



# 2012 Trends Fact Sheet

## What Will 2012 Bring?

Nov. 12, 2011 – As 2011 draws to a close, Intel Corporation leaders and tech industry futurist have taken a look into their high-tech crystal balls to make predictions about what technological trends will likely stand out next year.

“We’re at a very significant point in time,” said Justin Rattner, Intel chief technology officer. “It’s a time when technology is no longer the limiting factor. What limits us today is really our own imagination.”

From big data to the “gamification” and “screenification” of everything, to security breaches in the cloud, Intel and industry leaders and technologists predict what trends will make headlines in 2012 and imagine the future of technology.

### **Demand for Secure Computing, Connectivity Grows Exponentially**

“At Intel we view 2012 as another year of accelerated transition to intelligent connected systems. As connectivity becomes even more pervasive, intelligent systems will continue to demand more performance to bring richer experiences and become more fundamental to our daily lives.” – *Ton Steenman, vice president and general manager of Intelligent Systems Group, Intel Corporation*

“The Internet continues to be ‘it’ – with more and more ways to access it. As such, the mobile Internet will grow at a dizzying pace. Delivering great experiences from device to the cloud is the key to building a long-lasting relationship between consumers and the devices they choose to use in their daily lives. The economic uncertainty remains. Companies must do a great job of breaking through the fog. Expectations are high for Windows 8\* as it will help bridge the millions of legacy apps that we all love and need, with new apps and touch experiences.” --

*Doug Davis, Intel vice president, Netbook and Tablet Group, Intel Corporation*

“Surveillance crisis of people’s private cloud files by a major company will make the headlines. Preference-based shopping is applied to online and storefront shops. Schools start to use tablets and eBooks instead of paper books. There is an increase of smartphone and mobile Internet usage. Cloud will become more popular. Self-serve smart shops will increase. Cloud hackers cause serious damage and are the first major terrorist attack in the virtual world, which will raise awareness for better safety.” -- *Elina Hiltunen, What's Next Consulting Oy Futurist*

“As a top concern to organizations of all sizes and industries, security will be transformed across computing segments and the biggest trend in software for 2012.” -- *Renée James, senior vice president and general manager, Software and Services Group, Intel Corporation*

**Ultrabook™, Creation, Screens Drive New Computing Experiences**

“Technology and computing experiences today are pervasive – increasingly integrated into the fabric of our daily lives -- and our expectations and human desires for technology that helps us express ourselves, create, share, learn and protect our personal information in one device is growing. We are at the beginning of what is another significant transformational moment for the personal computing experience as we move into 2012. Just as Intel led the industry through the last major shift in computing with the introduction of Intel Centrino Mobile Technology that truly unwired computing, Ultrabook devices will increasingly deliver a no-compromise, most complete and satisfying experience in ultra responsive, ultra thin, and secure designs.” – *Tom Kilroy, senior vice president and general manager of Intel's Sales and Marketing Group*

“Ultrabook will bring a new low cost form factor to everyone. Everyone will be able to have this new device. In the past devices like this have been expensive and maybe unreachable for most people, but now we'll be able to put an Ultrabook in everybody's hands and it's a natural form factor. It's a kind of form factor we just want to have because it's nice and lightweight. It's a comfortable form factor and they look good – they're sexy.”-- *Jon Peddie, Jon Peddie Research*

“2012 is the year when consumers' desire to make things goes mainstream – rather than the gamefication of things, we can talk about the ‘Etsy\*-ification’ of things. Creating, DIY, making.” – *Genevieve Bell, cultural anthropologist and director of interaction and experience research, Intel Corporation*

“2012 will see continued ‘screenification’ of computational power. Computing isn't just for computers anymore — it's all about screens. We're going to have even more form factors and choices of screens so that we get to pick how we want our computers to fit into our lives – not the other way around. We will no longer look at our smartphones, tablets, and Ultrabook™ systems as specific devices but as screens that can elegantly fit into our lives.” -- *Brian David Johnson, principal engineer and futurist, Intel Corporation*

### **Big Data Gets Bigger, Social and Changes Industries**

“The increasing reliance we have on information and data available at our fingertips will continue to rise because it allows people to better control their environment, presents them with more opportunities and options and can translate into greater influence, success and power. Drivers can dial their phone, select music from their MP3 player or hear incoming text messages through voice-activated hands free systems. Not only are they connected with home or office, but both hands are on the wheel and their eyes are on the road. At the same time, ‘Information Overload’ will also rise. This is the trend where consumers, inundated with information, struggle to determine what is authentic, reliable and accurate.” -- *Sheryl Connelly, futurist, Ford Motor Company*

“2012 is all about data explosion — Big Data. Whether via people or machine, Intel is empowering data creation across billions of connected devices, analyzing it, storing it, moving it, communicating it, and sharing useful information from it to improve billions of people's lives across the planet.” -- *Kirk Skaugen, vice president and general manager of data center and storage group, Intel Corporation*

“2012 is the year of action for health reform in the U.S. as the bill begins to take effect — and in more than a dozen other countries around the world. From intelligent medical devices, to mobile tablets for clinicians, to cloud data systems for managing large volumes of public health data and

we will be doing so from Boston to Beijing and many smaller villages in-between that most people have never heard of.” - *Eric Dishman, fellow, Intel Corporation*

“The biggest trend for this next year is content creation and brand storytelling designed to be social -- the curation and sharing of stories.” -- *Becky Brown, director of social media center of excellence, Intel Corporation*

“The influence of social, search and community-building will be big in marketing in 2012. Clutter will be cut 50 percent, content updated in minutes instead of days and users can more easily search or browse for content.” -- *Deborah Conrad, Intel Chief Marketing Officer*

### **Manufacturing Technology Goes 3-D, Spurs Innovation**

“2012 will be the year of 22nm Tri-Gate transistors being introduced in various product segments, providing an unprecedented combination of improved performance and energy efficiency.” – *Mark Bohr, Senior Fellow, Intel Corporation*

“Manufacturing is about to go 2.0. Startup innovation begins to kick off outside of the United States as accelerators spawn and creativity exceeds opportunities for copycat success. The number of ‘inclusive’ and ‘green’ tech startups more than doubles as the Silicon Valley culture reaches economies with different challenges.” – *Dhaval Chadha, Ceriaglobal*

### **About Intel**

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

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