

LET'S SEE  
WHAT  
DEVELOPS.

IDF2013

INTEL DEVELOPER FORUM



Sponsors of Tomorrow.™



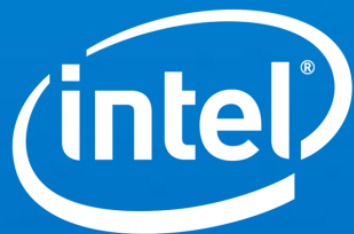


**IDF2013**  
INTEL DEVELOPER FORUM

## Moving the Leaf To See The Mountain: Intel's Vision for Developers

**Doug Fisher**

Corporate Vice President  
General Manager, System Software Division



Sponsors of Tomorrow.™







“移”葉 “張”目 識泰山







A background image featuring vibrant autumn leaves in shades of yellow, orange, and red, scattered over a dark, textured, rocky surface. The text is overlaid in the center.

**Only smart phones and tablets are  
keeping pace with user demands  
for modern capabilities.**





*Intel and our fellow travelers  
are rapidly transforming  
all IA computing solutions to  
meet consumer demands.*













*Intel Architecture only delivers  
great performance on Windows.*





*Intel platforms deliver great experiences on Windows and across a broad range of operating environments.*



# OUTSTANDING Battery Life

## Intel Atom™ Processor Z2760 (Clover Trail) on Acer\* Iconia\* W510

Connected  
Standby



23.6 days

Offline Video  
Playback



9 hours

Web  
Browsing



10 hours



# Performance and Power

## *For an Exceptional Microsoft Windows 8 Experience*



January 4, 2013

**"Atom Z2760 is faster and more power efficient than Tegra 3"**

**"We already know that Atom is faster than Krait, but from a power standpoint the two SoCs are extremely competitive"**

Source: [www.anandtech.com](http://www.anandtech.com)



THE AUTHORITY ON TECH

December 24, 2012

**"[Compared to Intel Atom™], our analysis suggests that the ARM-based CPU core is excellent at doing nothing, but starts to require considerably more power during computationally-intensive workloads."**

Source: [www.tomshardware.com](http://www.tomshardware.com)

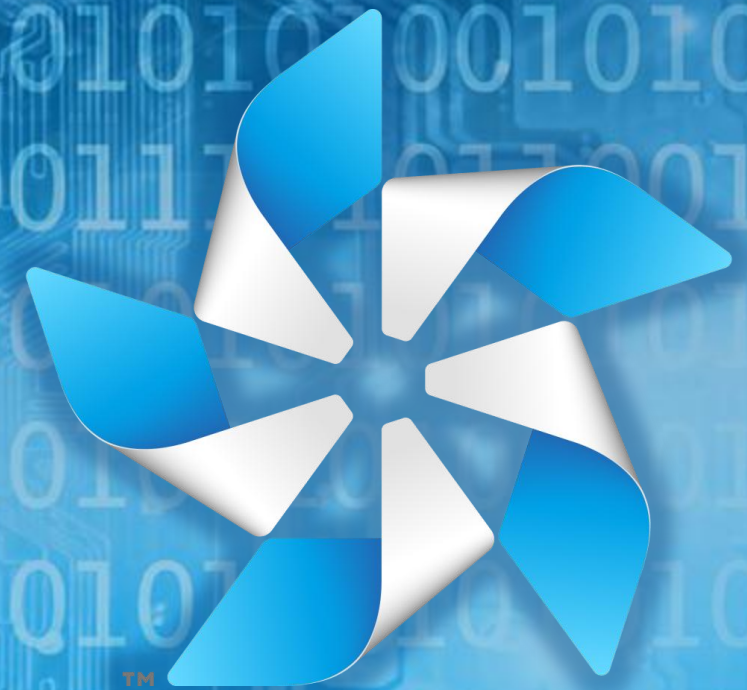


October 23, 2012

**"Across the board Clovertrail manages a 30 - 50% [performance] advantage over Tegra 3."**

Source: [www.anandtech.com](http://www.anandtech.com)





**TIZEN**



# Exceptional Android Experience

## Performance, Battery Life and Apps

**mobile**  
MAGAZINE

Jan 18, 2013

"...The Intel Atom-powered handset Lenovo debuted at CES 2013 could put even the latest quad-core Snapdragon benchmarks to shame."

**THE VERGE**

Oct 4, 2012

"Two virtually identical devices... RAZR M lasted 7 hours and 22 minutes... RAZR i lasted a full 8 hours and 42 minutes... Intel's chip is far more frugal with power than the dual-core Snapdragon S4..."

**ANANDTECH**

April 25, 2012

"The vast majority of apps we tried just worked, without any indication that we were running something intended for a different instruction set."



# Use Your Phone All Day Long

## Intel Atom™ Processor Z2580 (Clover Trail+)

Offline Music Playback



3.3 Days

Offline Video Playback



5.9 Hours

Web Browsing



9.6 Hours







# Android Developer Experience

Android 01.org, software.intel.com and the Intel Developer Zone

Intel System Studio for Android

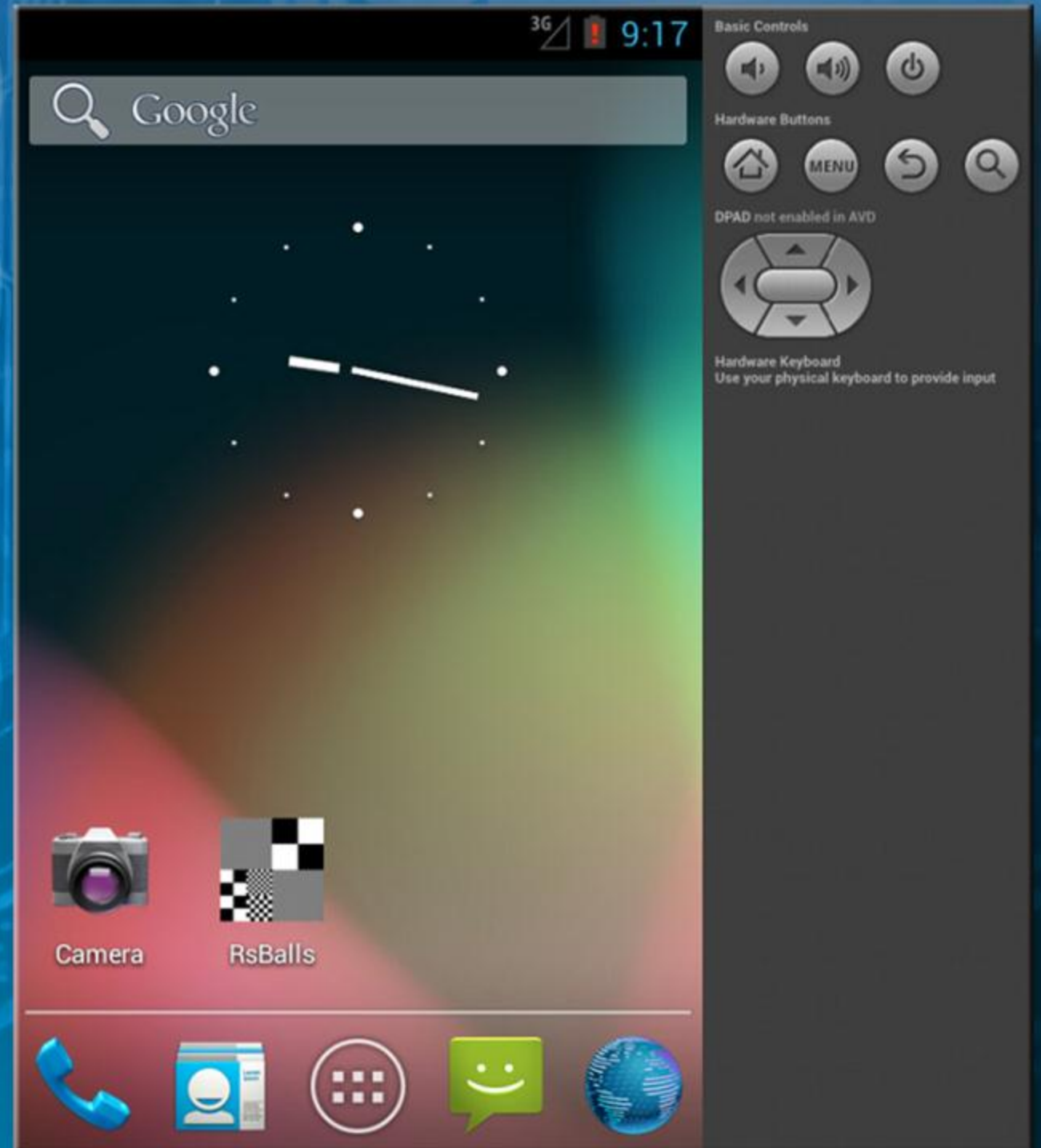
Graphics Performance Analyzer

Intel® Hardware Accelerated Execution Manager (Intel HAXM)



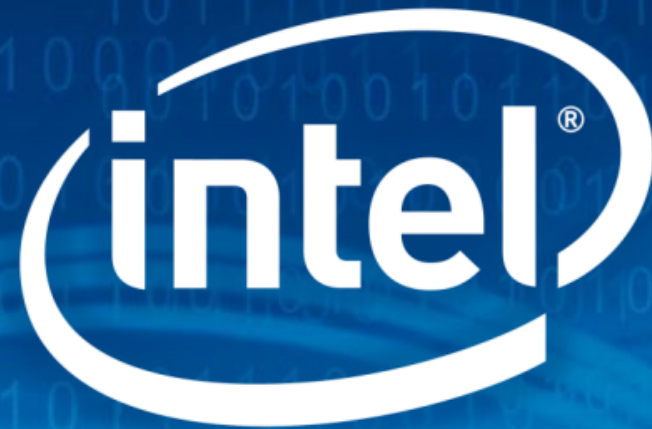


Try Out HAXM at  
[intel.com/software/android](http://intel.com/software/android)  
*MAXMize Development with HAXM*





# Chrome OS Support on Intel Architecture Platforms



Chromebook Pixel

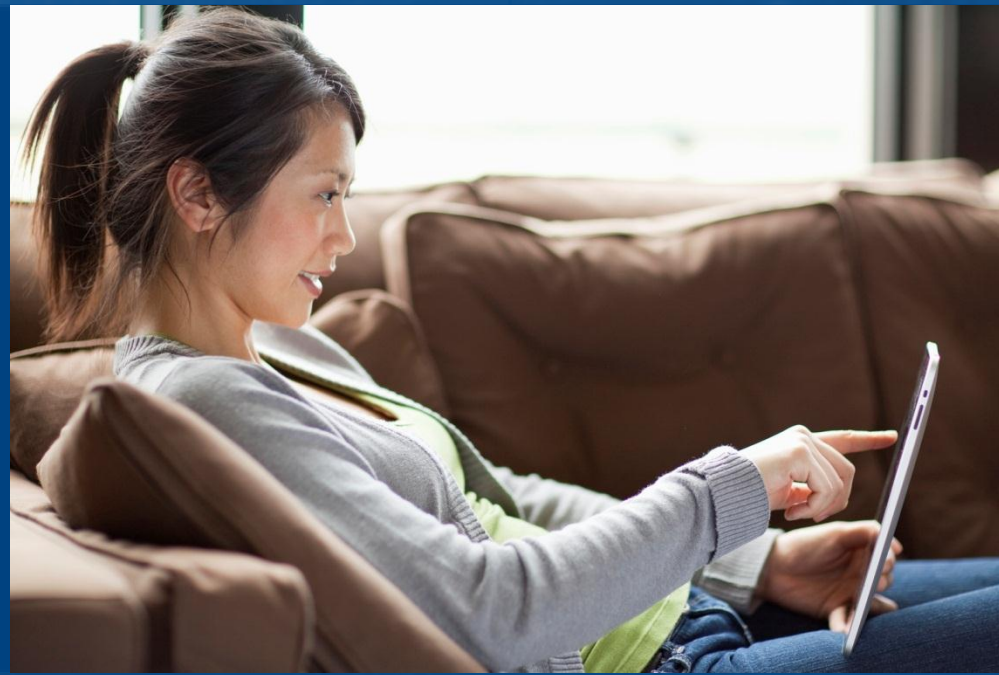


Acer Chromebook 710

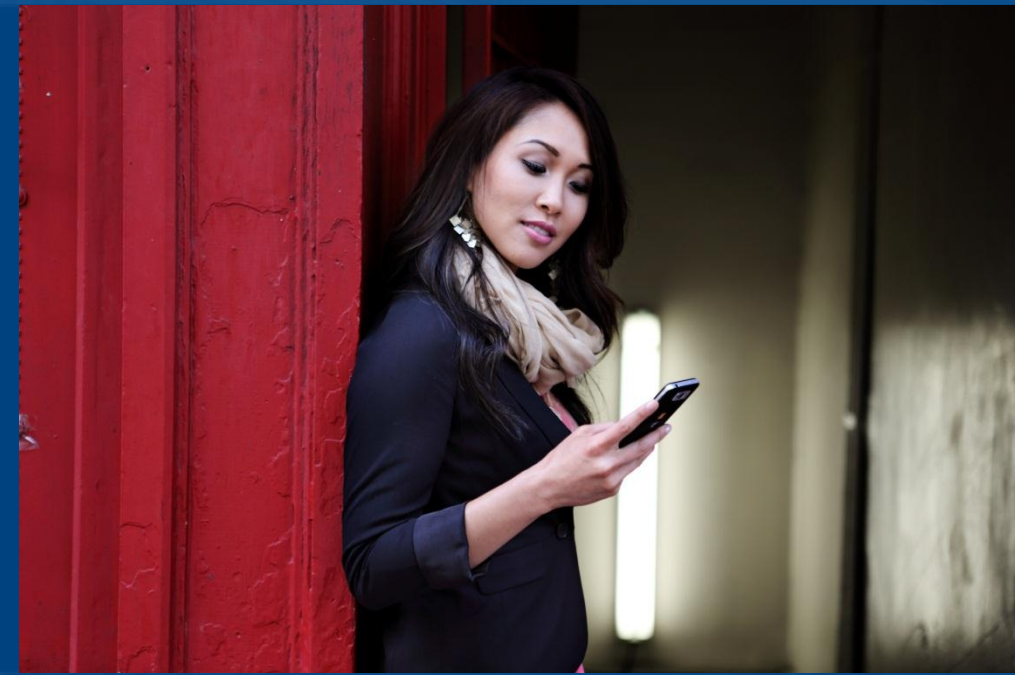




In-vehicle Infotainment



Tablet



Smartphone





**NTT docomo**

**FUJITSU**



**NEC**

**HITACHI**

**kt**



**Panasonic**



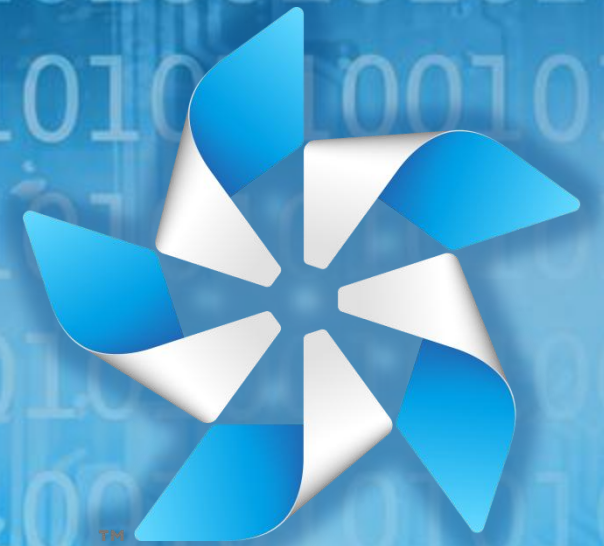
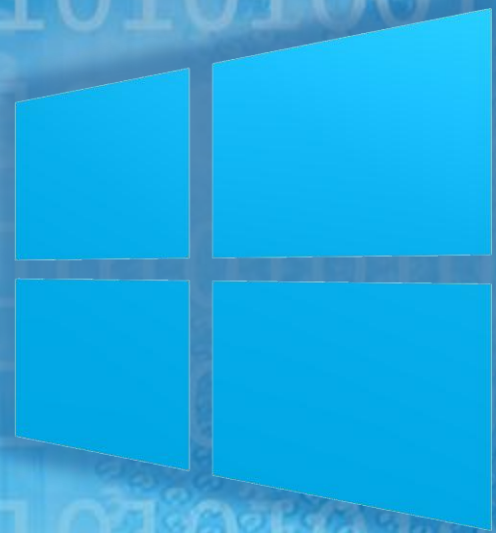
**CASIO**

**Sprint**



**vodafone**





**TIZEN**





***You cannot write a great app once and run it on multiple platforms.***





*HTML5 is a great development technology for cross platform apps.*



**Scalable**

Write Once, Run Everywhere

**Standards-based**

Open, Innovative

**HTML**



**In 2015 80%**  
Of All Mobile Apps

**85%**  
Chinese Developers

**Proven Web Technologies**

HTML, CSS, JavaScript APIs



# W3C Leadership

Committers and Contributions to  
Open-Source Projects like Webkit

Advancing Web Application Security,  
System Apps, Near Field Communication

Parallel JavaScript Technology





# Announcing Today Intel HTML5 Development Environment



# Announcing Today Intel HTML5 Development Environment





# HTML



## HTML5 Development Environment Includes:

Intel® XDK and the App Developer Center

Intel® HTML5 App Porter Tool

HTML5 Playground





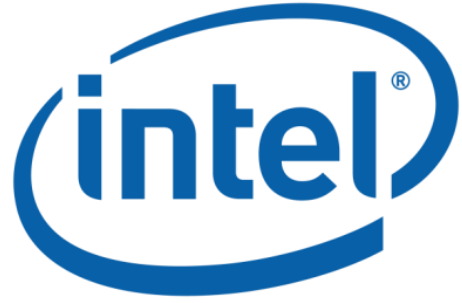
# Mr. Bo Zhao

President of MIIT CESI



中国电子技术标准化研究院  
China Electronics Standardization Institute





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App Development

Intel® Platform Development

Intel® Technologies

Business Resources

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## Intel® Developer Zone

Welcome to the Intel® Developer Zone  
Unleash your competitive edge. Get the tools and resources to develop, market, and sell your software.

Join Intel® DZ ▶

1 2 3 4 5 6 < >

DEVELOPING FOR...

Visit the HTML Experience Zone Today and Tomorrow

Take Advantage of the Intel Developer Zone



A close-up photograph of vibrant autumn leaves in shades of yellow, orange, and red. The leaves are scattered across the frame, with some in sharp focus and others blurred. They are set against a background of dark, jagged, grey rocks. The overall scene is brightly lit, suggesting a sunny day.

*Only smart phone and tablets apps  
deliver modern experiences.*



A scenic view of a mountain range with rocky peaks and green vegetation under a hazy sky. The text is overlaid on the image.

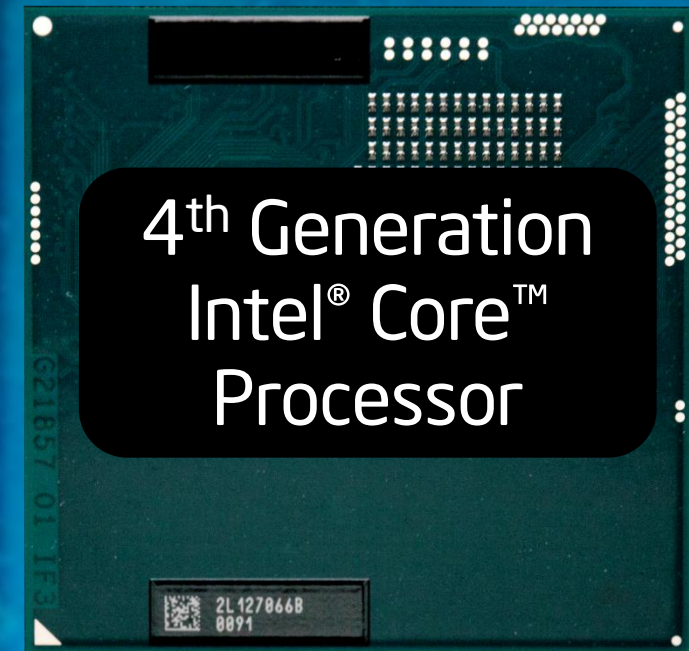
*As new capabilities come into the platform, developers have always taken advantage of them.*



# CORE FORCE









**BEFORE**  
Without AVSM



**AFTER**  
With AVSM



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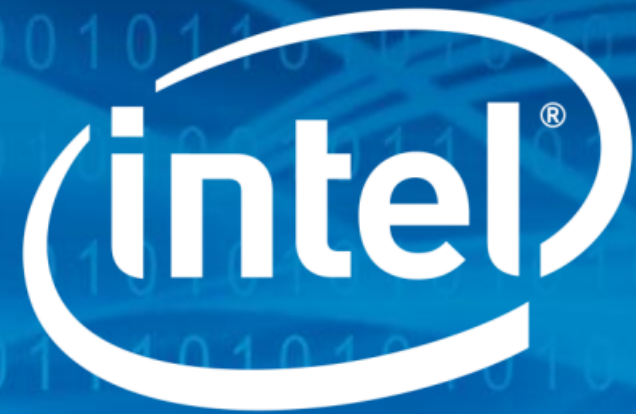




# Intel® Identity Protection Technology



Announcing Today



**中国银联**  
*China UnionPay*

Secure Payment Collaboration





**Mr. Hongfeng Chai**  
Executive Vice President of  
China UnionPay



**中国银联**  
China UnionPay



# Co-development On New Technology

## Intel® Identity Protection Technology and Intel® Distribution for Hadoop

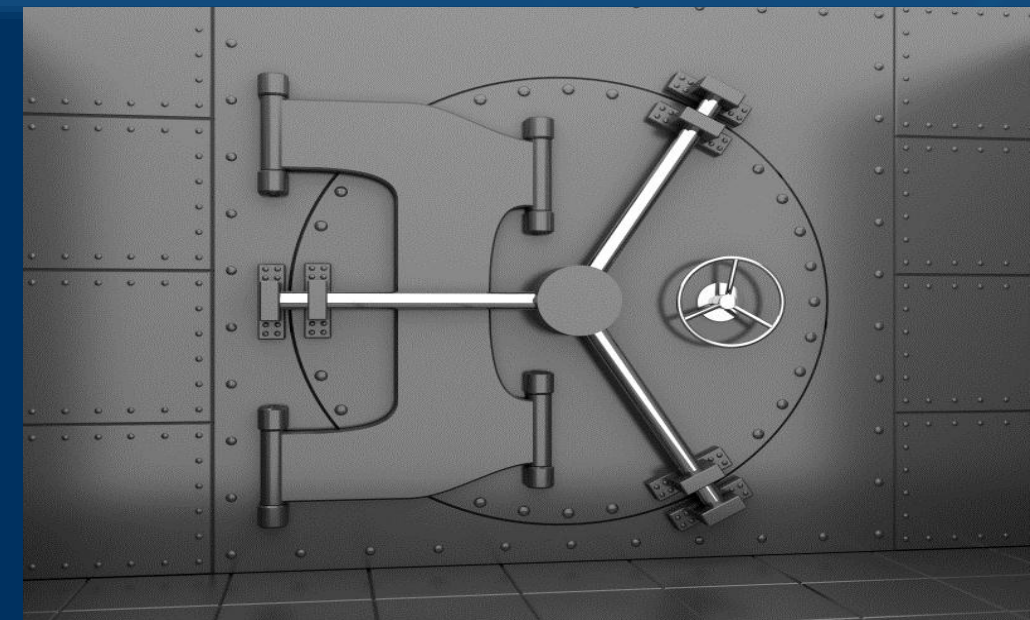
Cloud, Big Data



Smart Payment



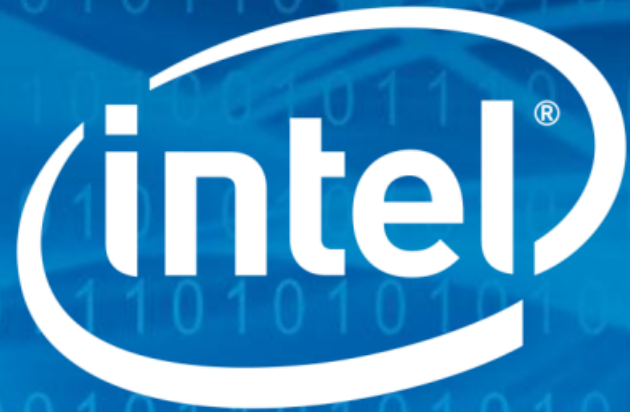
E2E Security



**中国银联**  
China UnionPay



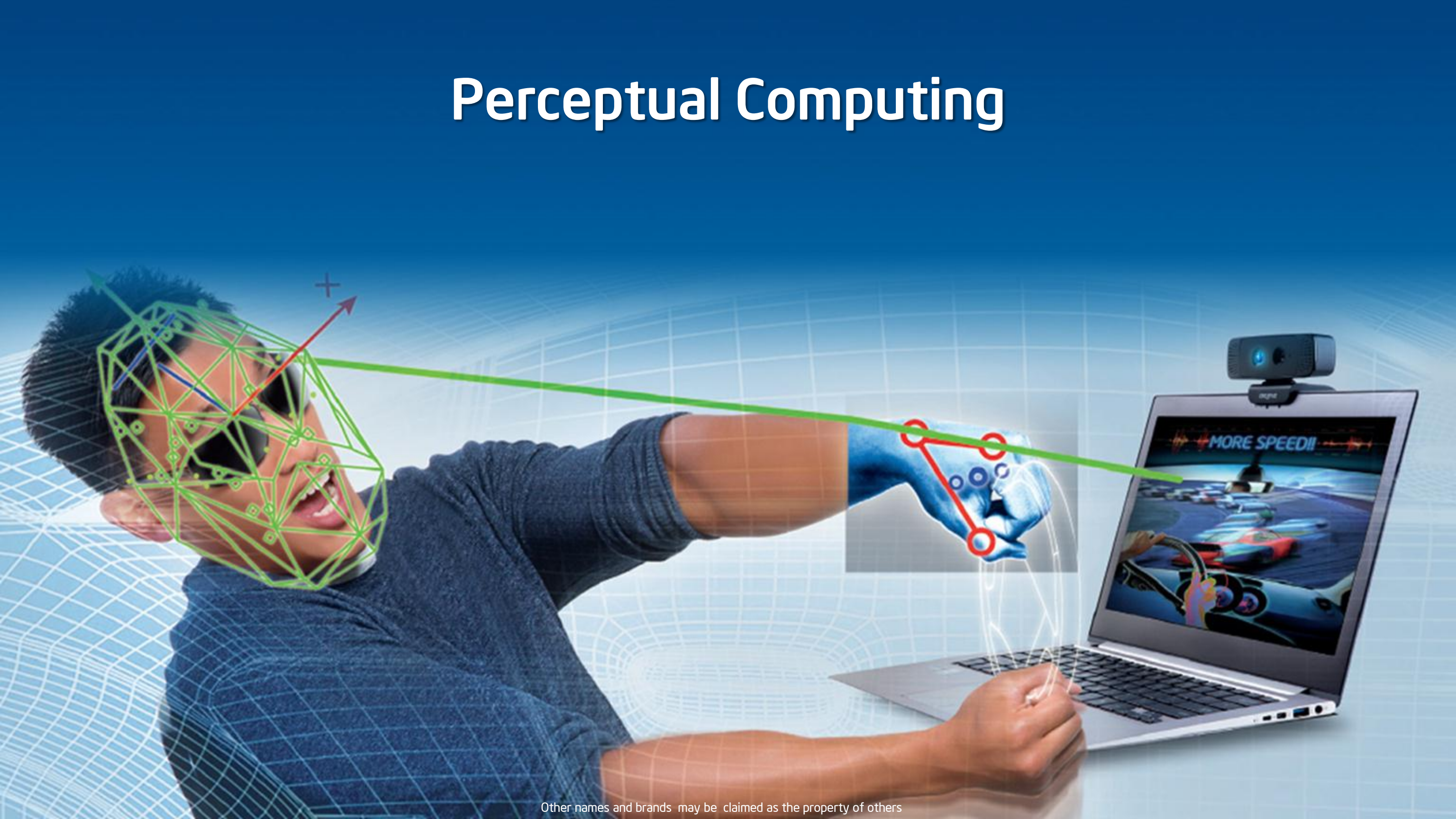
# Secure Payment Collaboration



**中国银联**  
*China UnionPay*



# Perceptual Computing





# Multimodal Gaming

**VALVE**<sup>®</sup>

**PORTAL 2**<sup>™</sup> 

 **SIXENSE**<sup>™</sup>

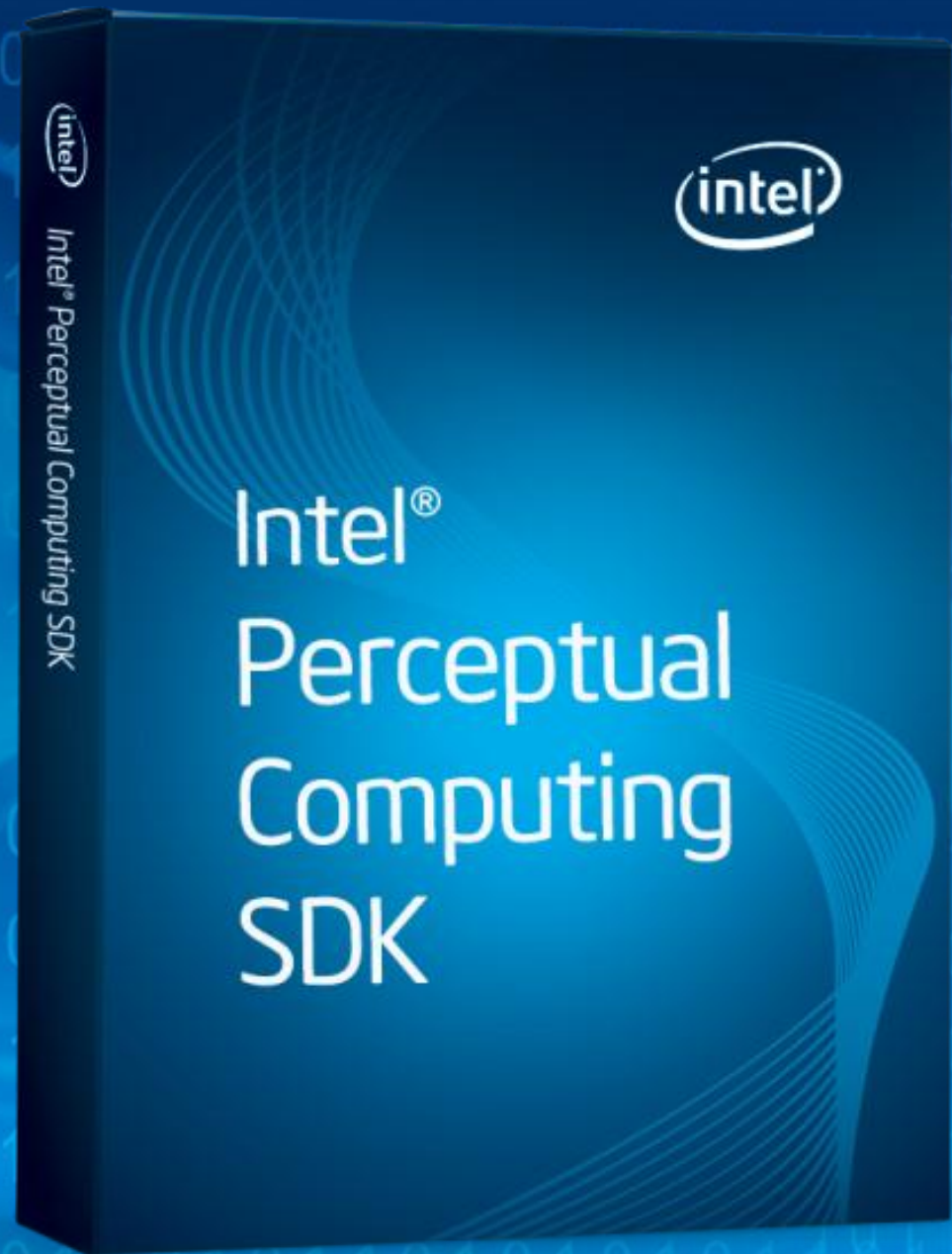




# Augmented Reality





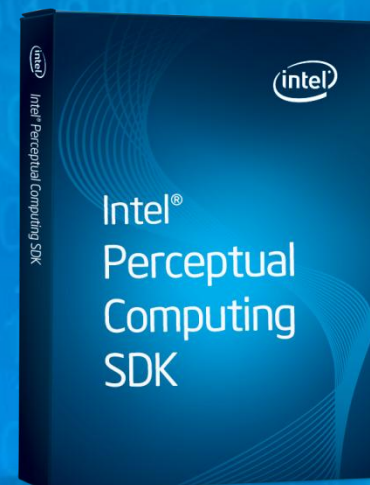
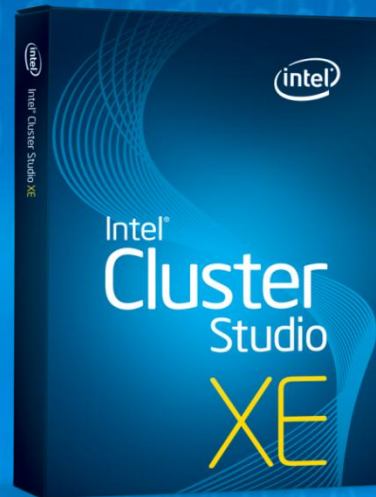
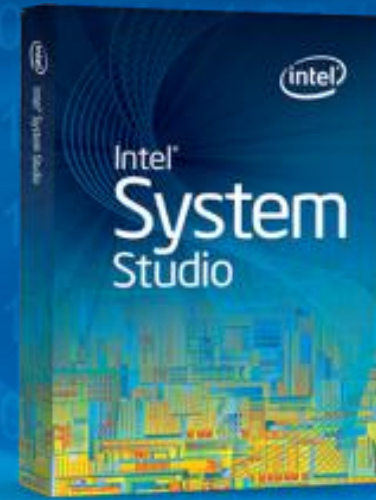
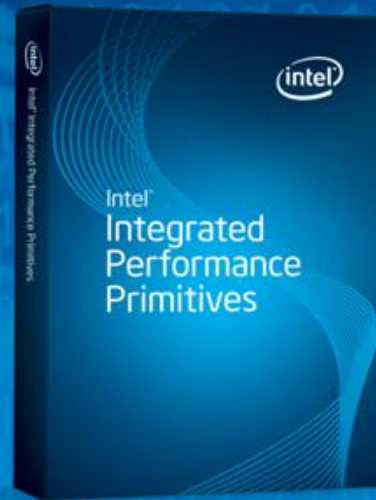
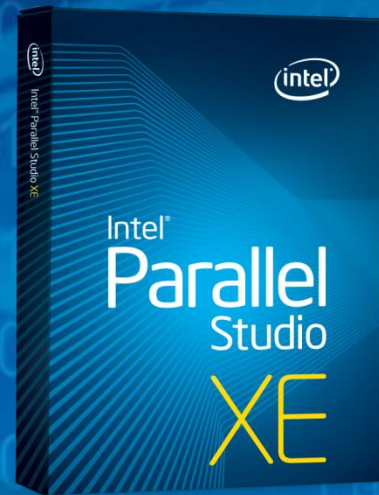
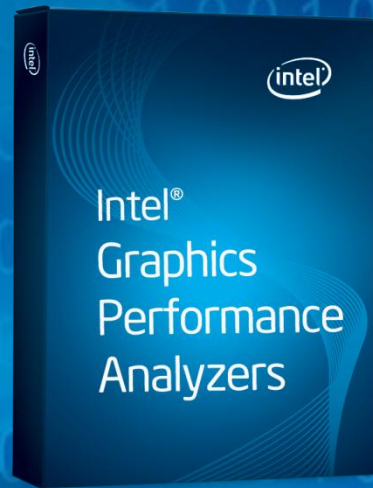
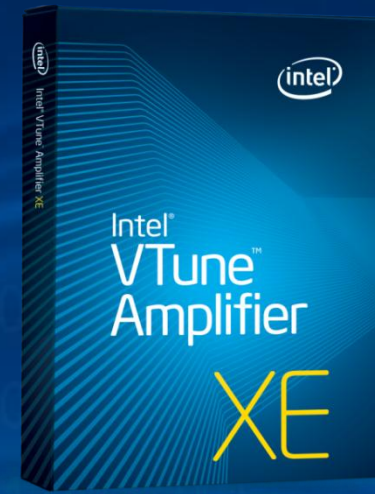
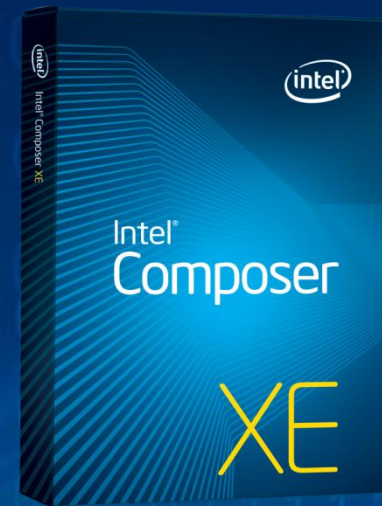
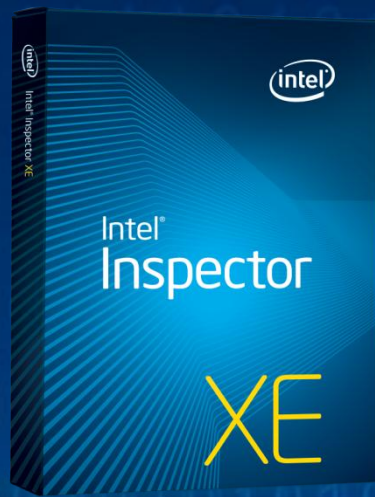
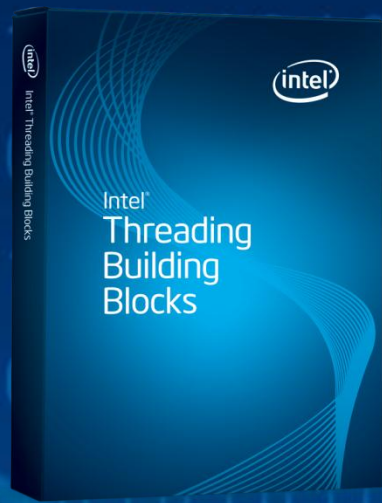


# \$1M Perceptual Computing Challenge

<https://perceptualchallenge.intel.com/>

[www.intel.com/software/perceptual](http://www.intel.com/software/perceptual)  
for more information on the SDK










*No one sees your complete success  
as their complete success.*





*Intel is here to support you.  
And we know that our success is  
only possible with your success.*



Visit the HTML Experience Zone

Modernize your Applications with Touch, Sensors

Capitalize on 4th Generation Intel® Core™ Processor

Take Advantage of Perceptual Compute Technologies

Explore the Resources at Intel Developer Zone





“移”葉“張”目識泰山



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