

Seven billion mobile futures,
and counting....

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Intel Fellow

@Feraldata 
#IDF13



An

ANTHROPOLOGIST

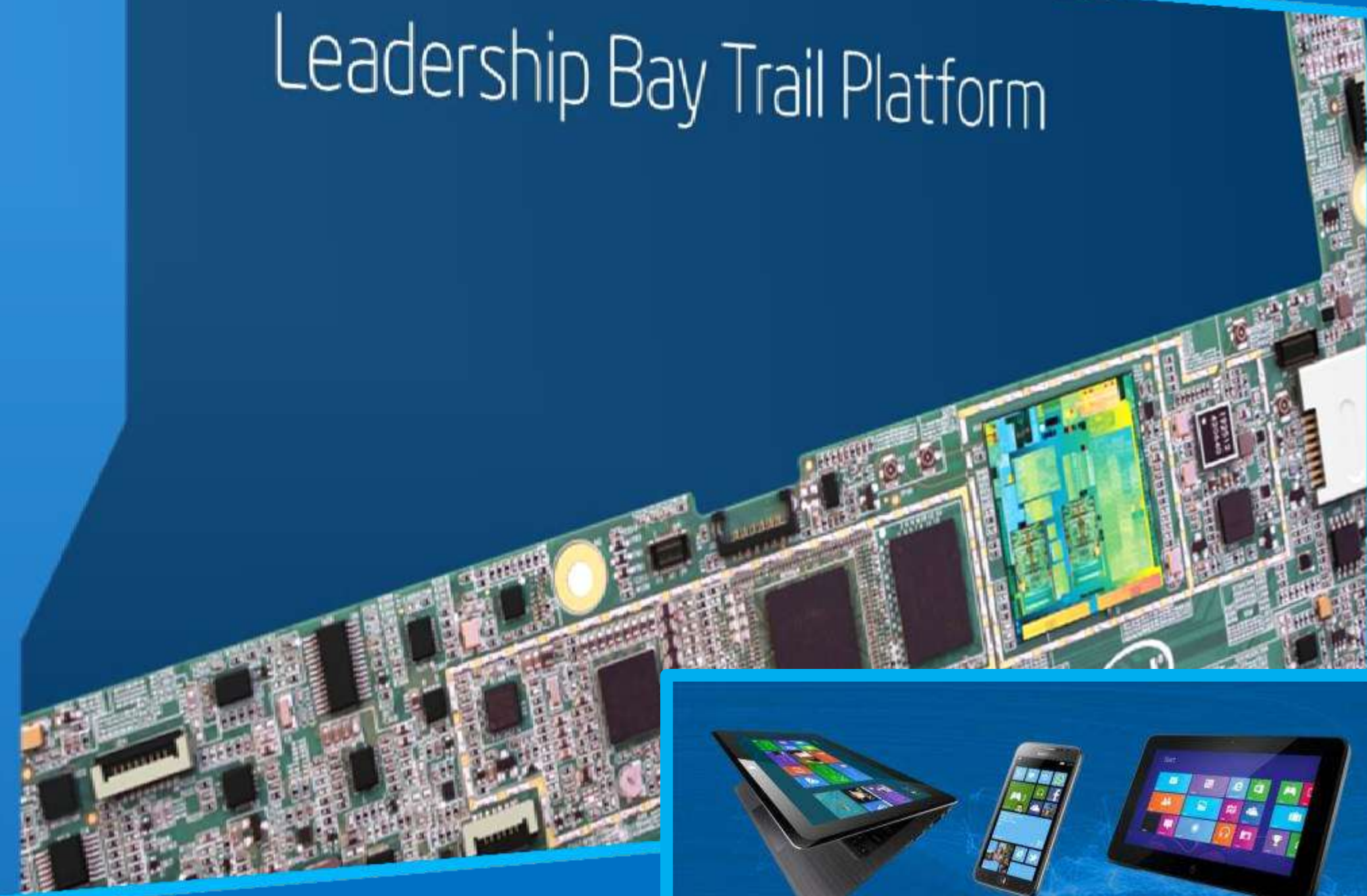
at

INTEL

| REALLY?

Leadership Bay Trail Platform

Hardened Security
Windows 8.1 & Android
64bit Support for Business
Designed for Mobility



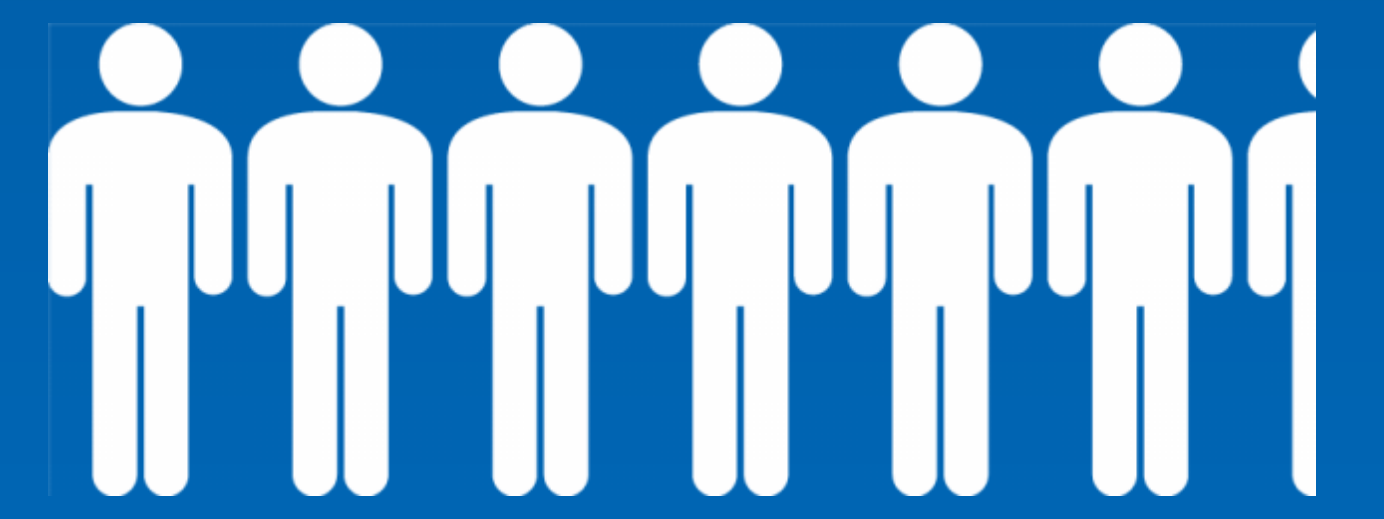
4th Generation Intel® Core™ Ultrabook™ 2 in 1's





Mobility Today

Mobile Subscriptions



6.3B

SUBSCRIPTIONS

Devices Sold Every...



3.7M **154K**

DAY HOUR

Cloud, Infrastructure & Data



1.9M **5** **6.25M**

US CELL TOWERS EXABYTES HOUR

Increasingly Mobile

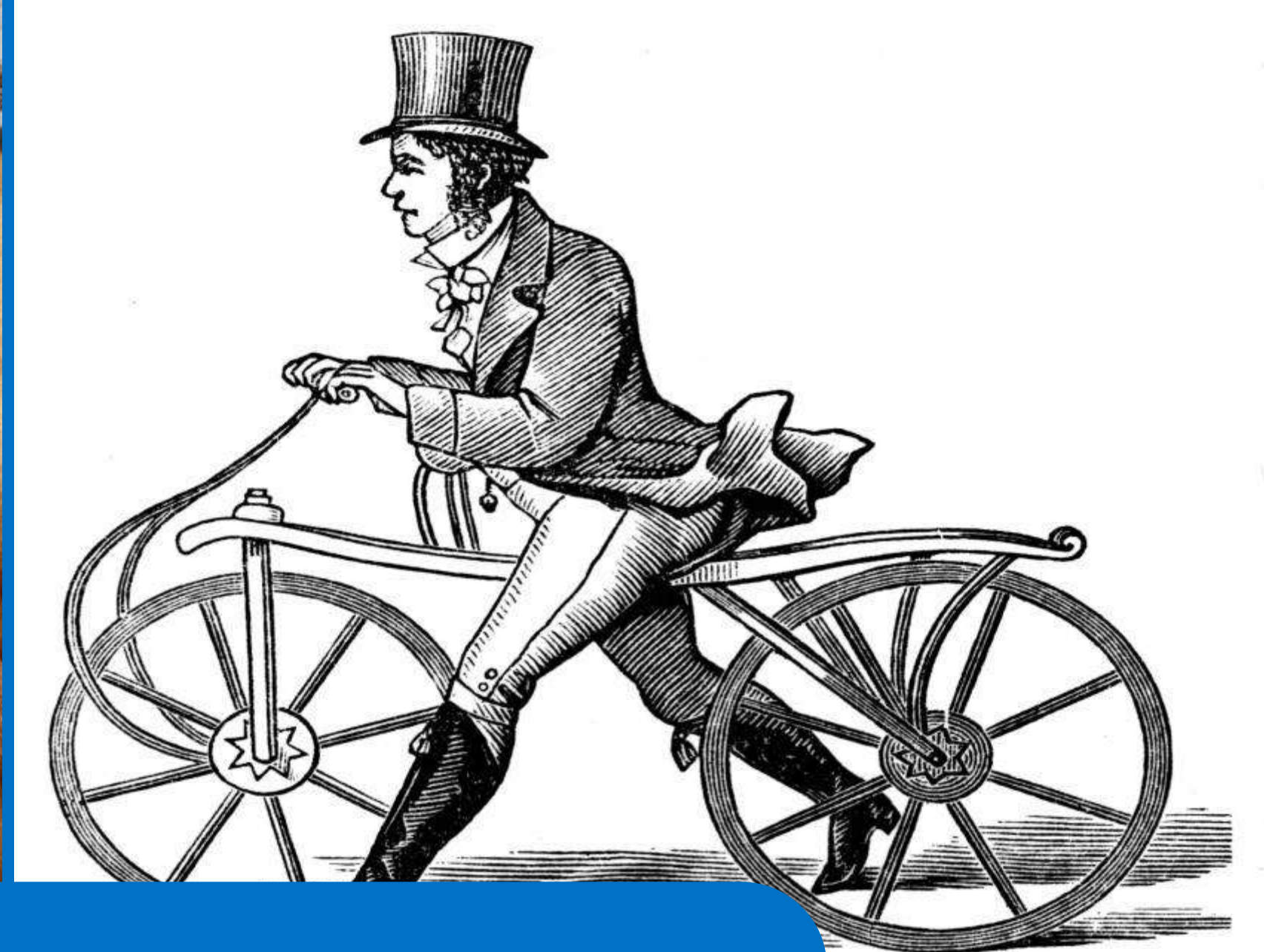


850M **5.5B**

CARS HOURS

What does an anthropologist have to say about mobility..?

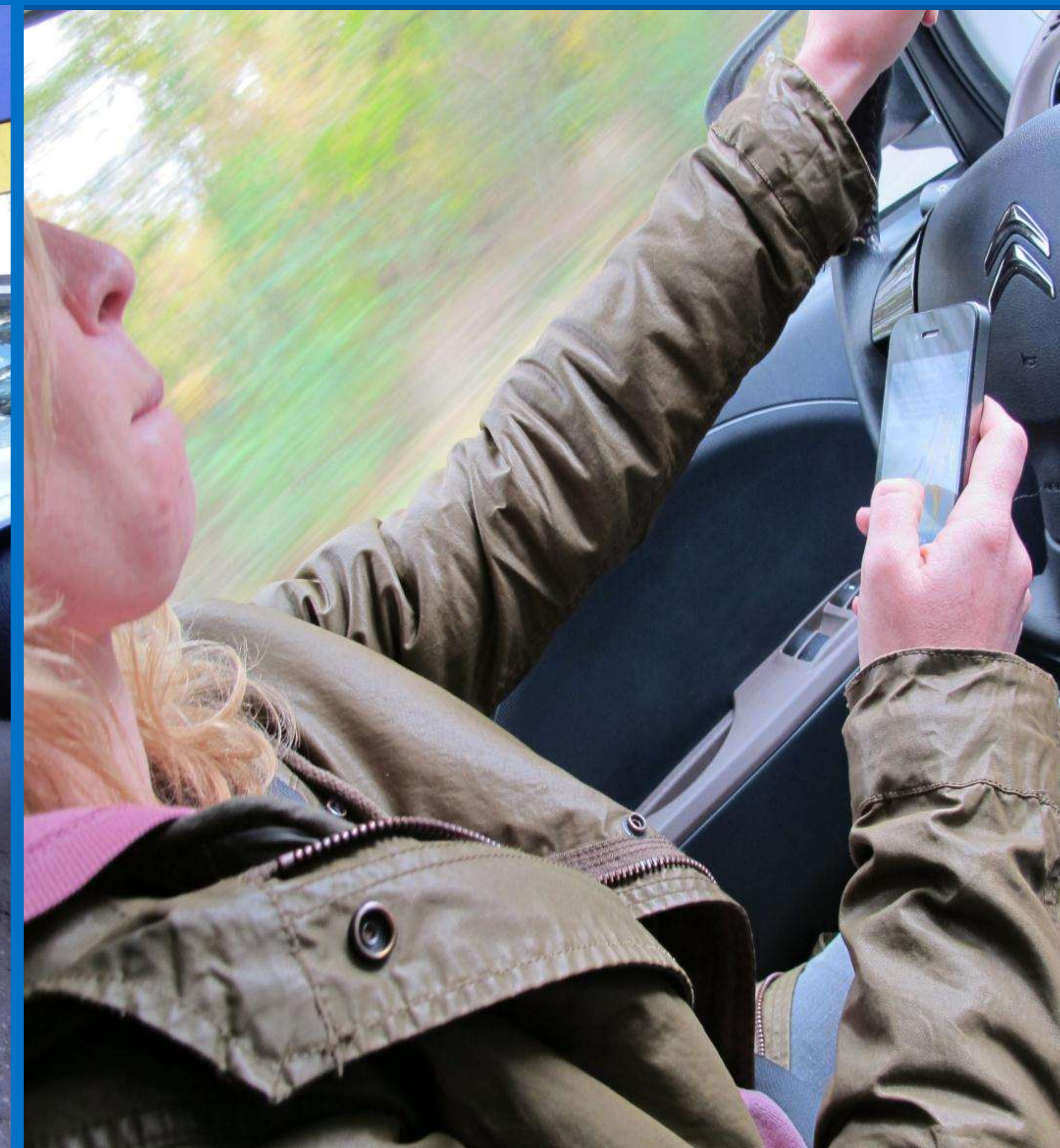
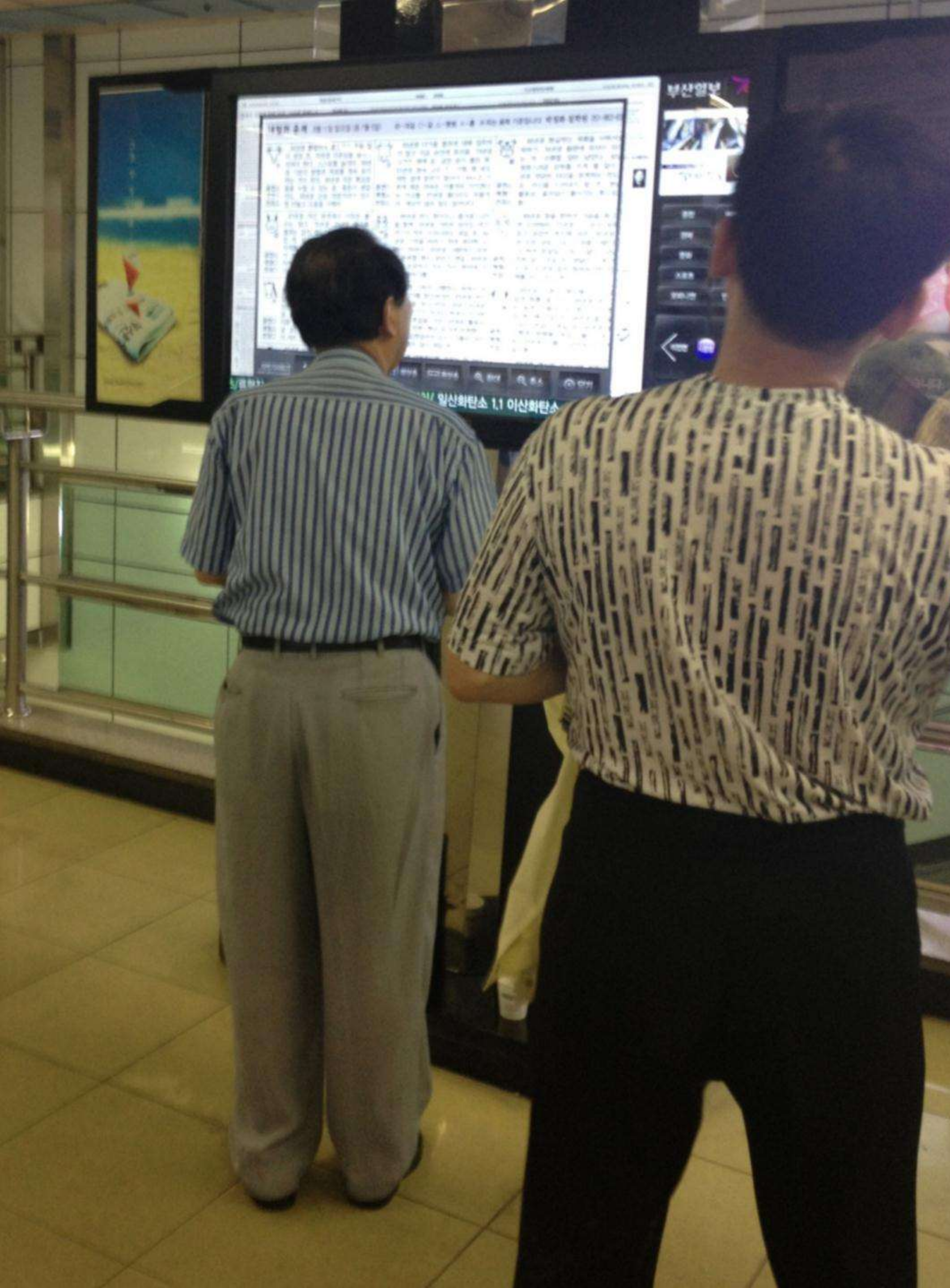




Mobile Technology Is Not New



Mobile Technology Today

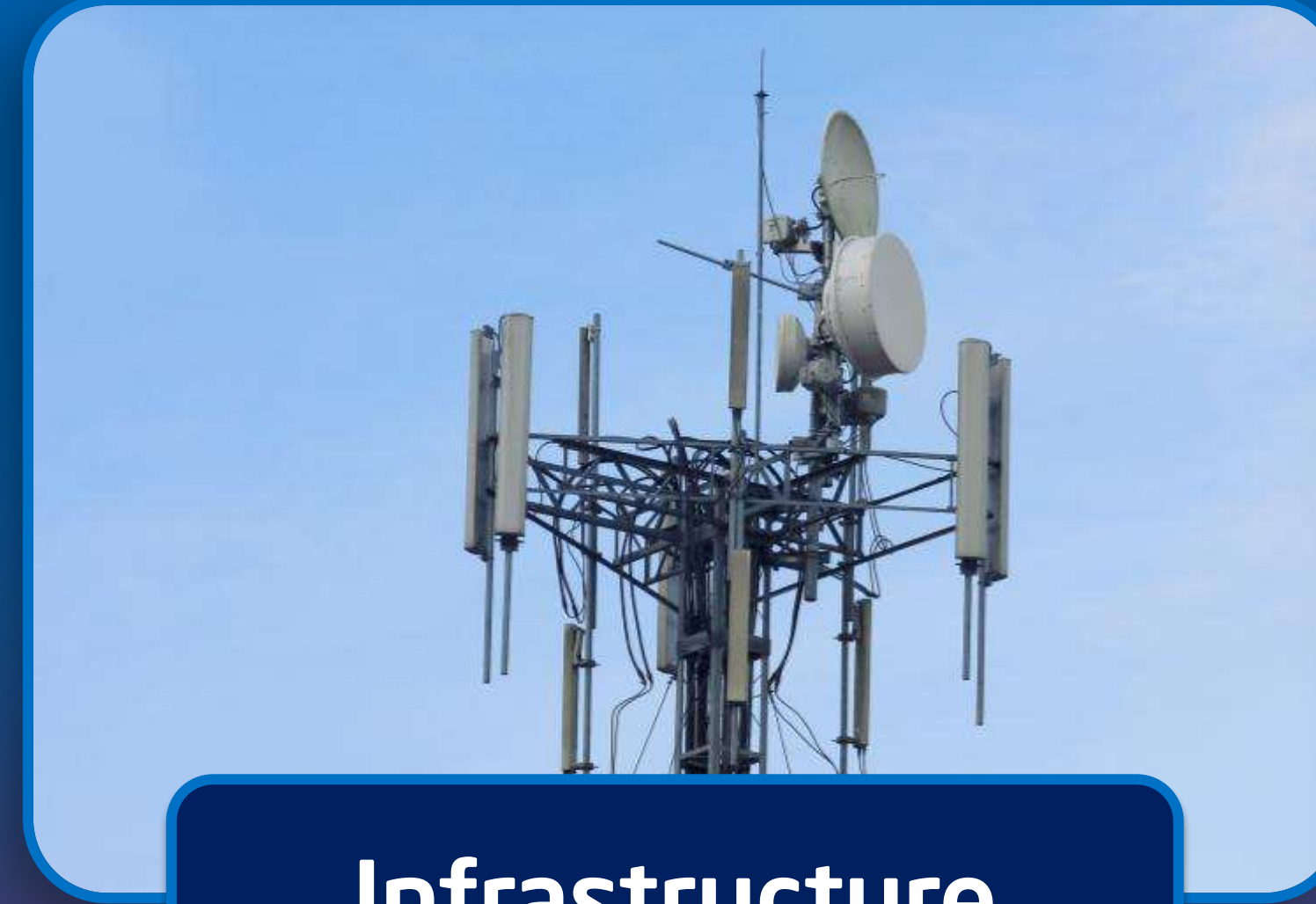




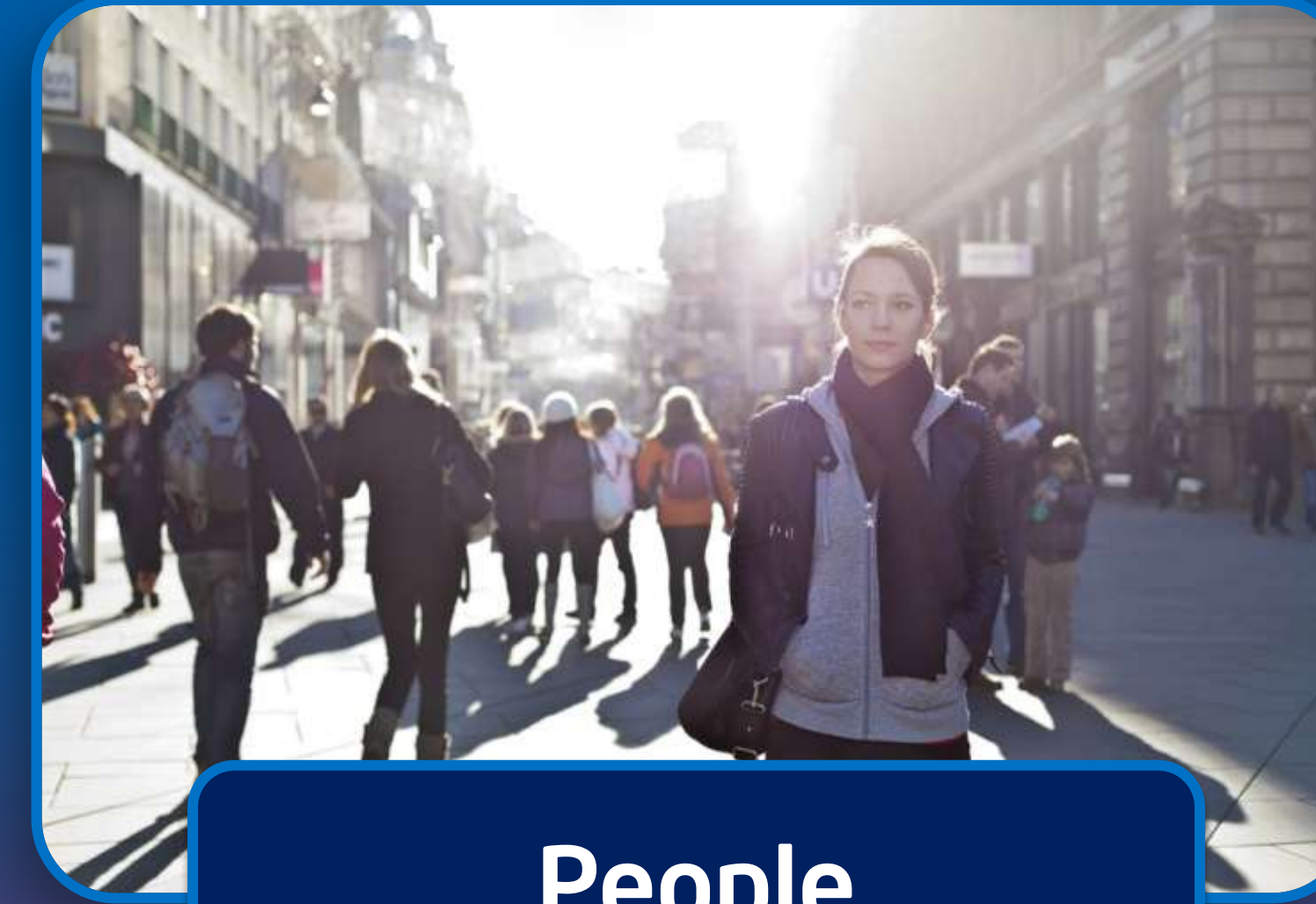
The Whole Picture



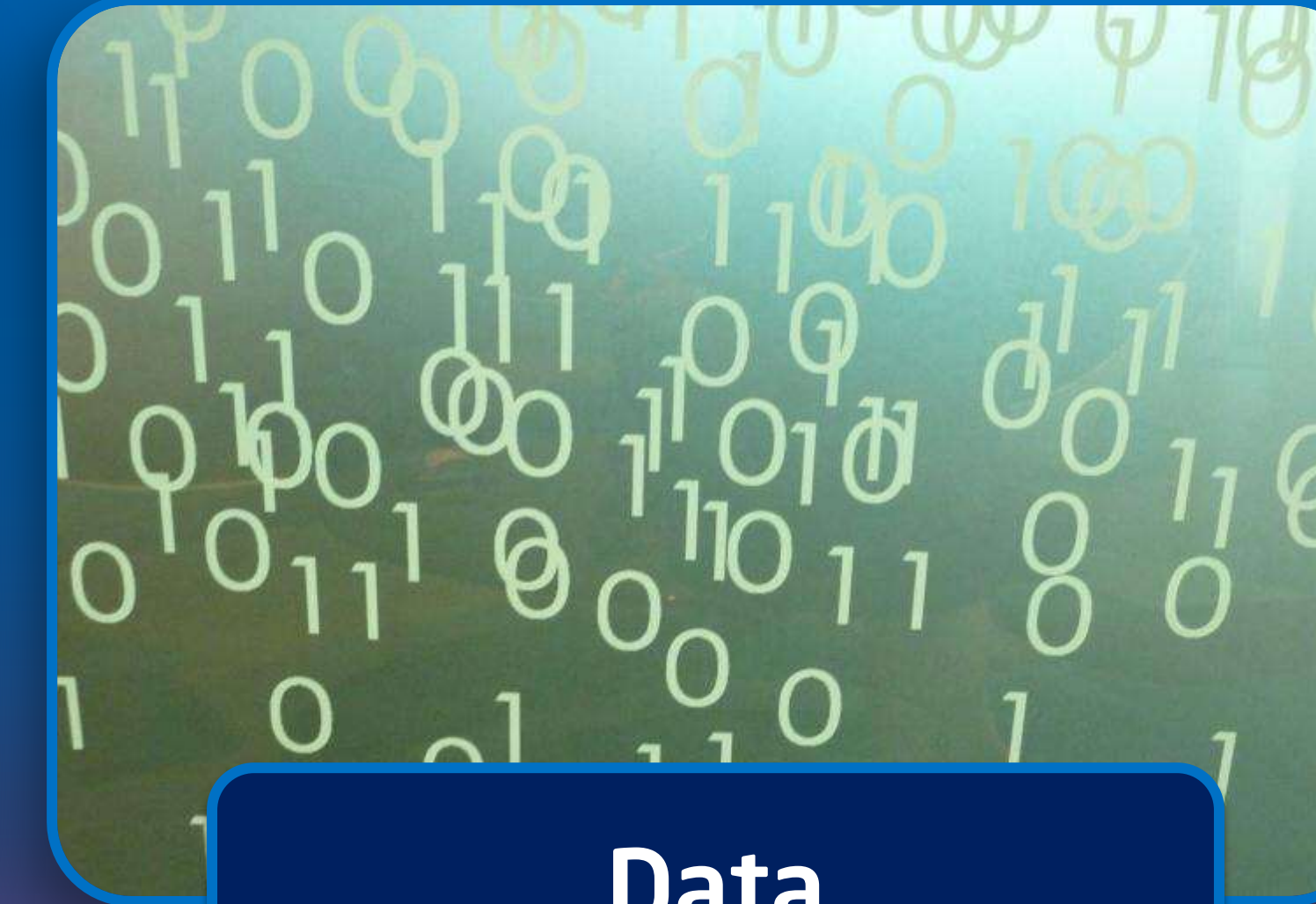
Devices



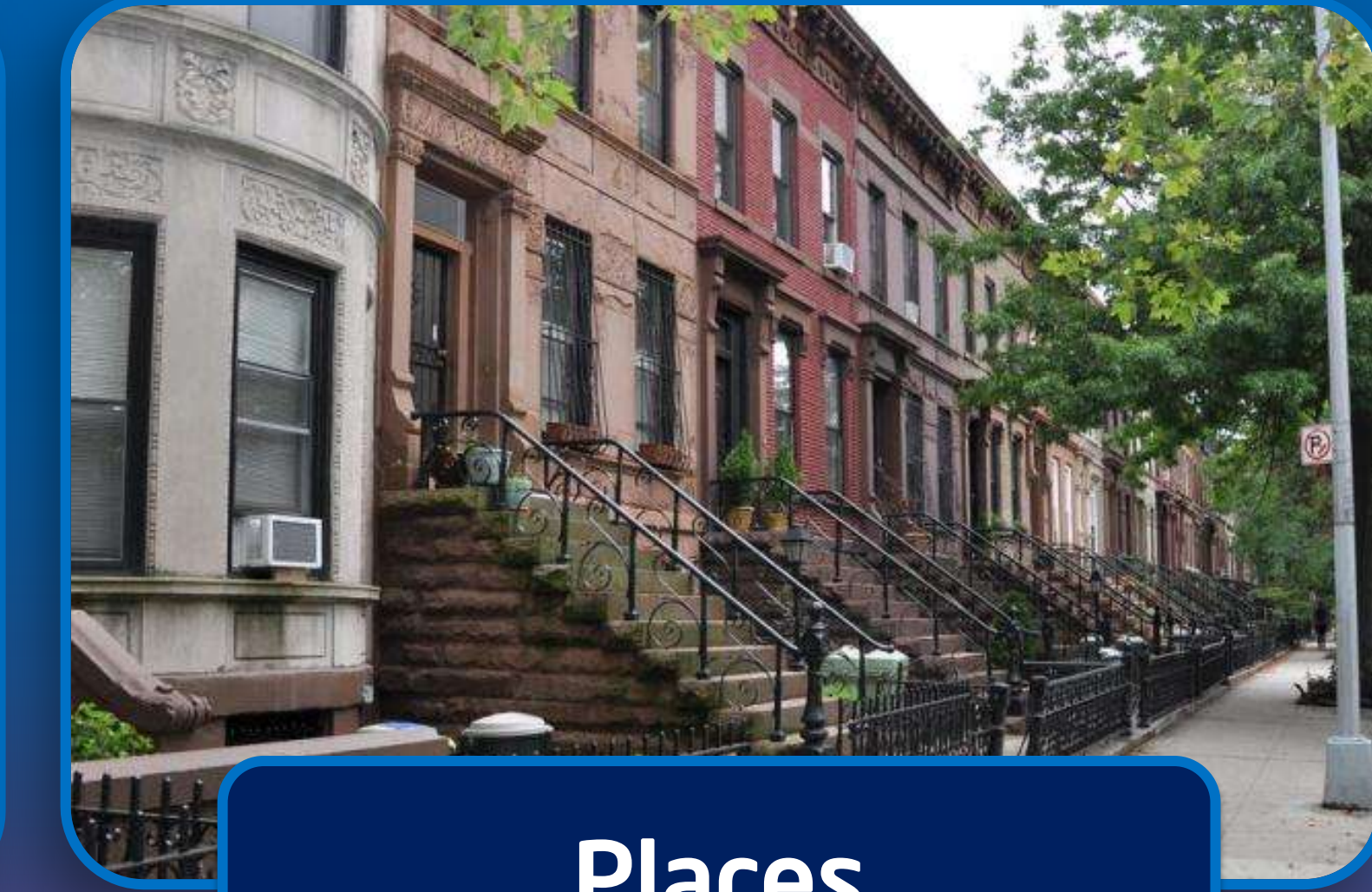
Infrastructure



People



Data



Places

Safe and secure

Mobility in The Future

Global Population



X

Compute Everywhere

Device Size



Cost



Power Consumption



=

Future of
Mobility



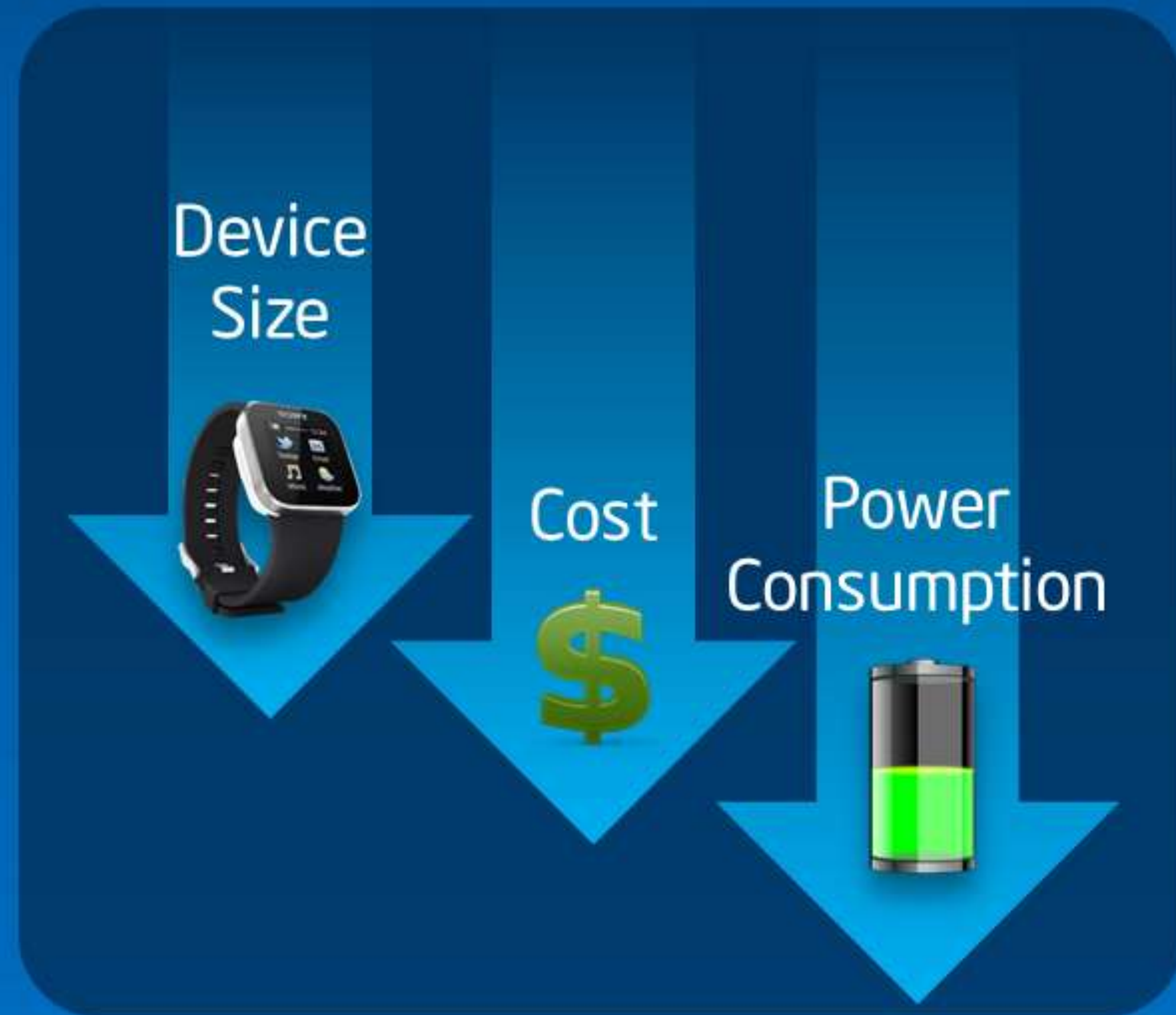
Mobility in The Future

Global Population



X

Compute Everywhere



=





 stretchable
circuits

 **Fraunhofer**
IZM



There are

7 BILLION

FUTURES *and growing*





OFFER
REPERFECTILES

MAPSKO

kyra
KIRAN KUMAR
KIRAN KUMAR
KIRAN KUMAR

रादके के मशहूर
कम - इचरी पनीर लोहा

Vodafone एम ३२

संस्थापक

बाल राम



now i can tell

you all what i

really think....





MOBILE FUTURES *are*

DIVERGING

not **CONVERGING**



There are common themes
across seven billion futures

We learned

4 VITAL INSIGHTS

about people



TRULY PERSONAL

"My husband is probably going to be mad, but my smartphone is just as important as he is."



UNBURDENED

"I've lost the thing to
connect to the thing."



UNBURDENED
'123456'

Dewk:

Flipper 34

~~Flipper 1~~

Flipper - 2

1.198

Fence book -

my flipper

UNBURDENED 'password'

Dunk:

flippier 34

~~flippier 1~~

flippier - 2

1.198

Fence book -

myflippier

IN THE FLOW

“It eats up so much time, I could literally brew a pot of coffee in the amount of time it takes some programs to load – it’s very frustrating.”



*** STOP: 0x00000019 (0x00000000,0xC00E0FF0,0xFFFFEFD4,0xC0000000)
BAD_POOL_HEADER

CPUID: GenuineIntel 5.2.c irq1:1f SYSVER 0xf0000565

Dll	Base	DateStmp	- Name	Dll	Base	DateStmp	- Name
80100000	3202c07e		- ntoskrnl.exe	80010000	31ee6c52		- hal.dll
80001000	31ed06b4		- atapi.sys	80006000	31ec6c74		- SCSIIPORT.SYS
802c6000	31ed06bf		- aic78xx.sys	802cd000	31ed237c		- Disk.sys
802d1000	31ec6c7a		- CLASS2.SYS	8037c000	31eed0a7		- Ntfs.sys
fc698000	31ec6c7d		- Floppy.SYS	fc6a8000	31ec6ca1		- Cdrom.SYS
fc90a000	31ec6df7		- Fs_Rec.SYS	fc9c9000	31ec6c99		- Null.SYS
fc864000	31ed868b		- KSecDD.SYS	fc9ca000	31ec6c78		- Beep.SYS
fc6d8000	31ec6c90		- i8042prt.sys	fc86c000	31ec6c97		- mouclass.sys
fc874000	31ec6c94		- kbdclass.sys	fc6f0000	31f50722		- VIDEOPORT.SYS
feffa000	31ec6c62		- mga_mil.sys	fc890000	31ec6c6d		- vga.sys
fc708000	31ec6ccb		- Msfs.SYS	fc4b0000	31ec6cc7		- Npfs.SYS
fefbc000	31eed262		- NDIS.SYS	a0000000	31f954f7		- win32k.sys
fefa4000	31f91a51		- mga.dll	fec31000	31eedd07		- Fastfat.SYS
feb8c000	31ec6e6c		- TDI.SYS	feaf0000	31ed0754		- nbf.sys
feacf000	31f130a7		- tcpip.sys	feab3000	31f50a65		- netbt.sys
fc550000	31601a30		- el59x.sys	fc560000	31f8f864		- afd.sys
fc718000	31ec6e7a		- netbios.sys	fc858000	31ec6c9b		- Parport.sys
fc870000	31ec6c9b		- Parallel.SYS	fc954000	31ec6c9d		- ParUdm.SYS
fc5b0000	31ec6cb1		- Serial.SYS	fea4c000	31f5003b		- rdr.sys
fea3b000	31f7a1ba		- mup.sys	fe9da000	32031abe		- srv.sys

Address	dword	dump	Build [1381]	- Name
fec32d84	80143e00	80143e00	80144000 ffdfff00 00070b02	- KSecDD.SYS
801471c8	80144000	80144000	fdfff000 c03000b0 00000001	- ntoskrnl.exe
801471dc	80122000	f0003fe0	f030eee0 e133c4b4 e133cd40	- ntoskrnl.exe
80147304	803023f0	0000023c	00000034 00000000 00000000	- ntoskrnl.exe

Restart and set the recovery options in the system control panel
or the /CRASHDEBUG system start option.

A long-exposure photograph of a river flowing over rocks, with a blue overlay on the left side containing text. The river is the central focus, with water appearing as a soft, blurred stream due to the long exposure. The rocks are dark and jagged, scattered throughout the riverbed. The surrounding environment is filled with dry, brown branches and twigs, suggesting a late autumn or winter setting. The overall color palette is muted, with earthy browns and greys, contrasted by the vibrant blue of the text overlay.

IN THE FLOW

"It's like the feeling I get when I'm running, and I forget my knees hurt and how far I still have to go. I'm in the moment."



BEST SELVES

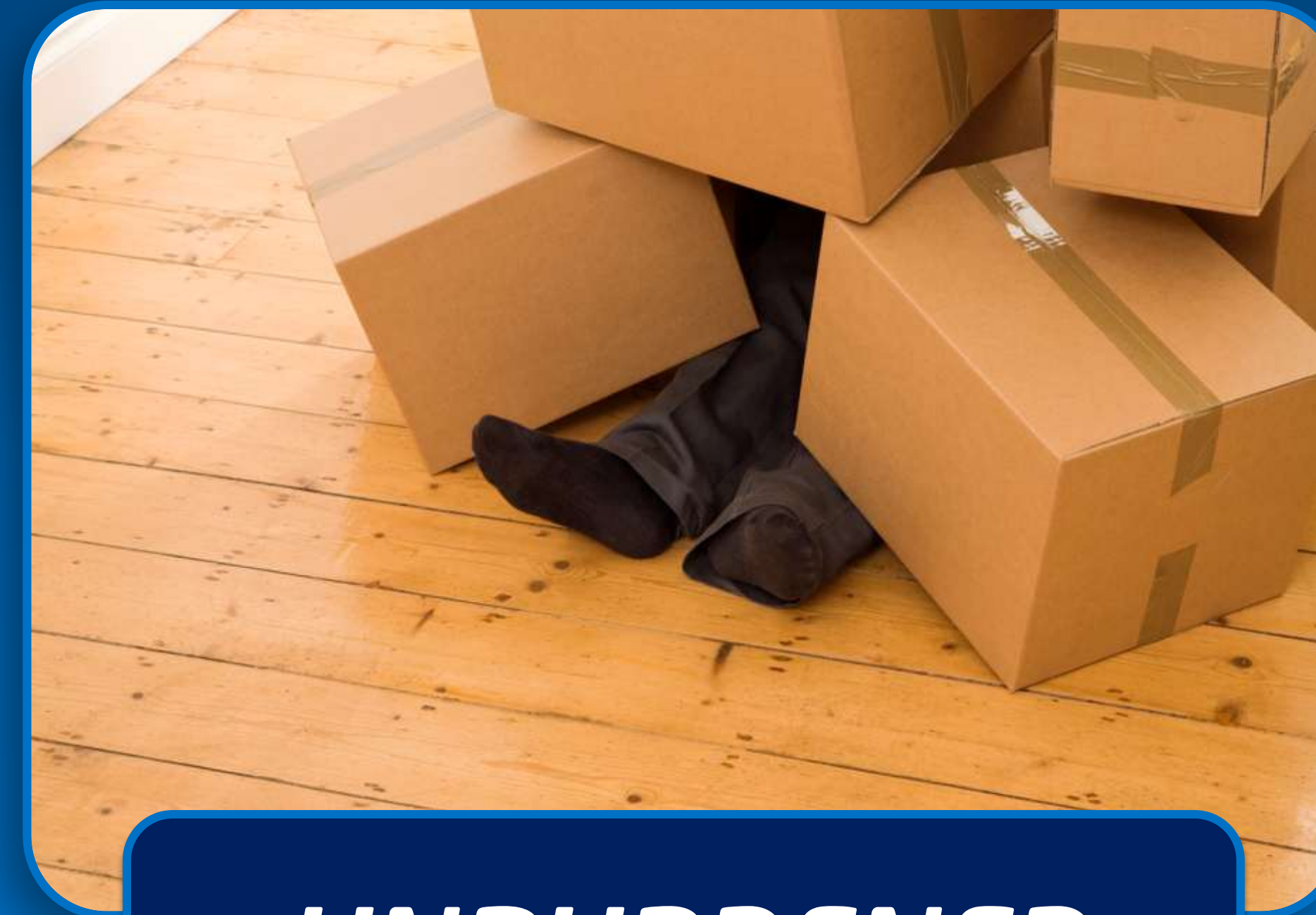
More.....

Better.....

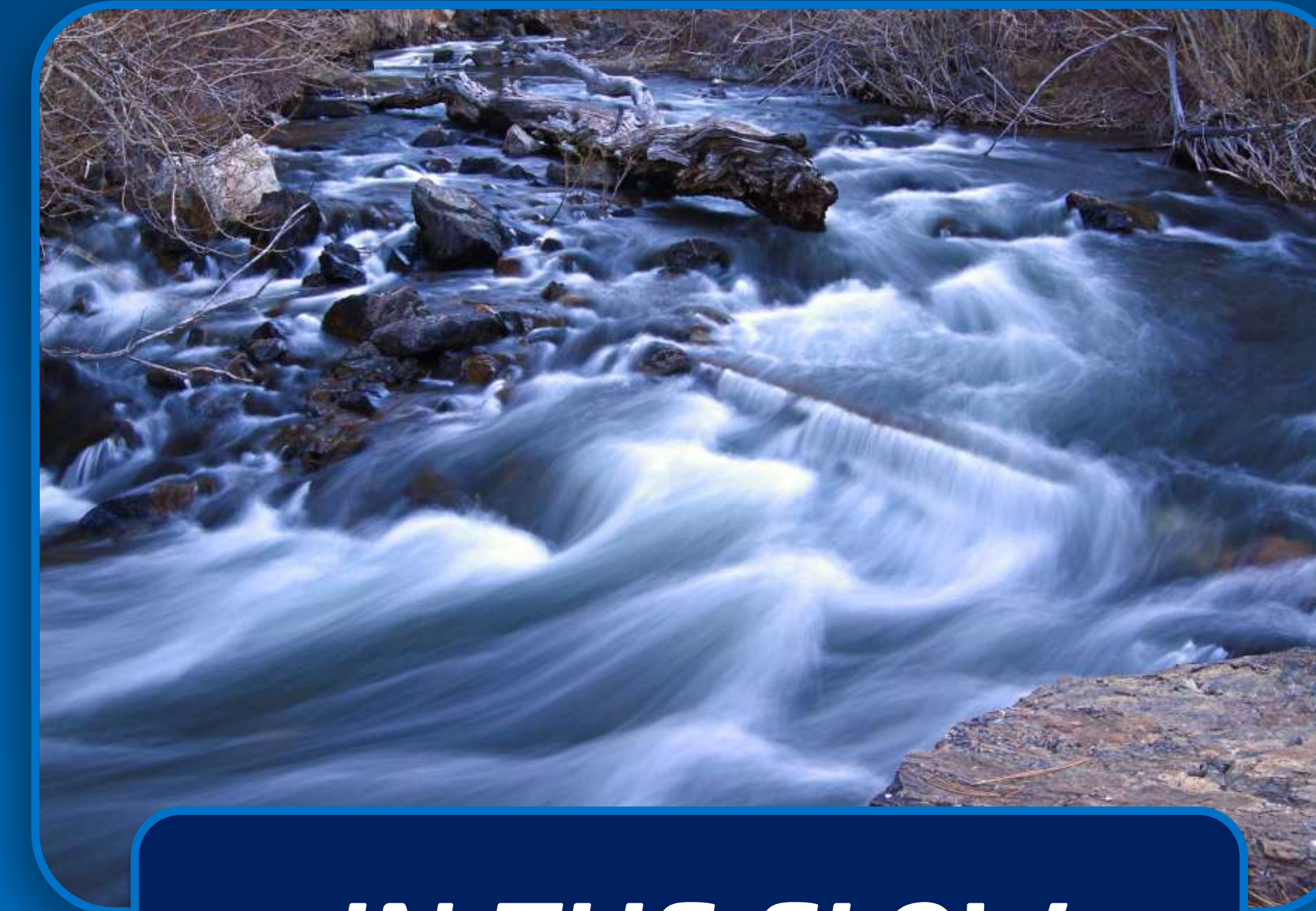
With your help **7 BILLION** *mobile futures could be....*



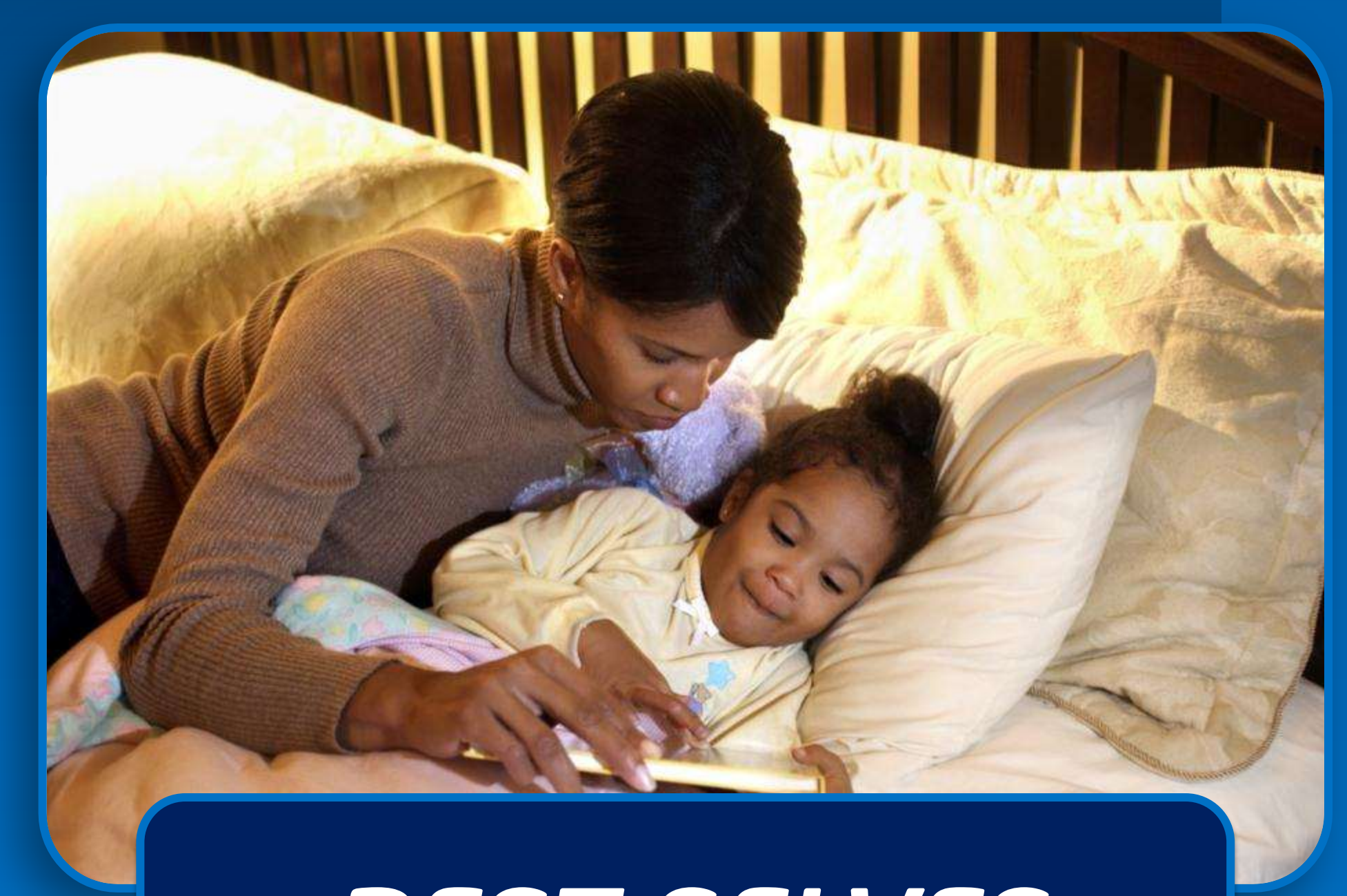
TRULY PERSONAL



UNBURDENED



IN THE FLOW



BEST SELVES

Making it *real*
Making it *mobile*
Making it *personal*

Experiences

Services

Apps

Middleware

OS

Silicon



Experiences

Services

Apps

Middleware

OS

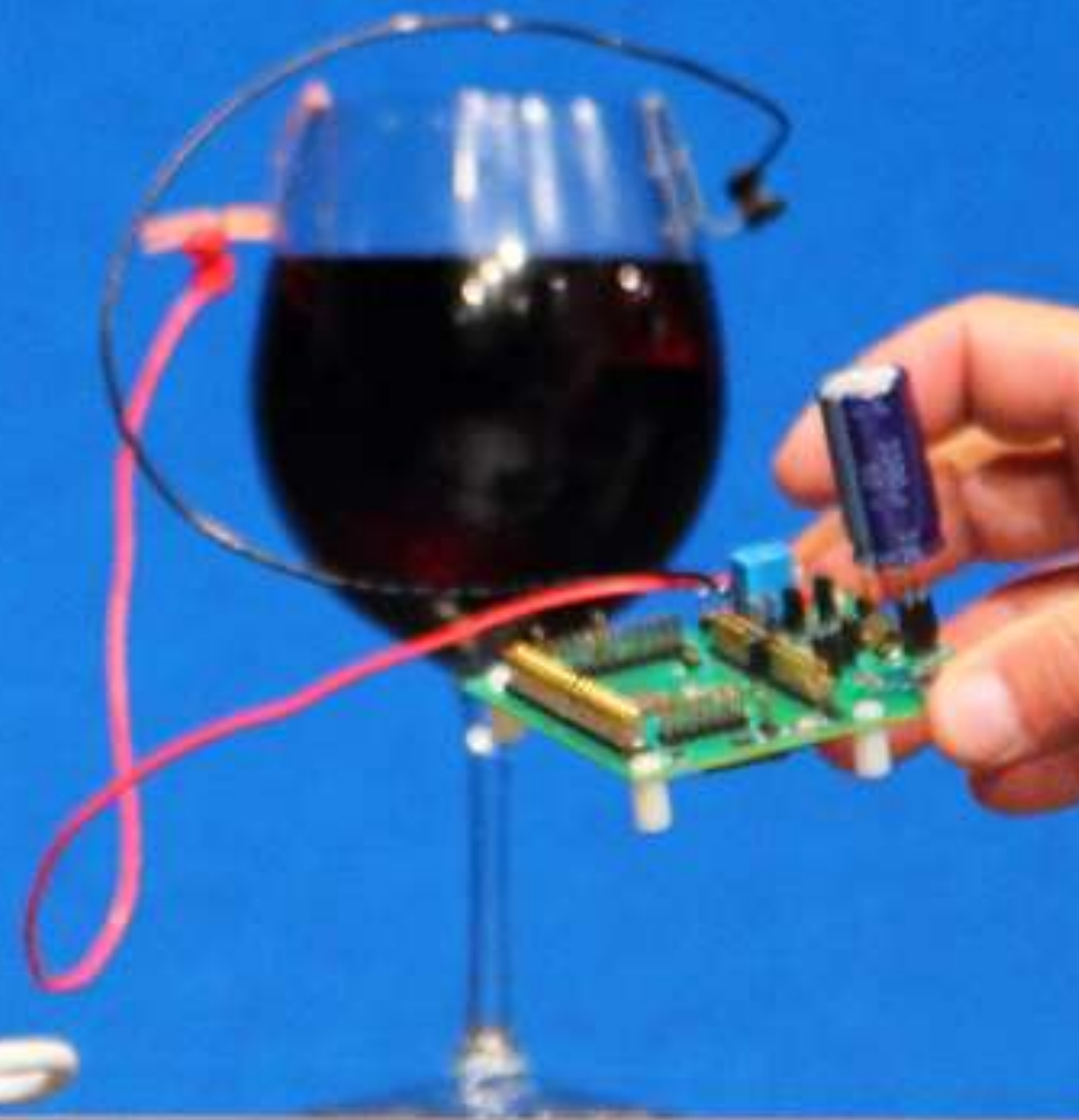
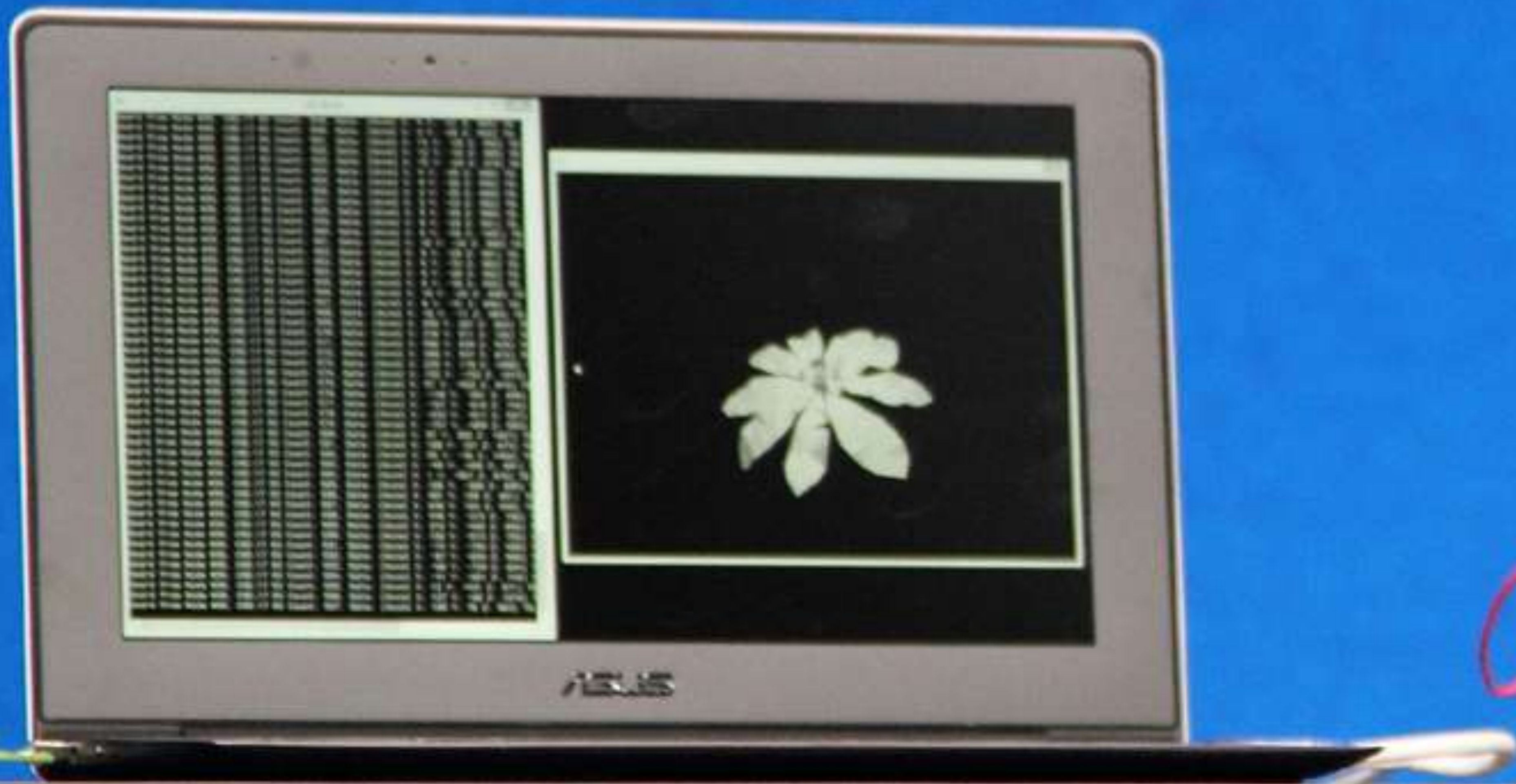
Silicon



Mike Bell

Vice President
GM, New Devices Group
Intel







Experiences

Services

Apps

Middleware

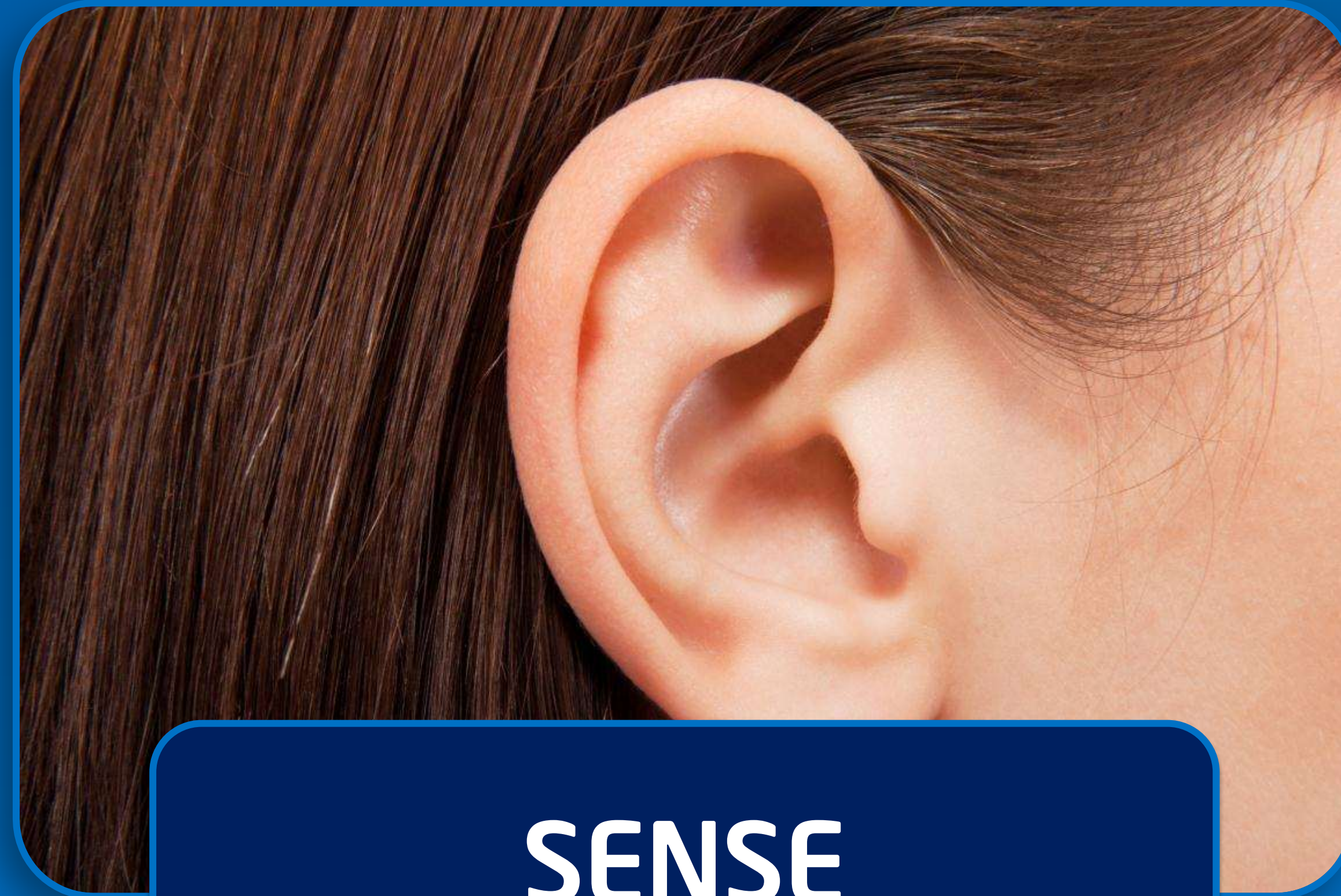
OS

Silicon

Lama Nachman
Principal Engineer
Intel Labs



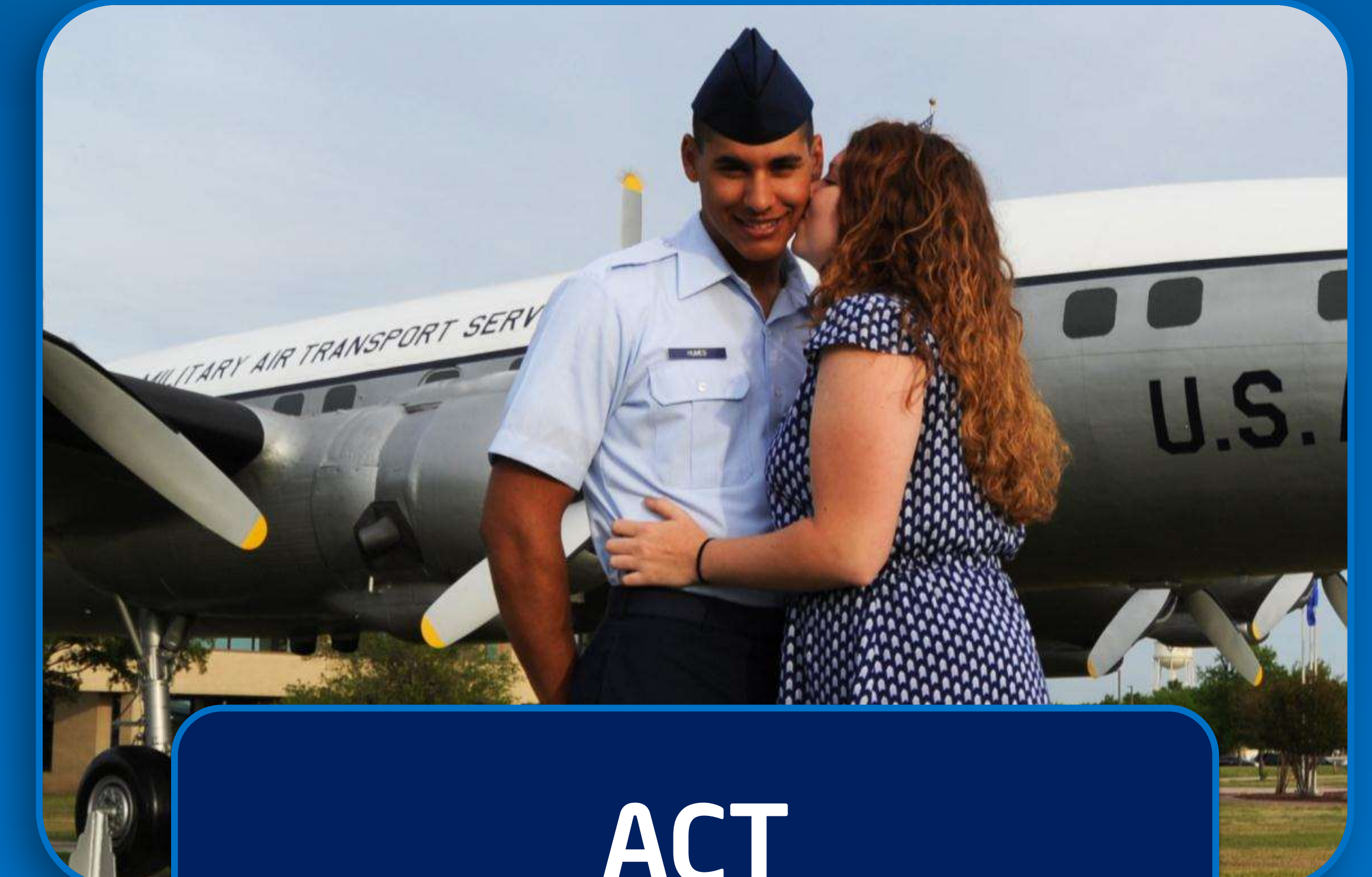
Context



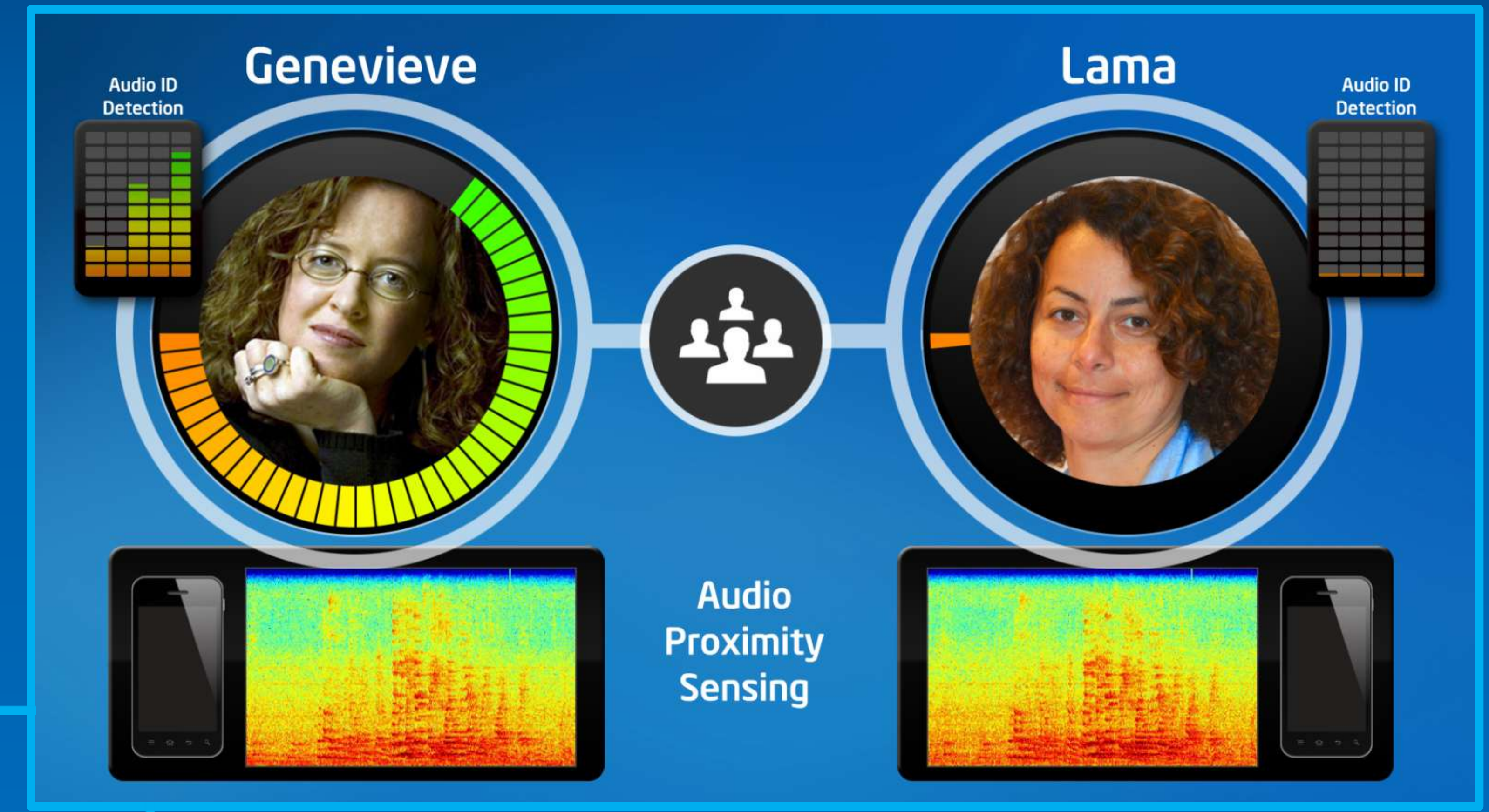
SENSE



UNDERSTAND



ACT





Experiences

Services

Apps

Middleware

OS

Silicon



Peter Biddle

General Manager
Intel Cloud Services Platform
Software and Services Group
Intel

Personal data monitoring service



Laptops



Tablet and
Phones



Automotive



Wearables



Facebook



Google



Sharing Sites

Devices

Services

Overview **Devices** ¹²⁵ **Social** ⁷ Genevieve Demo

Prev My Ultrabook **motorolaXT890** Add Device Next

motorolaXT890

Last scan: September 04, 2013 at 12:39pm

Your Privacy Level

LESS SHARING YOUR LEVEL MORE SHARING

Scan Results

- Its has permission to read your contacts and can communicate with other devices.
- Demo mode has permission to read your calendar and can communicate with other devices.
- Vehicle Mode has permission to read your contacts and can communicate with other devices.
- Hangouts has permission to read your contacts and can communicate with other devices.
- Voice Commands has permission to read your contacts and can communicate with other devices.

Permissions

Apps that See SMS Messages

- Voice Commands
- Google Search
- Phone
- com.motorola.atcmd.plugin.epu
- Vehicle Mode
- MotoCare
- com.motorola.hiddenmenu
- com.motorola.atcmd.plugin
- Hangouts
- QuickView
- Text Messaging
- Bluetooth Share
- BrowserMessage

See Call History 15

See Incoming SMS 10

See Your Calendar 10

See SMS Messages 19

Control Accounts on Device 28

See Phone State 48

See Your

Overview **Devices** ¹²⁵ **Social** ⁷ Genevieve Demo

Prev My Ultrabook **motorolaXT890** Add Device Next

Add a Device

Phone

Use our Android app to scan your phone.

[Add Device](#)

Computer

If you're using the Google Chrome browser on your laptop or desktop, install our browser plugin to scan your tracking settings and other info.

[Add Device](#)

Wearable

Use our app to pair and scan your wearable device

[Add Device](#)

Automobile

Install our app to scan your vehicle data and other info

[Add Device](#)

Overview **Devices** ¹²⁵ **Social** ⁷ Genevieve Demo

My facebook Profile

Last scan: September 04, 2013 at 11:03am

Your Privacy level

LESS SHARING YOUR LEVEL MORE SHARING

Scan Results

- Your **Check-in** is marked as Public.
- Your **Check-in** is marked as Friends of Friends.
- Your **photo** is marked as Public.
- Your **Check-in** is marked as Friends of Friends.
- Your **photo** is marked as Friends of Friends.

Did You Know?

Since you have **253** friends, when you share with friends of friends approximately **74,000** people can see it.

Exposure

Photos

- 9% public
- 27% friends of friends
- 18% friends
- 35% custom
- 9% only me

Check-Ins

- 20% public
- 40% friends of friends
- 20% friends
- 0% custom
- 20% only me

Overview **Devices** ¹²⁵ **Social** ⁷ Genevieve Demo

Prev My Ultrabook **motorolaXT890** Add Device Next

My Ultrabook

Last scan: September 06, 2013 at 12:23pm

Your Privacy Level

LESS SHARING YOUR LEVEL MORE SHARING

Sites Tracking Your Browsing

Persistent Cookies 358

Session Cookies 433

Scan Results

- Alexa Traffic Rank extension has permission to access the list of your installed apps and extensions.
- Edit This Cookie extension has permission to access your cookies.
- Don't Forget Your Towel extension has permission to access your cookies.
- Don't Forget Your Towel extension has permission to access the list of your installed apps and extensions.
- Edit This Cookie extension has permission to access your storage settings.

Permissions

Apps that Use Notifications

- Spell Checker for Chrome
- Gmail
- Edit This Cookie

Access Cookies 2

Use Notifications 3

Manipulate Tabs 5

Add Menu Items 3

Manage Browser Apps 2

Monitor Browser Navigation 1

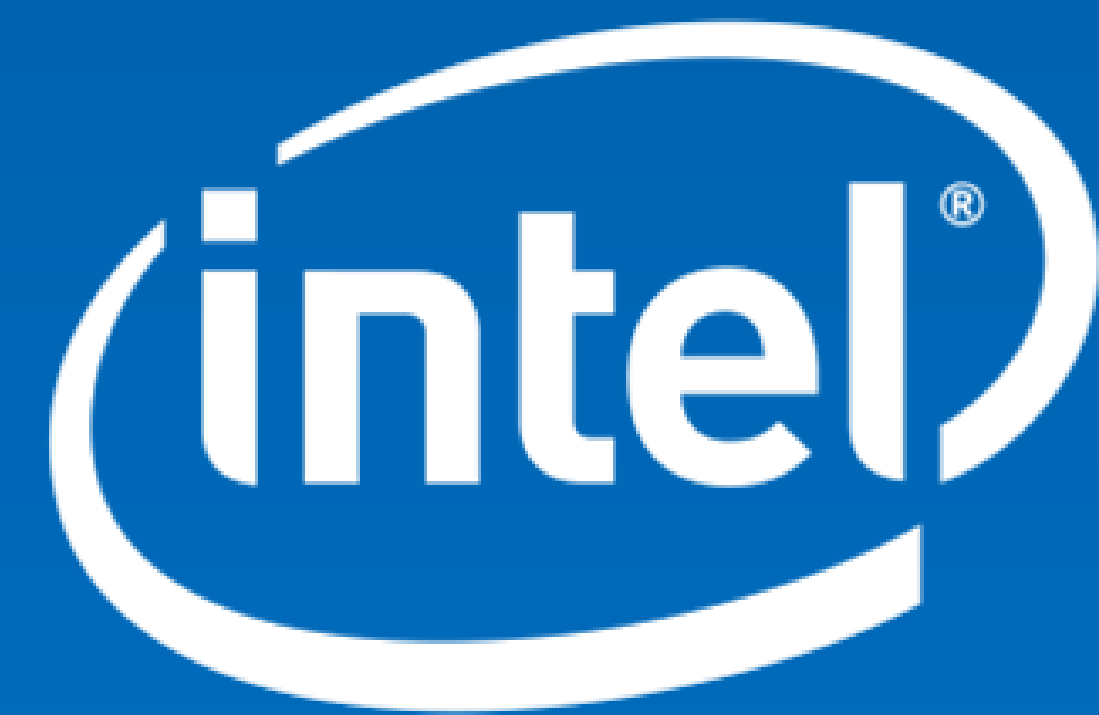
Intercept Browser Navigation 1

Use Extension Storage 1

Schedule Actions 1

Use Unlimited Storage 1

Your one-stop shop for
all things mobile



Experiences

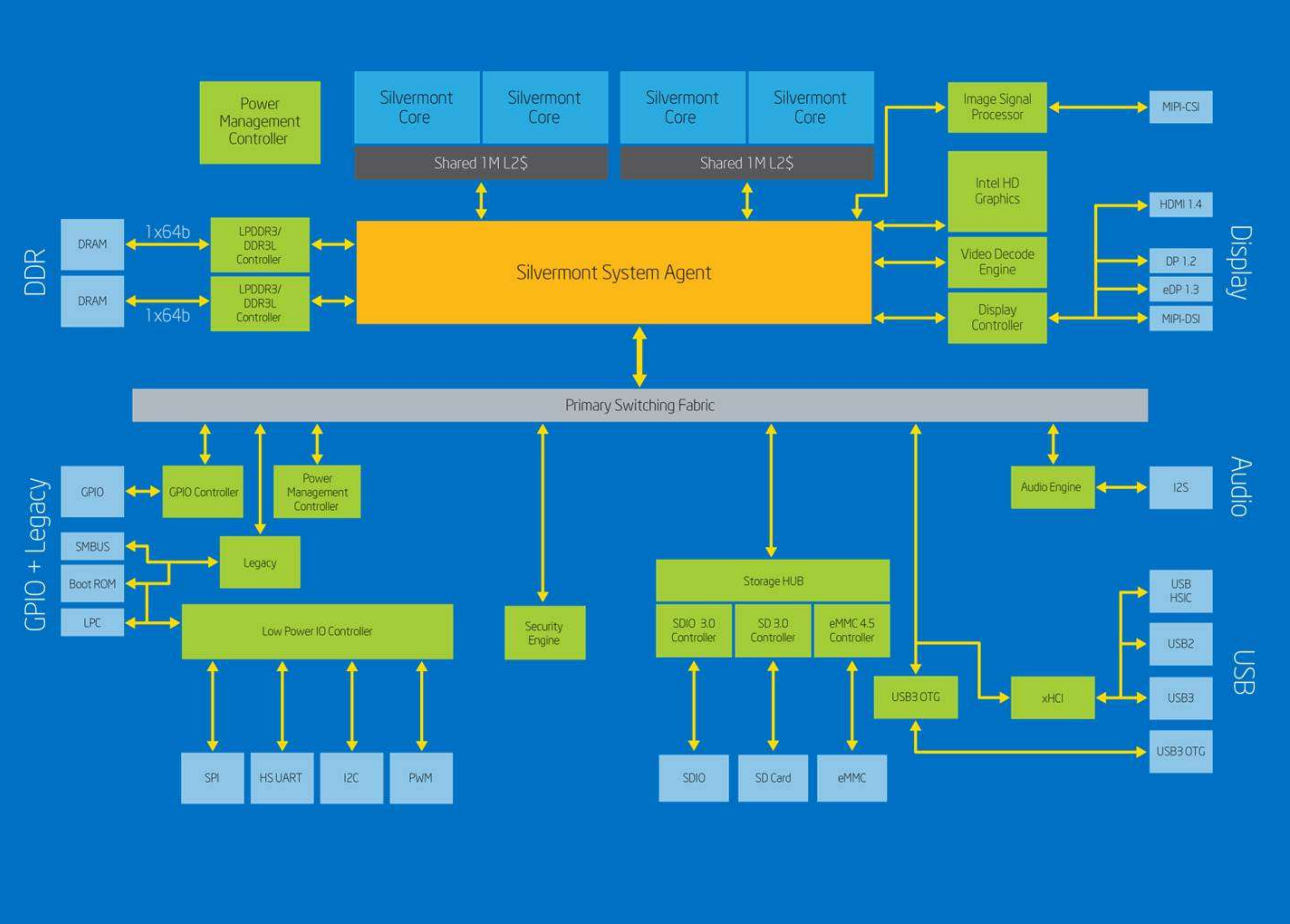
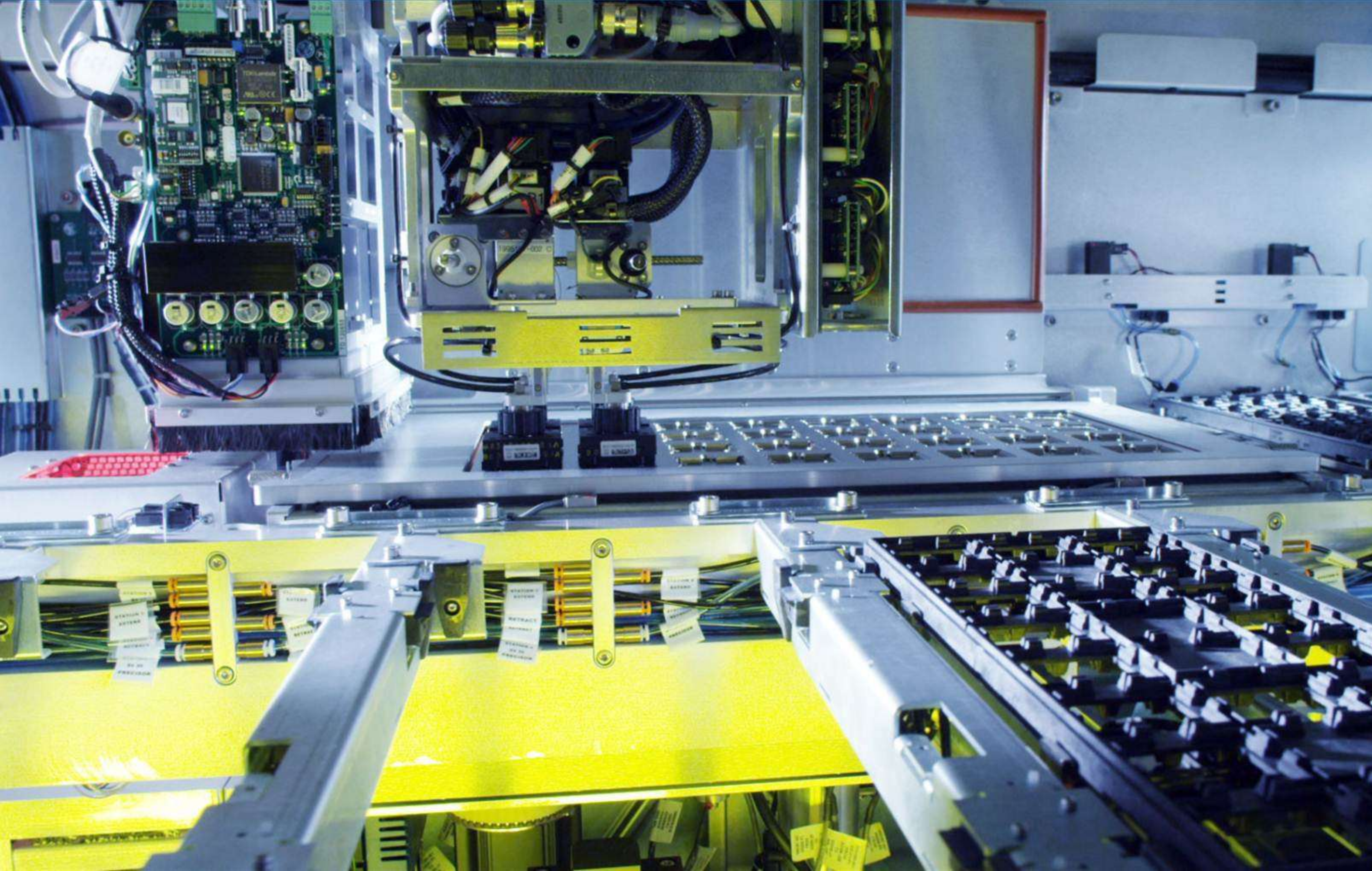
Services

Apps

Middleware

OS

Silicon





Glico
三洋電機
SILKY TV

アコム
4F
3F
入ロ ↑



LAST KING

He & Corner

FANCL

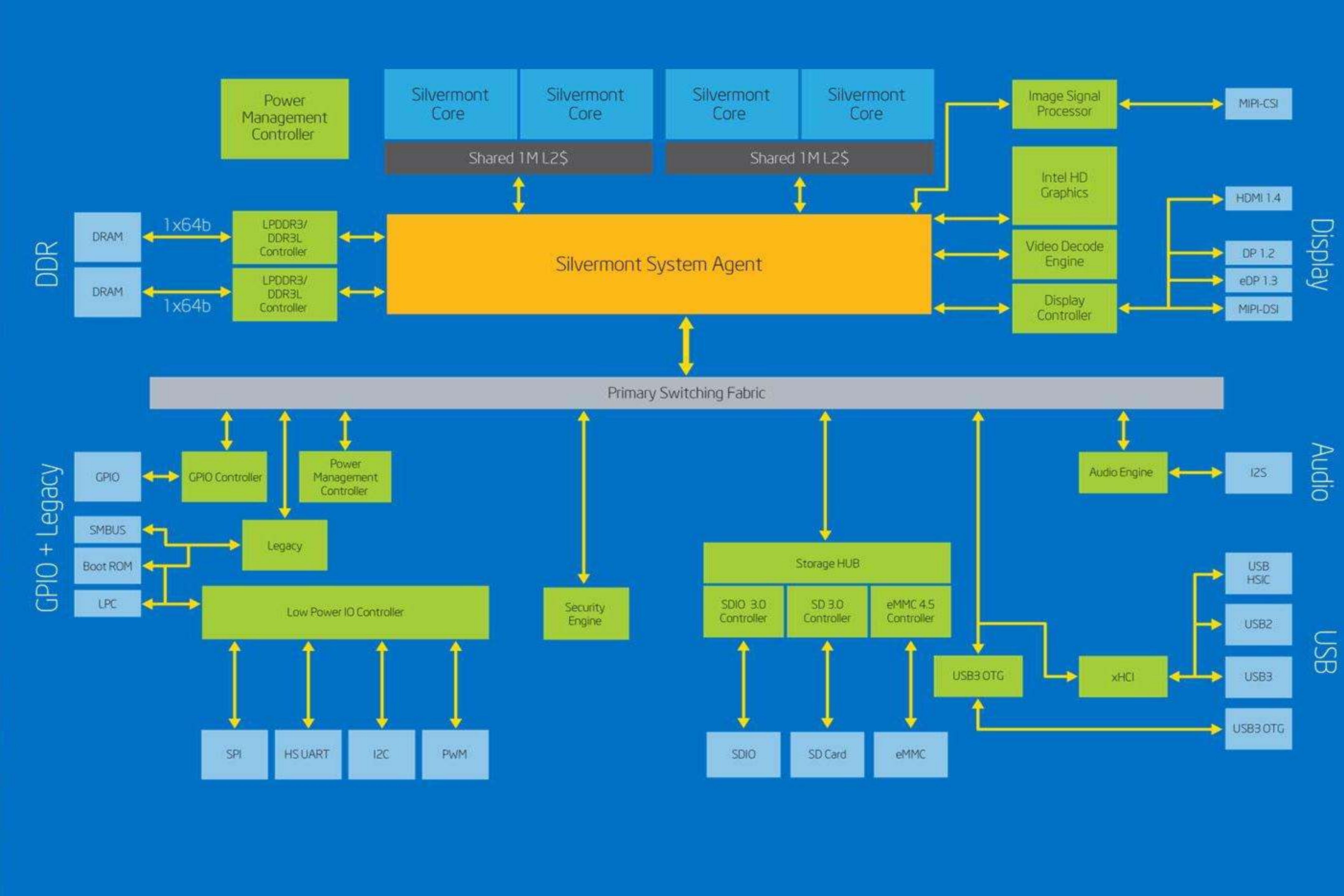
KOBAN

MIZUMI

谷

RAGEBLUE

PROMISE 2012





Don't be seduced by one shiny, glossy future....

It's about **SEVEN BILLION**
mobile **FUTURES**

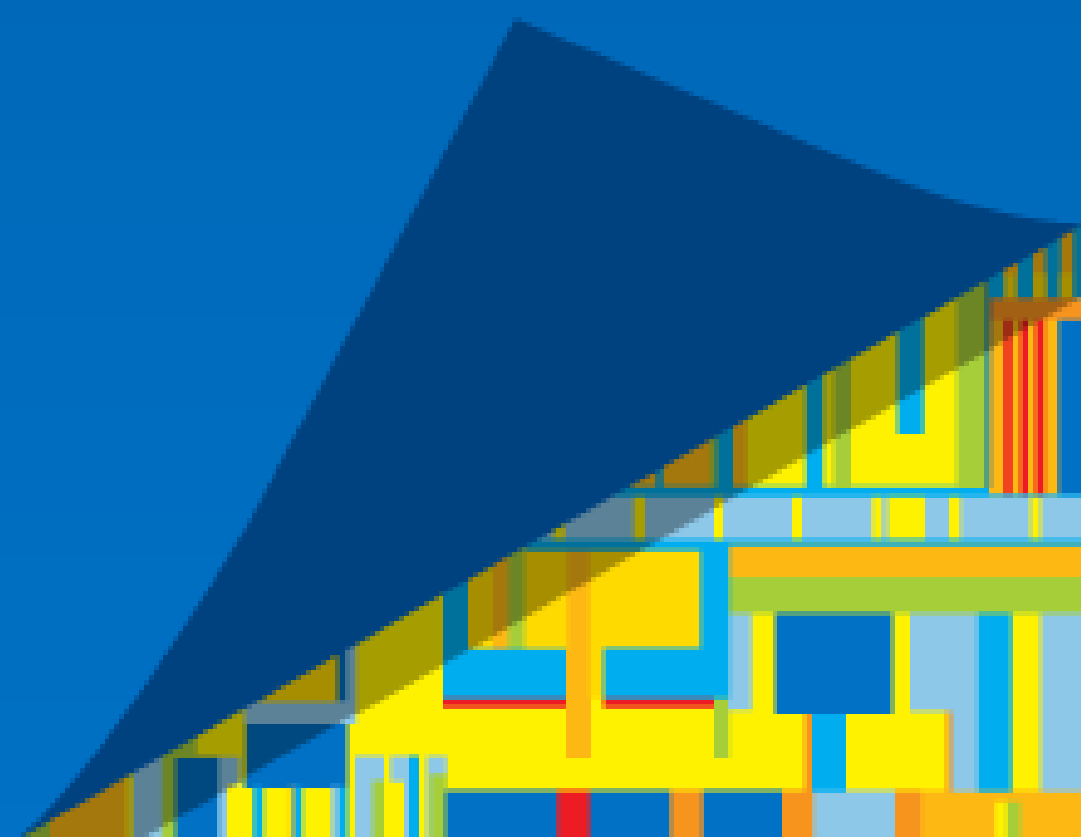


Together, we make mobile more

PERSONAL

more **SAFE**

and more **FUN**



Risk Factors

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