

**Renée J. James - 9-14-10**

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Female Voice: . . . are subject to a number of risks and uncertainties, and actual results may differ materially. Please refer to our most recent earnings release and our most recent form 10Q or 10K filing available on our website for more information on the risk factors that could cause actual results to differ. Ladies and gentlemen, please welcome Deborah Conrad.

Deborah Conrad: Good morning! Hello. Welcome to IDF day two. That commercial is so fun. We had so much fun making it. It's running in cinemas all around the world this summer in 3D. And actually it celebrates our Core family and, as you heard yesterday, it's going to get even more extraordinary with Sandy Bridge next year.

We have a lot of stuff going on for you today. I wanted to just give you a quick recap of some things yesterday. There are 6,500 attendees here and that is a record registration for IDF. You're from 60 different countries, which is also a record for us. Of those of you who are developers, 60 percent of you are hardware, 40 percent of you are software, and 2,800 of you are focusing on embedded projects, so today's going to be a really fun day for you.

We have contracted 10 hotels in the area, that's 7,549 rooms, and you consumed 534 gallons of coffee and tea yesterday, which is 10,680 cups, and they were all recyclable, of course. So we hope that you had a good day yesterday and that it was real fun opportunity for you to you network and to hopefully get excited

about some new projects. We've got a great day lined up for you today, but just a couple of quick highlights from yesterday.

You heard from Paul and how he talked about Intel transforming into a solutions company and really looking at all of the different aspects of how a solution is brought to market and how we can help you at all levels of that. We talked about how the PC market continues to grow at a very healthy pace, 18 percent growth this year on year from 2010 to 2011, and that we'll cross the threshold this year of shipping a million PCs a day, which is incredible. By 2014, we're going to see five billion smart devices in the market. That really signals where the microprocessor is moving out of its kind of traditional PC space and enabling smart devices everywhere. Renée and Doug are going to be talking a lot about that today.

Paul also talked about the three pillars of our continuum and our transformation to a solutions company, which is about efficient energy and performance, about security, and of course Internet connectivity. And those three pillars continue to drive our growth and our investments as a company. Dadi talked about the seamless computing experience and really highlighted Sandy Bridge or the second-generation core.

He showed you gesture recognition, mood recognition, and smart sensing, and how the new second-generation core is really going to bring out what we call visibly smart performance to computer users

everywhere. And that we're really putting advanced computing in the hands of users through media and business intelligence, and that really is going to be a transformational year from a product perspective for us next year.

IDF, also yesterday, had featured a lot of technology insights. We had a CIO panel, we have unprecedented access yesterday and today to the Intel fellows, which is really terrific, and of course our showcases. And of course the great work from our sponsors.

Today, Renée's going to talk about the user experience on Intel Architecture, and then Doug Davis is going to come up and continue that discussion and how the computing continuum evolves with Atom and moving into connected devices everywhere. We have unprecedented access to the Intel fellows. We really encourage you to take advantage of that. They are live and uncensored, but their sessions are first come, first served, so make sure that you get yourself a good seat there. We also are featuring an insight session today from Geoff Lowney, an Intel fellow, who'll be talking about parallel programming on Intel Architecture, and of course we have a variety of technical sessions and showcases for you.

Tomorrow, Justin is going to talk about Intel's long-term vision and more specifically about context-aware computing and how that really will change everything. So we have a great lineup for you today. We're really excited, and we really appreciate your

participation. Your insights and your feedback are invaluable. So with that, we're going to go ahead and get started. Thanks.

Female Voice: Ladies and gentlemen, please welcome Renée James.

Renée James: Good morning and welcome to day two of IDF. As we think about where the future of computing is going to go, I think it's important for us to consider a few items from the past. As the video just discussed, we may think of ourselves as technologists or developers of hardware or developers of software, but what we really do is develop and deliver experiences through our technology.

Technology isn't an end unto itself. Computing technology is an enabler for the changing way that people are living their lives, how they communicate with their friends, how they find communities of people, and how they consume entertainment. Computing has transformed from something that we do to something that we feel. The way we feel about our computing experiences and our technology is really based on the experience we have with the machine, with the device, or whatever. The user's experience with the device is becoming the defining feature in technology and computing today.

And so this morning, I'm going to talk a little bit about how to create experiences on all of Intel's products. But new user experiences take a long time to take hold, so I want to just go back in history and look at a couple of examples to give you an idea of

how long it takes for some of these things to happen. So I want to start with emoticons. Hopefully everyone in the audience knows what those are. And the first ones were actually published in Puck Magazine in 1881.

Here they are. And it wasn't until 101 years later that we had a breakthrough in emoticons, in 1982, when a professor from Carnegie Mellon published an article that turned the colon and parenthesis that you see up here into an iconic image, but more importantly, into a feeling, into an experience. It wasn't really until the user experience of emoticons reached a certain level of quality, of usability, and innovation really that we achieved the smiley, winky face that we use today. And with the advent of IM and texting, a lot of information can be conveyed through the feeling of this emoticon.

Let's look at another example. Let's move forward and consider the evolution of tablets. Big topic of discussion, I'm sure, here and with many of you in the audience. Tablets are not new. I think we know that, right? Tablets have been around for 20 years, and I think we're going to see an old tablet here.

Ah! Carol, thank you. Carol is joining us from the Computer History Museum in Mountain View, and what she's lending us is what we now call an artifact in technology. This is from – Carol? – 1999.

Carol: 1989.

Renée James: 1989. This is one of the first tablets, from 1989.

Carol: It's a GRiDPad.

Renée James: It's a GRiDPad. Thank you, Carol. Thank you for driving that up here for us. I just wanted to give you an idea of how long it really takes for some of these things to take hold.

So there you have it. It's an artifact. The tablet from 1989 or the early '90s, the experience of that tablet was very uninspiring. And now what we've seen with the tablets that I'm going to show today is we've had a breakthrough. And that breakthrough is really because – and what you see on the screen – graphics have evolved. Compute performance has improved. The touch interface has evolved. Panel technology has really gotten to the point where it's pervasive, and the touch works the way that users would expect.

All this has come together to really create a breakthrough in experience. And now the projections are there could be as many as 100 million tablets in the next three years, which begs the question, and the topic from the rest of my presentation, how do we create the best experiences?

On Intel architecture, of course. We believe that – and between Doug and I, we're going to show you a variety of experiences and

devices across the entire continuum of computing that Paul and Dadi spoke of yesterday. We believe the best experiences can be delivered on Intel architecture, on our silicon, across all segments, with the software resources that I'm going to talk about this morning.

Our software strategy has always been to ensure that we have support for building those experiences on IA and provide you with a complete range of products and developer support for the entire spectrum and all of the different software environments that developers want to use. And as you know, none of us are just building products for one segment anymore or for just one market. So what I'm going to talk about are a couple of different, key technologies and what we're doing in those areas across – I would call them horizontally – across the computing spectrum and how that builds the experiences that we're talking about.

These influence, we think, more than others what we need to do. The first is performance and scaling. The use of available compute. And Deborah mentioned that Geoff Lowney will be giving a tech talk about parallel computing today. I think that Geoff is one of our Intel fellows and foremost authority in this area, and very worthwhile discussion.

Visual computing – how realistic the image looks and how good the graphics are. We'll talk about that. And then of course in a connected world device development, quick SOC development,

Internet connections. So we've made a lot of investments in this area, and obviously we've made a few acquisitions in the software group. And we've done that really along our strategy of helping to build better products on Intel architecture across the continuum.

So to give you an example, to thread code, we have acquired the leaders in parallel programming. And their products have been integrated into our toolsets, which Geoff will talk about today, and that is Cilk Arts and RapidMind. We made a number of acquisitions over the years that I've talked about at the last couple of IDF's in visual computing, and Havok is going to join us and talk about what they're doing with multicore and Atom in a few minutes.

And then of course last IDF, we talked about the acquisition of Wind River, and we know how they have been very helpful in the embedded and device development – and I'm going to give you an example of some of the work they've done with Intel in the last year. And I want to mention Virtutech. Virtutech. We probably didn't make a big announcement about that one, but Virtutech is the SOC emulation platform for using Atom processors in an embedded and device environment, and that is a tool that is sold through Wind River today.

So Wind River joined Intel about a year ago, and I'm sure some of them are in the audience of course. The great thing about presenting to big audience is I can only see the first three rows. So if you're out there. And what I'd like to show you is the results of their work and



some of the progress that we've made. I don't have to tell you that bandwidth is going up. I think everybody knows that, although there's a chart showing this big up arrow.

And when it comes to actually processing the packets through the bandwidth across the network, we haven't really seen a fundamental change on how that problem has been approached until now.

Together with Wind River and our embedded group, we have created the Network Acceleration Platform, and what you're seeing on the bottom is the traditional packets going through and the bottleneck in a multicore environment, of the contention between system operating tasks and the packet tasks.

On the top is the new process, which is 20 times faster than before. By distributing the load across multiple integrated processing cores, we're able to execute the packet processing and OS tasks in parallel. And of course that's a big part of getting scale performance out of multicore.

The results are less system overhead, of course, more efficient systems, but more importantly, unprecedented throughput. We can now deliver 10.5 million packets per second, per core, and it scales linearly. So for those of you that haven't done that math really quickly, on an eight-core machine, that's 84 million packets per second. And that is a great user experience for a network service provider.

There is more technology that's important. Paul talked about it yesterday. And that's in the area of security. Paul really spoke to our acquisition of McAfee, but I'll say a few words. As we look across the continuum of computing from a handset to a tablet to a notebook and even – of course, and more importantly – in the cloud, in the data center, security is a fundamental need across all of those segments.

We'd been working with McAfee for several years as partners, and we recognized there were a lot of innovations and new products that we could bring to market. And in fact in 2011, we've said we will be introducing the results of the work that we started prior to our acquisition. Pulling all of those pieces together, we think we'll be able to build the best user experience on Intel products.

So we're at IDF, and I would be remiss – this is my main job -- to talk about developer resources for our developers. And I'm going to review some facts and figures quickly, and then I'm going to bring real Intel developers to talk about what their experience has been as part of our programs.

We have over 14 million developers that build software for Intel silicon of some sort today. And many of them – almost half of them, as you can see, or more so -- are in our developer network and use our tools and resources. We have members in our network of developers in 235 countries around the world, and we have the

third largest developer program now in the world, and growing. There's 23,000 ISVs that are part of the program today.

And we also focus on education. And I know in the last couple of years I've talked about this. I'm hoping more of you are actually signing up for the online classes or even some of the live classes. We now have 2,200 universities that are teaching our academic programs, and we've trained 330,000 students that are in undergraduate and graduate computer science programs that will graduate and come into the workforce and be able to program and use Intel products.

We continue to evolve these programs. We continue to invest, to ensure that developers have all of the resources to build the best experiences on Intel. Whether you're building for a server, a PC, or a tablet – there are all of these different machines around me, which we're going to show you in a second – for Windows, for Linux, for any of the runtime environments, we are committed to ensuring, as Paul said yesterday, any operating environment that you want to use, run, sell, will run best on Intel. That's actually the motto of our strategy port of choice – runs best on Intel.

We have a lot of online resources. They're all free. I've talked about these before, but I encourage you – and at the end I'll put the up the URL – to go to them. But we also recognize that you need tools and code creation support. So we have a whole suite of developer tools to improve the experience for you as developers with us. We have

90 products that are available today to support work on Intel architecture.

We support all of the languages that can be run, and of course everybody knows that we proudly support Fortran. And last year, we released Parallel Studio at IDF. We've recently updated Parallel Studio. Geoff Lowney's discussion will be how to use it. What we've added this year is building blocks that give you a comprehensive set of portable, reliable, parallel modules that you can use to build code for the future. It also includes the assets from Cilk Arts and the Parallel Advisor, which advises you how to build code that scales on multicore, and in Parallel Studio 2011, we have the state-of-the-art parallelism design tool that allows you to stage the adding of parallelism into serial code. So we continue to work on making it easier and easier to get full performance out of the Intel architecture.

Wind River and Virtutech have rounded out the device and embedded offerings via the SOC platform emulation, which I talked about. We have debuggers, compilers, the real time VxWorks OS, support for Android and MeeGo, and much, much more, all through Wind River on the Intel architecture.

In the area of visual computing, we have a suite of tools that include the Media SDK for media acceleration, and Dadi talked about Sandy Bridge yesterday, so this an important tool in being able to take advantage of that performance. The graphics performance

analyzer tool, which allows you to check for bottlenecks and code performance using the on-processor graphics, so another important tool. And, of course, the Havok tools in SDKs.

So instead of just telling you -- visual computing is better to show. So what I'd like to do is take a minute and show you some of our tools for developers, and with that, three years ago, we bought Havok. People ask me all the time, do you still have Havok? Yes, we do, and they're going to come out and talk to you. They have done an outstanding job of continuing to develop new products and continuing their leadership in middleware and visual computing, both the technologies and SDKs, which are all cross-platform. I'd like to welcome Andrew Bond, the Vice-President of Engineering from Havok, and Ross O'Dwyer, who's the head of customer support. And they're going to give you a demo of some of the work they've been doing.

Andrew Bond: Hi, Renée.

Renée James: How are you?

Andrew Bond: Good, thanks.

Renée James: Andrew joins us from Dublin, Ireland, where the weather is the same.

Andrew Bond: Kind of. It's good to be here, though.

Renée James: It's good to be here?

Andrew Bond: Yeah. It rains every day.

Renée James: Why don't you tell us about Havok, tell us about what you've been doing the last couple of years.

Andrew Bond: Sure, absolutely. So, we started Havok in 1999 with the goal of creating technology to make computer games more immersive and interactive. And since that time, we've become one of the leading middleware providers in the games industry, focusing on physical simulation. And since we were acquired by Intel in 2007, it's been a busy time. We've doubled our number of products, so our products include rigid body simulation, soft body and cloth simulation, most recently AI, also character behavior and destruction.

Renée James: So I know that game developers know your tools really well, but maybe you want to talk about what kind of experiences you can create for users now with some of the new SDKs.

Andrew Bond: Absolutely. Well, the easiest way to do that is to show a few demos.

Renée James: Yes. That would be good.

Andrew Bond: So we've got Ross on hand.

Renée James: So Ross is in charge of that.

Andrew Bond: Yeah, absolutely. So let's start off with the first demo, showcasing some of our cloth technologies. This is one of our developers on a bad day. So what we have is a side-by-side comparison of with and without Havok. So on the right is the basic troll, and on the left is the version enabled by Havok cloth and soft body technology. So Ross, if you can bring up the mesh, you can see how much is actually simulated. So we simulate the cloth, and we simulate the tissue, even some of the subtle things like the jowls and the soft tissue around the legs. So let's focus in a little bit more on the simulated character, and bring up some of the performance statistics associated with him.

So there we see we're running on the latest core i7, and these six threads here, we've got -- the green and blue represent different parts of the simulation. So let's add in a few more of these guys and see how it scales. So we can pretty much keep on going, create a little army of these guys. Let's bring up the stats again and see.

Renée James: That's an unhappy developer.

Andrew Bond: So you can see how we scale extremely well across the six cores on this architecture. And this goes across the breadth of our products. Okay, so let's have a look at a slightly more demanding example of cloth simulation.

So typically in games, you'll find that a lot of the clothing is relatively tight-fitting, and that's because it's quite difficult to animate free-flowing cloth. As you see, we have an animated version here. But let's have a look at a side-by-side comparison of this versus a Havok-enabled dress. So you can clearly see the Havok-enabled version. I think you can spot the difference between them.

The Havok-enabled version is much more realistic and lifelike. And there's just no way that you can create that kind of effect by animating the cloth. So not only do we save developers time, because they don't have to do the animation, we also create a much more immersive and realistic character through our cloth technology.

Again, let's focus in on the Havok-simulated version. So I think what we should do here is add in a few more of these dancers, just to see how we scale. So we've got about 7,000 vertices in this dress. So let's make her dance. And aside from the runtime capabilities, a lot of the value that we provide is through the tools that we give to developers to integrate into their game development pipelines, to make this possible, and to control exactly what they want out of the simulation technology. Because really in games, it's 20 percent realistic simulation and 80 percent whatever-you-can-get-away-with fakery.

Renée James: Thanks for that honesty, Andrew.



Andrew Bond: But we focus on the 20 percent. So let's maybe move to our last demo, which is a demo of destruction. So we have a classic –

Renée James: This is the destruction product.

Andrew Bond: This is the destruction product, exactly. So it also shows Havok physics simulation on a large scale. So we fire at this bridge with our space marine rocket launcher, classic Wild West style.

Renée James: This is without destruction –

Andrew Bond: You can see this is without. This is what you'll find in games today.

Renée James: Yeah.

Andrew Bond: You'll get some pretty nice particle effects, and then at some point in time an animated sequence will be played back, which is laborious to create and happens the same every time. So if we enable the Havok version here, we can see what it looks like if you can physically enable this bridge.

Renée James: So this is with destruction.

Andrew Bond: This is with destruction turned on. So you can see it's different every time.

Renée James: Much better.

Andrew Bond: Much better. I think if you look closely, you can spot the difference.

Renée James: We didn't get to see Ross sort of blow up the whole bridge.

Andrew Bond: Unfortunately not.

Renée James: That's all right.

Andrew Bond: Okay.

Renée James: You want to talk about what you're doing for Atom?

Andrew Bond: Absolutely, yeah. So we've been optimizing for the Atom platform, and I'd like to announce that we are making our physics technology available on the Intel component catalogue, and it will be freely available for any developer who wishes to develop games with it for the AppUp store.

Renée James: Fantastic. Thank you for that.

Andrew Bond: Okay.

Renée James: So we've been talking, this morning, about experiences. So you guys have great tools for our audience of developers who want to create experiences, but what I'd like to see is how does it look to the

user? When we put it all together, what's the user experience from a Havok-enabled game?

Andrew Bond: Oh, yeah, okay. Well, we've got a clip from –

Renée James: Just happen to have one.

Andrew Bond: Just happen to have one, from a recent title by Disney called Split Second, by Black Rock Studios.

Renée James: Okay. Fantastic. Thank you.

Andrew Bond: Okay. Thank you, Renée.

Renée James: Thanks. Thank you. Thanks, Ross. Just to repeat that, the Havok team has done the physics SDK for Atom, and as part of the AppUp program, which I'll talk about in a minute, it will be freely available for developers working on games on Atom.

So with that, last year we announced AppUp at our developer program, and since then we've seen a tremendous amount of enrollment. So, so far in the program -- here I come with some more data for you. We have 450,000 users in AppUp, 23,000 members in the program, developer members. We are supporting both Windows and MeeGo applications in AppUp and runtime applications, which is very important if you want to move your application across

different form factors across the continuum, which really gives you easier access to different platforms.

And we're big believers in rewarding our developers, so we've been having a lot of developer challenges and different awards to get people excited about building new applications for AppUp. And one of those developer challenges just concluded. So today, it's my pleasure to announce the first grand prize winner. And I'd like to invite Rick Vanner, the co-founder of Game Creators, Limited. Rick, out. He's our winner. And thank you. Thank you. I'll tell you what Rick won in a second. But Rick's going to talk to us about the application he built.

Rick Vanner: Okay.

Renée James: So we're going to come over here and see it.

Rick Vanner: So Renée, I've always loved playing and watching football. That's soccer, guys. And unfortunately I'm no David Beckham or [unintelligible] so I wanted an app where I could be the star of the match, and that's an app called GOALS! that we developed. GOALS! is a fast action sports game. It is ideally suited to the netbook. It's got great gameplay, and it's really easy to pick up and play. So let's have a quick look, shall we?

Renée James: So this is a Windows netbook?

Rick Vanner: That's right. So if I click on --

Renée James: I can see it up here, yeah.

Rick Vanner: . . . play friendly.

Renée James: Play friendly, versus unfriendly.

Rick Vanner: And the game will load now. The guys will come out. The players will run out onto the pitch, and the game will begin.

Renée James: Are you going to make a goal for me?

Rick Vanner: Yeah.

Renée James: You're good at this.

Rick Vanner: I'll try to. Okay, so we're kicking off. There we go, running up the field, pass it in. Yeah, they might score before me [unintelligible].

Renée James: There you go.

Rick Vanner: I got one, yeah.

Renée James: Awesome. Okay, talk to us about the MeeGo platform.

Rick Vanner: On the Windows version . . .

Renée James: Oh, okay, sorry.

Rick Vanner: . . . before we ported it, we were a bit concerned that -- would the netbook perform fast enough? And because we're scrolling the screen up and down, it's ideal for the netbook platform to do that. We've got the computer AI, we've got the sound and graphics to consider. But within a few days, the Atom processor performed blisteringly fast. And we had it developed and submitted to the store within a week.

Renée James: That's fantastic. That's probably why you're the winner, because you're so fast. Talk to us about MeeGo.

Rick Vanner: Yes, this is MeeGo. And here we go. This is a new platform to us. We didn't really know anything about it. The Intel developer forum and Bob Duffy and his team were able to help us, because we had some question about sound and the platform, itself. And within a few days, we had the whole game running on MeeGo very quickly, just like that.

Renée James: Just like that? Fantastic. Okay, so without further ado – I don't know if I can reach this. I might have to go back here. It fell down. Can you see it?

Rick Vanner: Yeah.

Renée James: Okay. I love live events. So what he won was a car. So congratulations. They won a Chevy Volt.

Rick Vanner: Thank you.

Renée James: Thank you so much. So our job is to make the development process simple, and as Rick said, that was really the point of the example. Not only was he the winner, but how quickly he was able to move. First get his first application on Windows, ported and published, and then moved to the MeeGo platform and published for MeeGo in a matter of a few days.

So earlier this year at Mobile World Congress, we announced our effort to bring an open operating platform to Atom devices. And you're going to see a lot more of this from Doug, but what we've -- happened -- this is called MeeGo. And since then, we've released the netbook version, which you just saw, and the smart phone developer preview is also posted. It's an open platform hosted by the Linux Foundation that allows the industry and developers to innovate on top of other people's contribution and innovations.

And the adoption has been building. MeeGo is able now to be used across multiple platforms – and I'm going to show this to you in a second – across a broad range of Atom devices. And all of the things that we're going to show in the next few minutes all use MeeGo. So I want to show you a sample of those innovations.

The first one is from DeviceVM. They're the worldwide leader in instant on-computing, and their product's called Splashtop. They are reannouncing it, Splashtop/MeeGo remix, which is an enhanced version for Atom platforms that already ships in millions of devices today, but it gives developers and users a great experience because it's an instant, quick-boot technology.

The next thing is the set behind me of netbooks and nettops. There's some Asus netbooks up here, some Russian netbooks, Russian nettops, all using MeeGo. Gemtech, headquartered in Taiwan, is the provider of wireless broadband solutions. They built this media phone – I don't know if you can see it. It's probably sleeping now or something. But anyway, this one also turns into a tablet -- is also built using MeeGo.

But what I want to show you is the thing we've all been waiting for, is a new tablet that is going to be released to the market next week, and I'd like to introduce the CTO of 42, Stephan Odörfer, to come out and talk to us about his new MeeGo table. Good morning.

Stephan Odörfer: Hi, Renée. Good morning.

Renée James: Thank you. Talk to us about it.

Stephan Odörfer: Right.

Renée James: They can see it, so I'll let you go. Go ahead.



Stephan Odörfer: So we started this project about three years ago, based on a bunch of information and switched to MeeGo about a couple of months ago. So the reason why we switched to MeeGo was that we actually have here in MeeGo a very optimized operating system for tablets, especially for Atom-based architecture. It's a very comprehensive operating system, which we all are used to, but on the other hand, it's very lightweight. So for example, we have a boot up time of only 16 seconds, and we have a standby recovery time of 1 second, all thanks to MeeGo.

Renée James: Are you going to show us?

Stephan Odörfer: So I can show it to you, yeah.

Renée James: Yeah, that'd be great.

Stephan Odörfer: So that's standby right now. And push it on again. There we go again. So I can have a quick look for the system, so you can see. It's set on the MeeGo 1.0 framework, and we just adapted a special UI made for tap screens. So for example, you can see here, you have the pin, what we call pin board. Every application, real time, with content from in that or just a starter for applications, is here on the desktop of the pin board. Of course, you could switch it like this. And if I go, for example, to a browser here, you have the same thumb navigation on the left side, because actually, you use the

tablet like this and hold with both hands, you can steer or navigate through the content without leaving the one hand.

So you want to switch to another application. Of course it supports Flash. And it supports, next to Flash, Adobe Air, of course C++-based applications with CUDA, GDK, Java applications, and also Android applications are supported on the WeTab.

Renée James: Fantastic. And this is going to start shipping next week?

Stephan Odörfer: Right. We are really excited about this, since it's going to be the first shipped MeeGo-based tablet in the world. It's going to start next week. On Tuesday is the market entry in Germany, and yeah, we're looking forward to it.

Renée James: Okay, thank you.

Stephan Odörfer: Thank you.

Renée James: Good luck. And lastly, I'd like to, moving through the consumer part of the continuum, show you MeeGo for TV. We've partnered with Amino to bring the first MeeGo TV effort to market. And I'll let you see the video, and then we'll talk with Dominique. I'd like to welcome Dominique Le Foll, the CTO of Amino, to the stage to show us what it looks like. Bonjour, Dominique.

Dominique Le Foll: Bonjour, Renée.

Renée James: You want to show us your baby?

Dominique Le Foll: Yes, so what we're going to show you is actually a television system where we've used MeeGo to provide the capability to get secure televisions as well as applications and internet television. Due to the fact that remote don't really like the light, the demo is going to be run by my friend Francis on the back.

So the TV side is something that we cannot show here. We are a bit too far from the UK to receive our channels, but we have downstairs, if you want to play with the device, a simulator. So the first thing we're going to see is the media center, to get a bit of music. And we have, as you can see, a very fast and smooth animation capability, so we are going to get a little bit of a track song first. So now that we have our music running, we are going to look a little bit at our photos. And you can notice, even on a big screen, with the Atom we have a very nice transition system. The photos are quite fast to come out, the transitions are very sharp, and you have the capability to enjoy with your family directly on your TV this facility.

But at the end of the day TV is about TV, so we have recorded some video to show you how we are capable to play high-definition, encrypted content, which was really the challenge in that world. So we go to a few shows that we have recorded with our PDR feature, and we're going to get to the BBC [unintelligible]

programs that I particularly like. So what you can notice here is that even using an open standard platform, we have a very smooth, high-definition video rendering on an encrypted video, while respecting the openness of the platform. And that was really the challenge to create the facilities.

But a smart TV has to be smart, so we have also added a lot of applications, and that background coming from MeeGo is to provide access to this big breadth of applications. So that's just to give you an example of what we did. Now this entire product was developed in six months with MeeGo, which was really the tough part of it.

Renée James: Yeah.

Dominique Le Foll: The first incarnation is for Tier 1 telecommunication operators, and this new UI we'll show you has actually been done in six weeks, to be introduced at IBC and IDF.

Renée James: And this is a shipping product today?

Dominique Le Foll: And that is a shipping product today.

Renée James: Fantastic. Thank you very much, Dominique.

Dominique Le Foll: Thank you, Renée.

Renée James: Yes. Great user experience and a new UI in only six weeks. Truly, open platforms are important to us because it enables a broad set of innovation, which you've seen here, and ultimately brings new, exciting experiences to consumers.

So earlier this year we launched the beta program for AppUp, the application distribution or app store for Atom. And we have had a lot of excitement around AppUp as it's been in the beta phase. It's a whole worldwide program now. We are taking the Atom developer program that I launched at IDF last year, and we're actually combining it with the AppUp developer program because there is so much momentum between the two of them.

The AppUp gives the Atom developers the quickest way to reach a variety of Atom platforms and a single apps catalog in which they can publish into partners' stores. So today we are announcing that AppUp is going gold, it's live. We're exiting beta, and we're going to give you a personal experience of how AppUp is today. And across the street at Metrion, we have, actually, a storefront that's open to give you a flavor. So you can actually hands-on see what applications are available, what developers have been doing with the Atom platform, and a lot of what I've shown today over there.

But what I'd like to do now is throw it over to Peter, who is across the street hosting. Peter is the general manager of AppUp, and he will tell you what the experience is like.

Peter: Hey, Renée. I'm across the street at the Metrion. I'm surrounded by a ton of really cool applications that have been brought here by developers in AppUp. They're apps for netbooks and laptops and, of course, we're really excited about the fact that there will be really cool apps in AppUp for additional devices in the future. We're really looking forward to that. Today, we have a ribbon cutting, which is why I have these giant scissors, and we're also going to be really excited to have the press come in today and the general public come in tomorrow. So come on across the street to the Metrion, check out the AppUp experience, and we'll see you here.

Renée James: Congratulations to these guys. So that has been a tremendous effort. The first beta started at CES, and now they've gone live in a few short months. To celebrate the launch, tomorrow, we're going to host the first annual Elements event. Elements is an AppUp forum. It's really for developers, where you can learn more about the program. You can actually create apps hands on. There will be a lot of people there to help you, and have fun.

AppUp has really surprised us. It's gained a lot of traction since the beta program at CES this year. And today, I'm going to announce that we're adding even more partners. So I'd like you to hear from some of them about their experience with AppUp and their plans, and then I'll talk about it a little bit more.

So this is great news, especially for today. Starting today with Best Buy. The apps are available. They're growing really well. We

currently have games from Konami, Namco, and Big Fish that are all available, just to name a few. And I'm thrilled to announce today that SEGA and Intel are working together to put SEGA's premium IP on to AppUp. And we'll start with SEGA Mega Drive Classics.

And we also have partnered with a number of companies that really ease the development and porting process for games, games that you've already developed that you want to put on to AppUp, and Unity is one of those. Unity is the leading developer for mobile and handheld devices, and we're extremely happy to be working with them, together, to optimize the Unity 3.0 SDK for Atom, as well as the Core family of processors.

Aspire has created a turnkey solution to bring premium games to the AppUp storefront. And they are the biggest licensee, as you may know, in the world. So games from Aspire are expected to start flooding into the AppUp store beginning this fall. But AppUp isn't just for gaming. So today we're excited to welcome Barnes & Noble to the AppUp family. They're the world's largest bookseller, and they will be offering NOOK PC app on AppUp starting this fall, free of charge. Barnes & Noble -- their ebook store has one million ebooks, magazines, and periodicals, which will all be available from AppUp.

So we are open for developers and consumers alike. We have more announcements coming as the Elements event begins tomorrow. So stay tuned and please come visit across the street at Metrion.

Today, I started talking about experiences. And what we looked at is what's happening across the compute continuum. And we still believe that the most innovative experiences are being built on Intel architecture. Intel architecture is the only technology that has the reach, the scale, the performance to deliver the experiences across all the segments of computing and to all of the user communities that we believe people want to build products for today.

From the cloud to the client to the mobile internet and embedded devices, we will bring tools, apps, and compatibility that you've come to expect from Intel, along with groundbreaking technologies like MeeGo and AppUp to give you easy access and building blocks and a marketplace that you need to be successful as developers. As I said, it's our job to develop and deliver experiences through technology. All of our job. Today, computing is the enabler for how people are living their lives, and our commitment to you is that we will be there with leadership products and the support you need to create any experience that you can imagine on Intel architecture.

So we look forward to seeing the results of your creativity and innovation. And thank you for your time. And have a great rest of IDF.

[End of recorded material.]