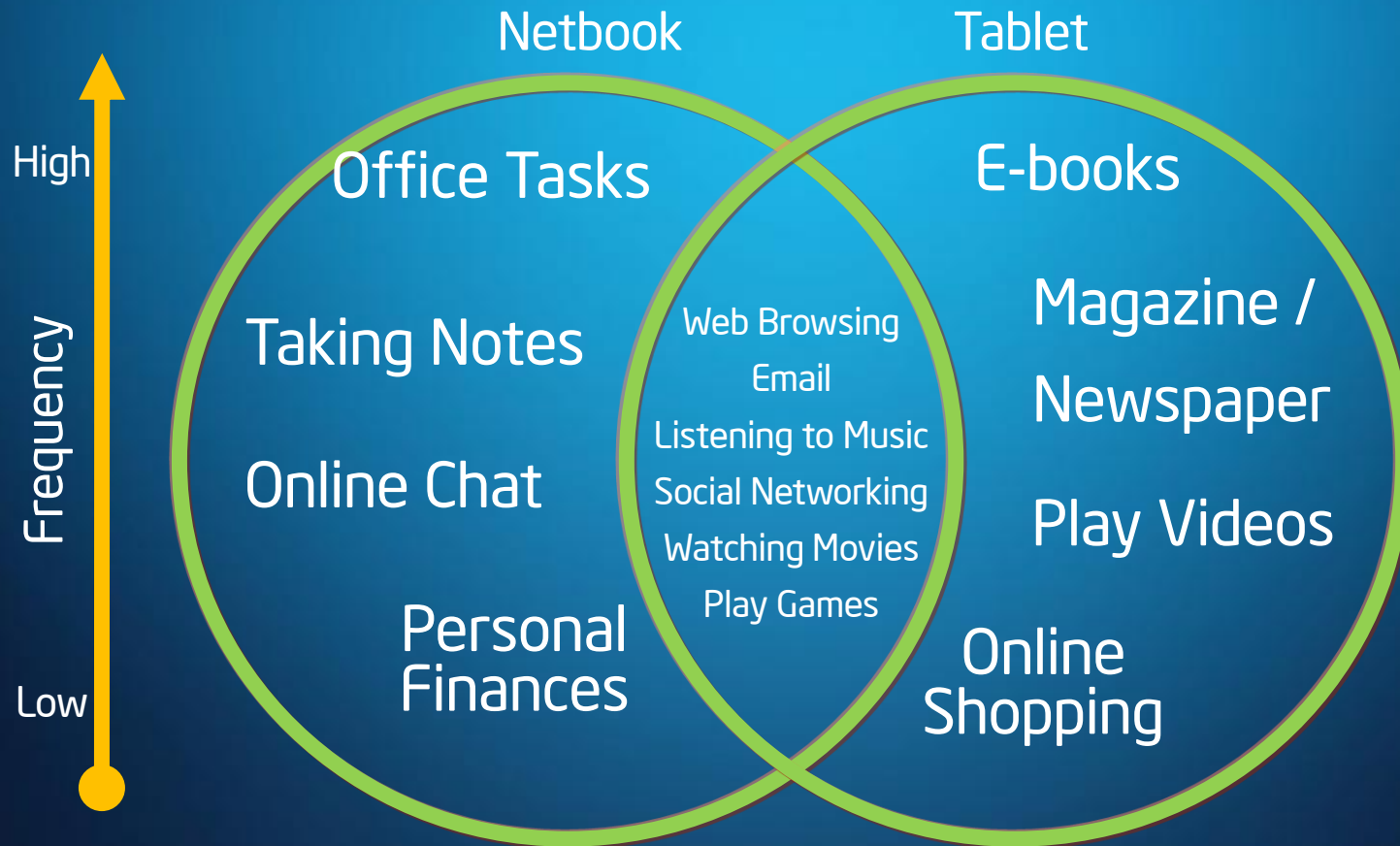
Tablet Category Shows Phenomenal Growth Opportunities

Continued Growth in Netbook Category



Netbook Category Continues its Momentum since 2008

Usages on Netbook vs Tablet



*4 Out of Top 10 Commonly Performed Tasks Are Unique.
Differentiator is around touch vs. keyboard interface*

Multitude of Form Factors to Meet Consumers' Needs



Clamshell

- Yes
- No
- Light Productivity, Emails, Web Surfing

Convertible

- Yes
- Yes
- Light Productivity, Emails, Web Surfing

Slate

- No
- Yes
- Multimedia, Web Surfing, eReader

Slider

- Yes
- Yes
- Multimedia, Web Surfing, Gaming

Dual Screen

- No
- Yes
- Multimedia, Web Surfing, eReader

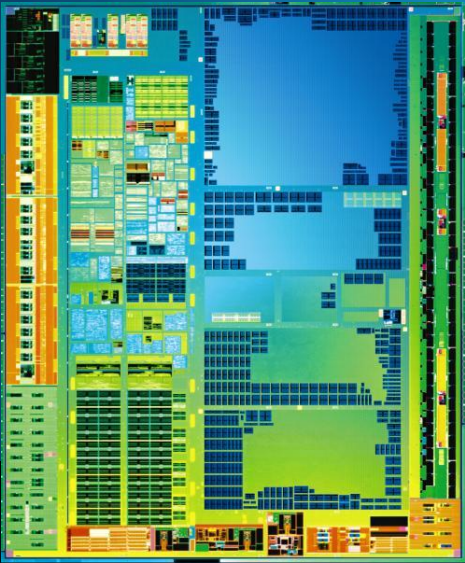
Detachable

- Yes
- Yes
- Versatile

Keyboard

Touch

Key Usage Model



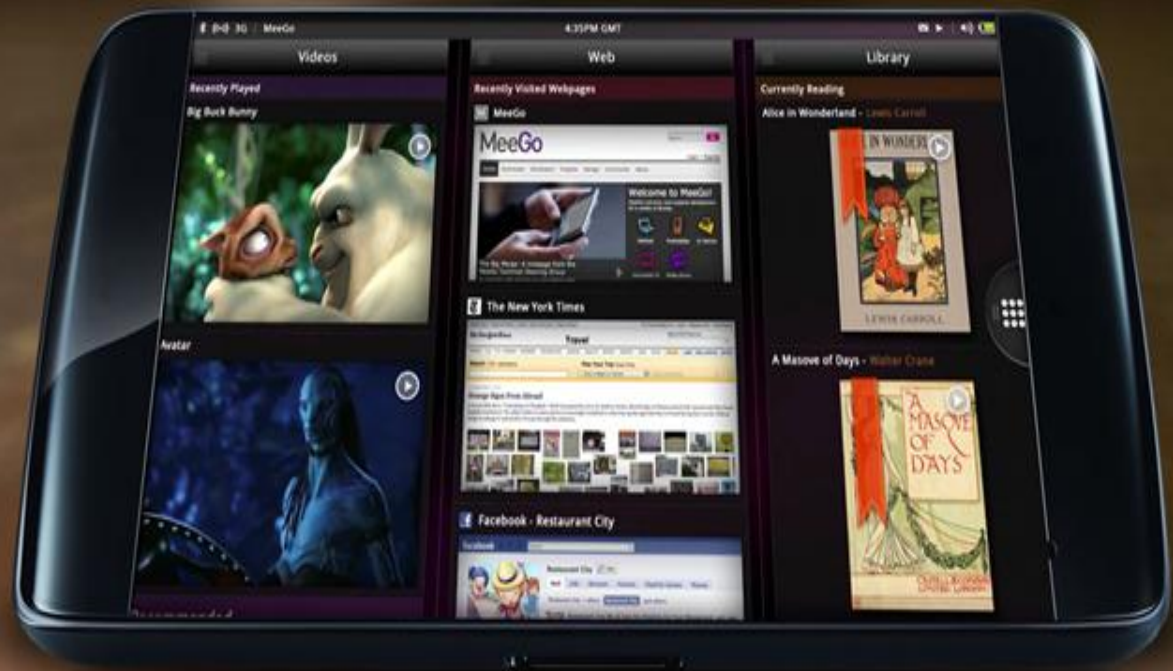
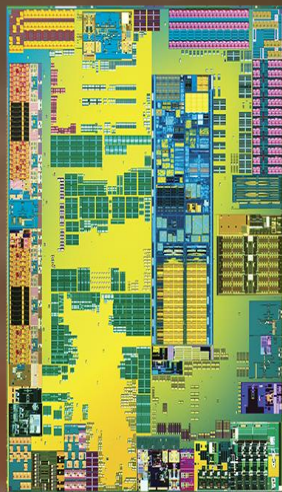
Intel® Atom™ Processor: Extending Leadership and Innovation





Intel® technology is in innovative and portable devices that fit your lifestyle, expanding their capabilities through your experience. Intel makes things smart and better while letting you do what you love, wherever you want.

Introducing the Next Generation Intel® Atom™ Processor



Intel's Smallest Processors Just Got Better

Why Choose the Next Generation Intel® Atom™ Processor?

Operating System of
Choice

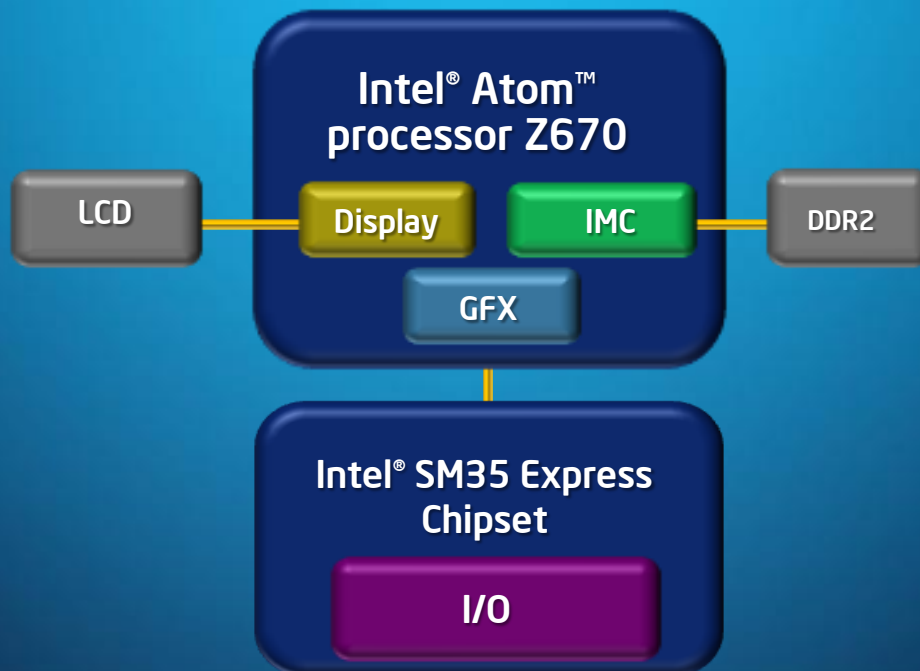
Enabling Thin
and Innovative
Form Factors

Energy
Efficient, Low
Power Design

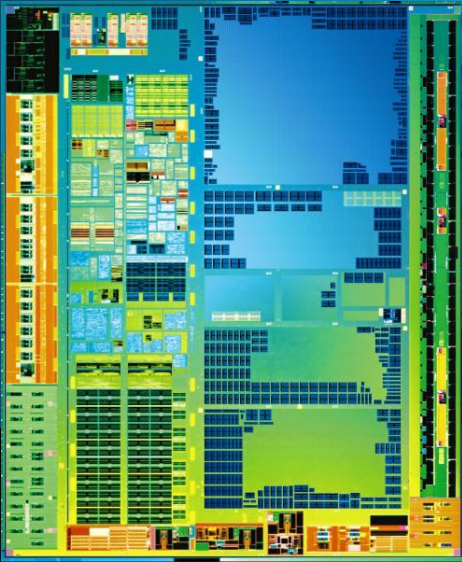
Rich Media



Next Generation Intel® Atom™ Processor Platform Architecture



2 chip architecture enables power reduction & performance improvement¹



Intel® Atom™ Processor Software Ecosystem



Operating System Choice



Windows* 7 Home Premium*



Android*



MeeGo

Providing Operating System of Choice for OEMs and Consumers

Intel® AppUpSM Center Vision



MeeGo Value Proposition

- Object oriented user interaction
- Do what you want to do with a single tap
- Intelligent surfacing & organization of objects
- Easy multitasking
- Social media – deeply woven throughout the experience



MeeGo is a platform that “thinks like you do”

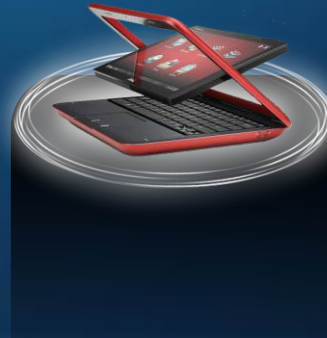
The Intel® Software Ecosystem

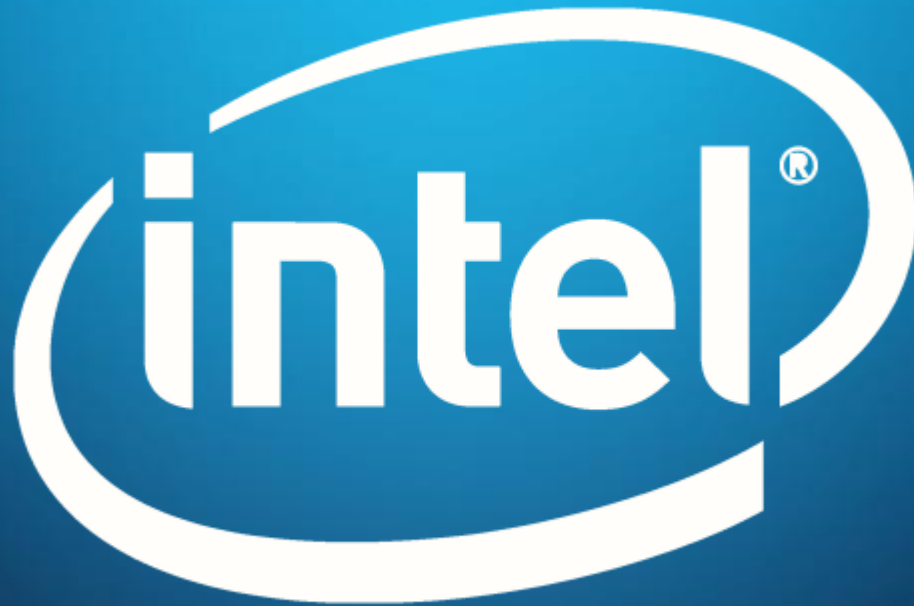


Enabling the full consumer experience across a myriad of companion devices

Summary

- Intel extends leadership in Tablets with its next generation of Intel® Atom™ processors
- Next generation Intel® Atom™ processors deliver features that consumers desire in Tablets
- Intel remains committed to Atom™ roadmap and continued investment and innovation in companion devices





BACKUP

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Intel® Atom™ processors for Tablets

Processor Frequency	1.5 GHz
Number of Cores / Threads	1 / 2
Intel® Smart Cache	512 KB L2
Graphics	Intel® Graphics Media Accelerator 600
Intel® 64 Architecture2	No
Integrated Memory Controller	Yes
Memory Support	Single-Channel DDR2 800 MHz, up to 2 GB
Manufacturing Process	45nm
Processor Package Size	14mm x 14mm
Intel® Express Chipset	SM35
Chipset Package Size	14mm x 14mm

NOTE: Intel processor numbers are not a measure of performance. Processor numbers differentiate features within each processor family, not across different processor families. See www.intel.com/products/processor_number for details.



Intel® Atom™ Processor for Tablets

Feature	Benefit
Intel® Atom™ Microarchitecture and 45nm Process Manufacturing Technology	A purpose-built, low-power processor that delivers an affordable basic computing experience.
Small Form Factor Processor Package Size	The lead-free ¹ , halogen-free ² Micro-Flip Chip package is 60 percent smaller (13.8mm x 13.8mm) than a BGA notebook processor (31mm x 24mm). This saves system board space for a much thinner and smaller industrial design, enabling attractive tablet and fanless netbook form factors.
Enhanced Intel® Deep Sleep (C4 / C4E/C6)	Saves power by converting cache data to system memory during periods of inactivity to reduce power consumption and enable longer battery life.
Enhanced Intel SpeedStep® Technology	Multiple voltage and frequency operating points provide optimal performance at the lowest power. This allows for better matching of performance to application demand.
Low Thermal Design Power (TDP)	Low TDP enables thinner, lighter, and more portable tablets and fanless netbooks by reducing the cooling requirements.
Enhanced Data Prefetcher and Enhanced Register Access Manager	Anticipates data the processor is likely to need and stores the information within the processor's L2 cache, resulting in improved performance because the processor doesn't have to wait as long for data.
Integrated Graphics and Memory Controller	Integrated Intel® Graphics Media Accelerator 600 combined with the integrated memory controller provides enhanced performance and system responsiveness.
Rich media and graphics	Integrated hardware accelerated decoder enables smooth HD (up to 1080p) video playback up and streaming at a fraction of the power consumption. ³
Support for Windows*, MeeGo*, and Android* Operating Systems	Choice of operating systems for your tablet or fanless netbook.
Lower Average Power Consumption	Allows consumers to stay on the go for long periods of time.

¹ Intel® 45nm products are manufactured on a lead-free process, per EU RoHS Directive (2002/95/EC, Annex A). Some RoHS exemptions may apply to other components used in the product package.

² Applies to components containing flame retardants and PVC only. Halogens are below 900 PPM bromine, 900 PPM chlorine, and 1500 PPM combined bromine and chlorine.

³ Video playback performance may vary depending on display resolution and video format; media players must take advantage of appropriate codecs to ensure hardware acceleration



Intel® SM35 Express Chipset

Feature	Benefit
Small Form Factor Chipset Package Size	The lead-free ¹ , halogen-free ² 14x14mm singe package is 30% smaller than the previous generation netbook chipset package.
Serial ATA (SATA) 3 Gb/s	High-speed storage interface supports faster transfer rate for improved data access.
Universal Serial Bus (USB)	Hi-Speed USB 2.0, provides greater enhancement in performance with a design data rate of up to 480 megabits per second (Mbps) with up to 4 USB 2.0 Ports.
Intel® High Definition Audio	Integrated audio support enables quality home theater sound and delivers advanced features such as multiple audio streams and jack retasking.
High Definition Media Interface (HDMI)	Support for HDMI 1.3a up to 1080p and high definition content protection (HDCP 1.3).
Secured Digital Input/Output	SDIO 2.0 and eMMC 4.3 support for low power, mobile-optimized components.

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