LET'S SEE WHAT DEVELOPS.

IDF2013

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Reinventing the Computing Experience

Kirk Skaugen
Senior Vice President & General Manager
PC Client Group

intel®
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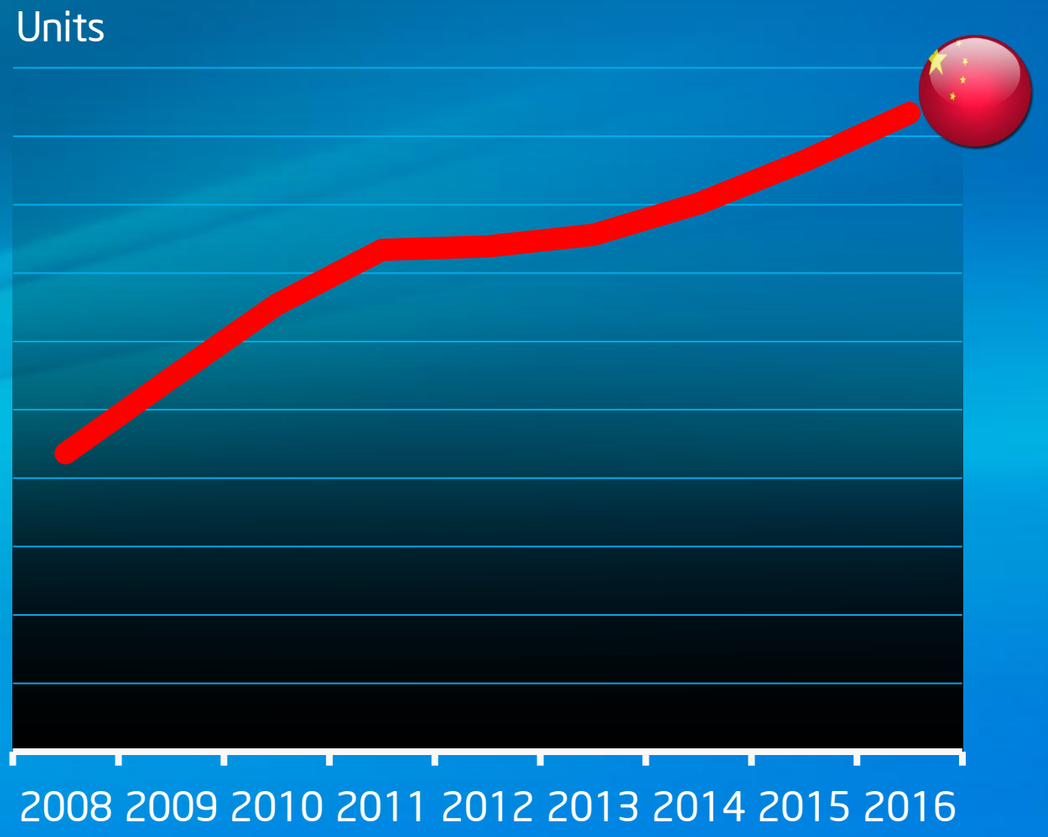
China #1 PC

Consumption Country



Source: IDC

Beijing IDF 2012
Making an Impact

Ultrabook™

Touch

All-In-One

Small Business Advantage

Agenda

Ultrabook™: Reinventing Personal Computing

New “2 for 1” Convertibles/Detachables

4th Generation Intel® Core™ Processors

Amazing New Computing Experiences

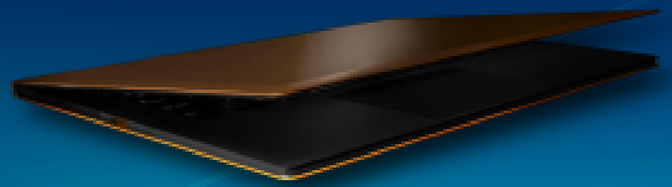
e.weibo.com/IntelIDF

WeChat: IDF Express

Ultrabook™

2011

Category Introduction



2nd Generation
Intel® Core™ Processor

2012

Ramp into Mainstream Price Points + Touch

3rd Generation
Intel® Core™ Processor

2013+

"2 for 1" Computing

4th Generation
Intel® Core™ Processor

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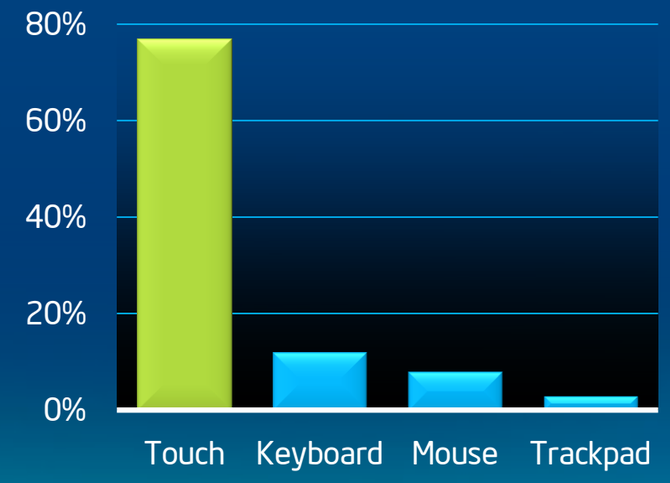
Touch

Research



Touch Was Chosen Nearly 80% of the Time

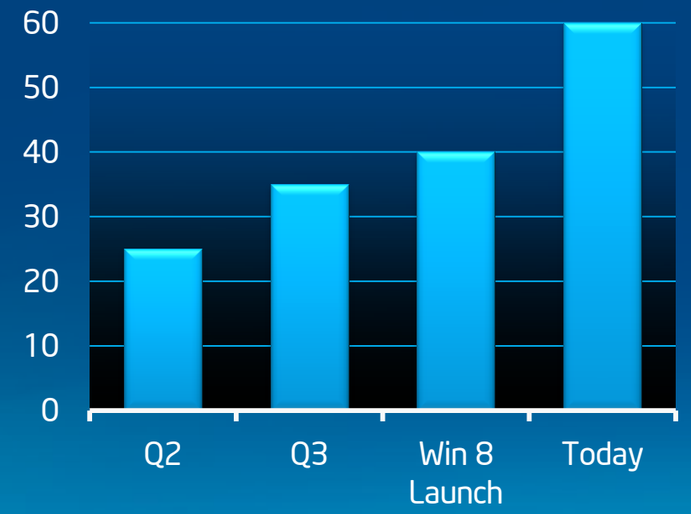
Intel® Dec 11 Touch Research Study

Capacity

TPK
WINTEK
HannsTouch SOLUTION INC
CANDO CANDO CORPORATION

Ecosystem Investment

Designs



Touch Designs Ramping

Source: Intel Design Tracker

PC PCMAG.COM

"Ultrabook…Intel's roadmap has ventured further than just thinner laptops to ***genuine innovation***, with all the upheaval and rethinking that new technology requires."

Nov 2, 2012

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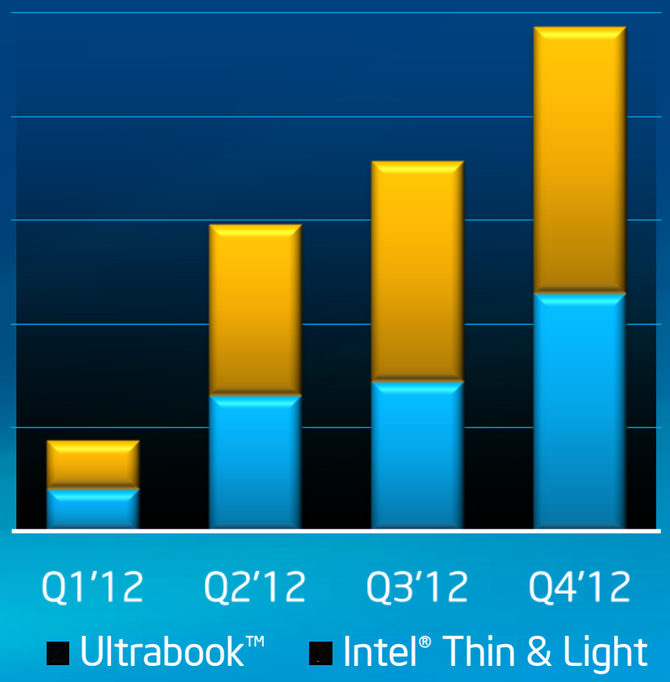
Ultrabook™ Impacting Broad Mobile Market

Everything is Thinner

17W Product Ramp



Innovations

Touch

2 for 1 Convertible and Detachable Form Factors

Voice

Ultrabooks Continue To Drive Mobile Innovations

Source: Intel Actual

A New “2 for 1” Mobile Computing Experience

Smartphone

Tablet

Consumption Usages

Ultrabook™
Convertible & Detachable

Ultrabook™

Notebook

Creation/Productivity

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2 for 1 Value Proposition:
A Notebook or a Tablet? YES!

Clamshell
With Touch

Detachable

Convertible

≥13.3”

Additional Differentiation Opportunity

Notebook First
15W Processor

Additional Differentiation Opportunity

≤11.6”

Tablet First
7W* Processor

Slate

Other names and brands may be claimed as the property of others

*As low as 7w Scenario Design Power

New Lower Power 3rd Generation Intel® Core™ Processors

System Availability: June

lenovo™

Intel® Core™ Processor Performance
Thinner & Lighter

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New Lower Power 3rd Generation Intel® Core™ Processors

System Availability: Q2

TOSHIBA

Leading Innovation

Intel® Core™ Processor Performance
Intel® vPro™ Options

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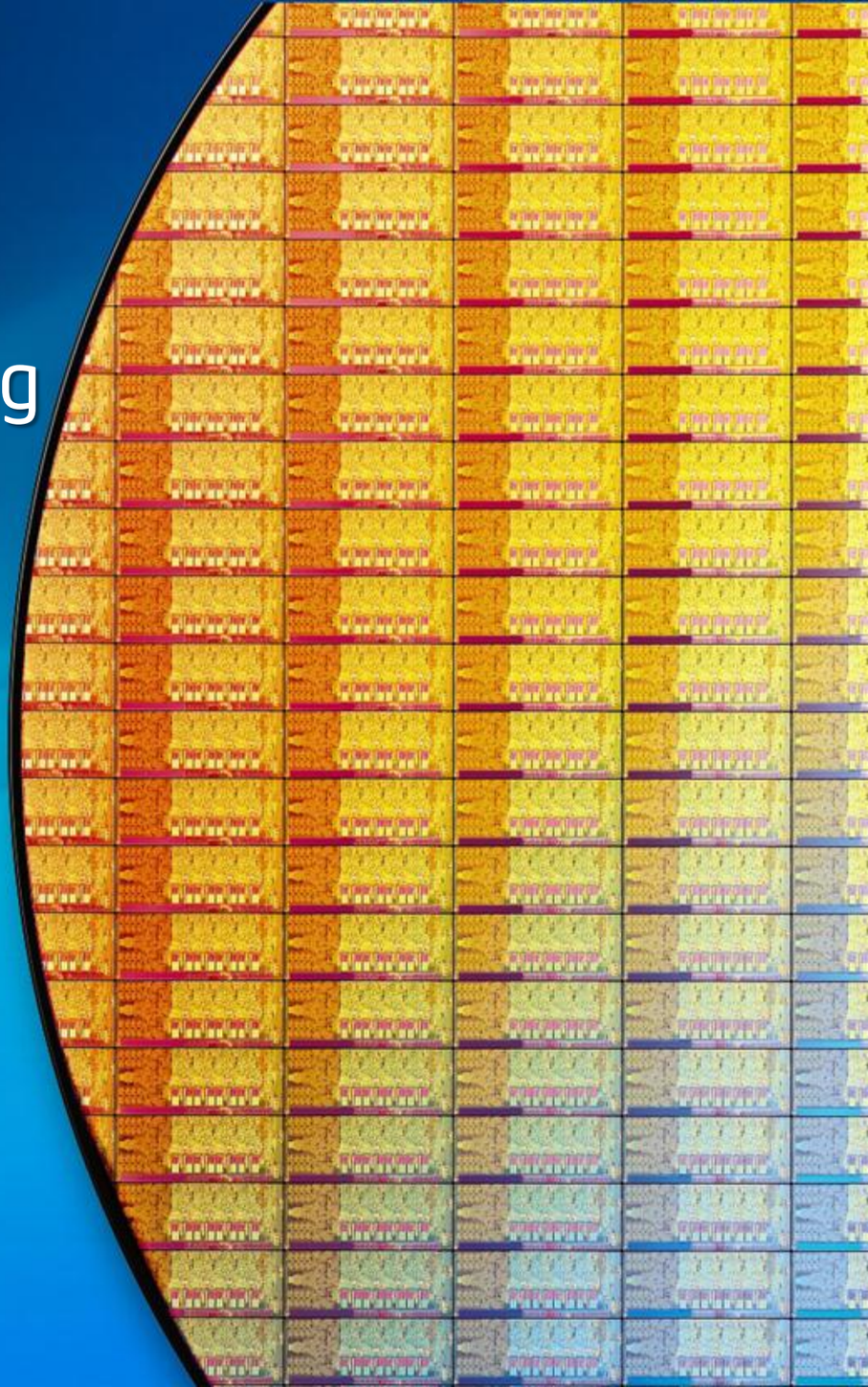
Amazing New Computing Experiences



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4th Generation Intel® Core™ Processors

NEW Architecture on 22nm Tri Gate

NEW Intel Power Optimizer: 20x Power Reduction
vs. 2nd gen Intel® Core™ Processors

NEW Integrated on package PCH for amazing form factors

NEW Integrated Audio DSP: more battery life, higher quality

Shipping Now and On Track for Q2 2013 Launch

4th Generation Intel® Core™ Processors

Enhanced Graphics

3D Graphics

NEW Up to 2x performance AGAIN

NEW Integrated on-package EDRAM Memory

NEW API Support: DX11.1, OpenCL 1.2, OpenGL 4.0

Display

NEW 3 Screen Collage Display

NEW Enhanced 4k x 2k support

NEW 2x bandwidth with Display Port 1.2

Media

NEW Faster Intel® Quick Sync Video

NEW Faster JPEG & MPEG Decode

NEW OpenCL 1.2 Support

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. Requires ISV applications to benefit from features

4th Generation Intel® Core™ Processor-based Ultrabook™ Experience

Responsive
- Amazing Performance to Create & Consume Content
- Natural UI: Touch *& Voice**
- Always Fresh Data
- Wakes in a Flash

Mobile
- All-day Battery Life
- Thinner, Lighter Designs
- Intel® Wireless Display

Protected
- Intel® Identity Protection
- Anti-virus/ Anti-malware
- *Facial Log-in**
- *vPro™*
- *Small Business Advantage**

Stylish
- Stunning Visuals
- *2-in-1 Convertibles & Detachables**
- *High Resolution Display**

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Other names and brands may be claimed as the property of others

*Recommended

Lower Power 4th Generation Intel® Core™ Ultrabook™ Reference Design

[12]Projected performance based on 3DMark Vantage Performacne Profile Scores

Evolution of the Desktop

All in One

Lay Flat

Easel Mode

Semi Portable

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Bringing the Family Together

Bringing the Family Together

New AIO Experiences

A Broad Ecosystem

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A Broad Intel® WiDi Ecosystem

belkin

lenovo

NETGEAR®

D-Link®

LG

SAMSUNG

TOSHIBA

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Expanding WiDi in China

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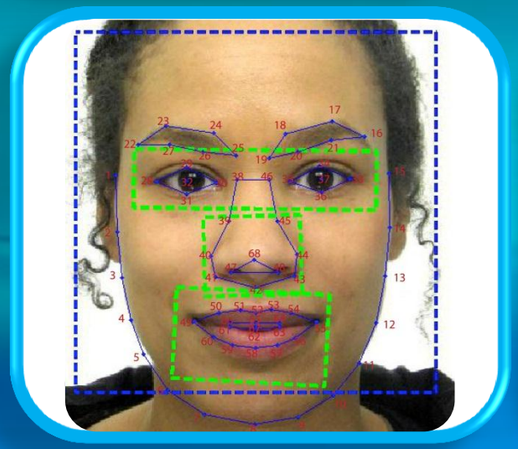
Perceptual Computing

Adding "Senses" for Life-like Interactions



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Bringing Voice to the PC In China

Intel® in Partnership with Nuance & iFlytek

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CREATIVE®

Enabling Natural Interactions

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Summary

- "2 for 1" Ultrabook™ Convertibles & Detachables Ramping 2H 2013
  - "A Tablet When You Want It, a PC When You Need It"
- 4th Generation Intel® Core™ Processors:
  - Game Changing Graphics & Media; On Track for Q2 2013 Launch
- New Bay Trail M & D for Entry Computing
- Prepare for New Immersive Experiences:
  - Touch, Voice, Gesture, Wireless Display

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