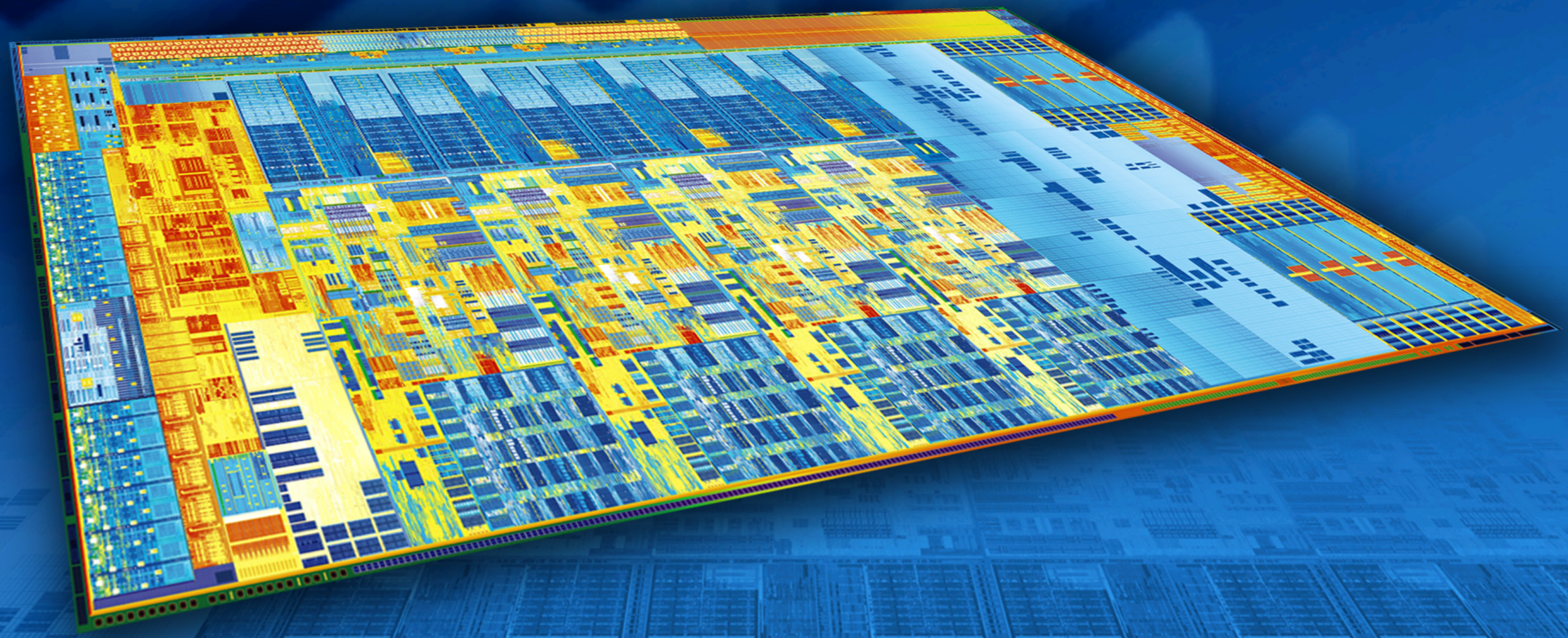
# Tablets at Intel

Chris Walker
Mobile and Communications Group

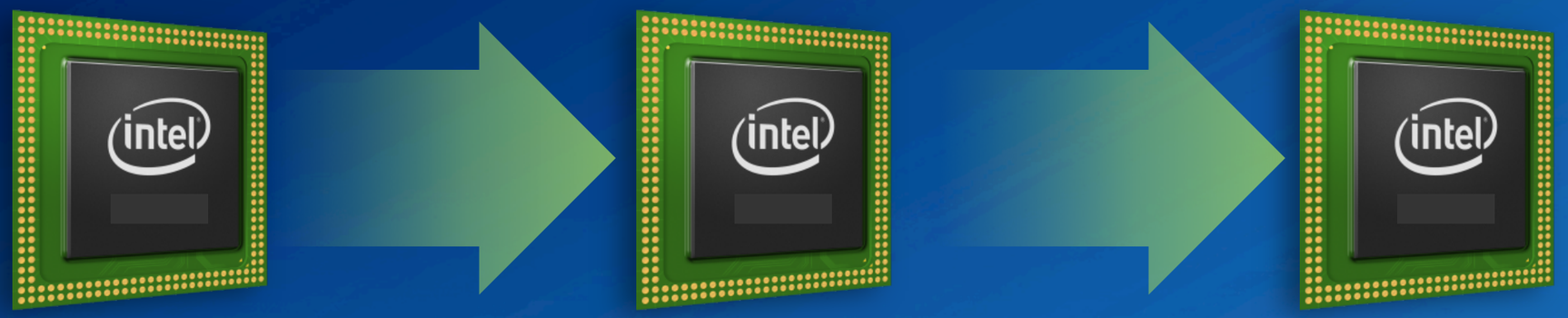


Intel® Atom™ Processors enable sleek, powerful tablets, with connected stand-by and all-day battery life

**More than 20 designs with leading OEM and ODMs**

Innovate and engage the Eco-System

# Windows Tablet Platform Roadmap



| 2012 | 2013 | 2014 |
|---|---|---|
| **Clover Trail** | **Bay Trail** | **Next Generation** |
| *32nm* | *22nm* | *14nm* |
| *1.8 GHz Processor* | *Next generation uArch* | *Next generation uArch* |

All products, designs, dates and figures specified are preliminary based on current expectations, and are subject to change without notice. Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing.

# On Track with Win8 Tablets

## Positioned For LEADERSHIP

- Performance Leadership
- Software Optimization
- Software Compatibility
- Extensive Innovation on IA

## 10 OEMS >20 DESIGNS
Clover Trail Customers

# Intel® Atom™ Processor Tablet Benefits

Cool new leading form factors with all day battery life

All the exciting new features of Windows* 8

**Compatibility with over**
**4 million**
**existing software apps**
from your tablet

**Connected stand-by**

Ability to attach existing cameras, printers, and other devices

# Intel® Atom™ Processor Tablet Form Factors

## Windows* 8

### Intel-based Tablet

- Slate form factor
- Touch interface

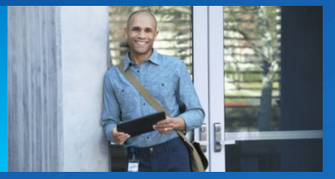
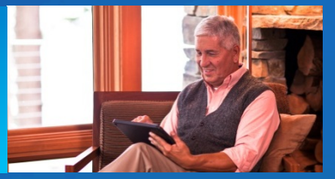
### Intel-based convertible

- Touch interface + integrated keyboard
- Flexibility to convert for optimized typing

Variety of form factors expected

- Great for work and play
- Responsiveness for entertainment and productivity on the go

# Tablet Experience

| | | |
|---|---|---|
| Sleek & Cool Form Factors | Easy to carry and stylish enough to represent you | |
| Business-grade Manageability | Secure and manageable within the enterprise environment |  |
| Connected | Connected standby experience, 3G and LTE options |  |
| Battery Life to Spare | All day battery life and up to 30 days on standby | |
| Touch & Swipe | Easy intuitive interface and access to Windows 7 applications | |

# Consumer Devices are Entering the Workplace… Ready or Not

Employees (Bring Your Own Device)

Smartphones
Tablets
Laptops

"I want to be more productive"

- Content consumption
- Collaboration
- Communication

IT

Under pressure

"I need to please management and users"

- Protect security and privacy
- Comply with policy
- Deliver service across all devices

Vertical Line of Business

Smart handhelds
Tablets

"I want to replace paper processes"

- Line busting
- Mobile sales
- Point of care/point of sale

# Tablet Summary

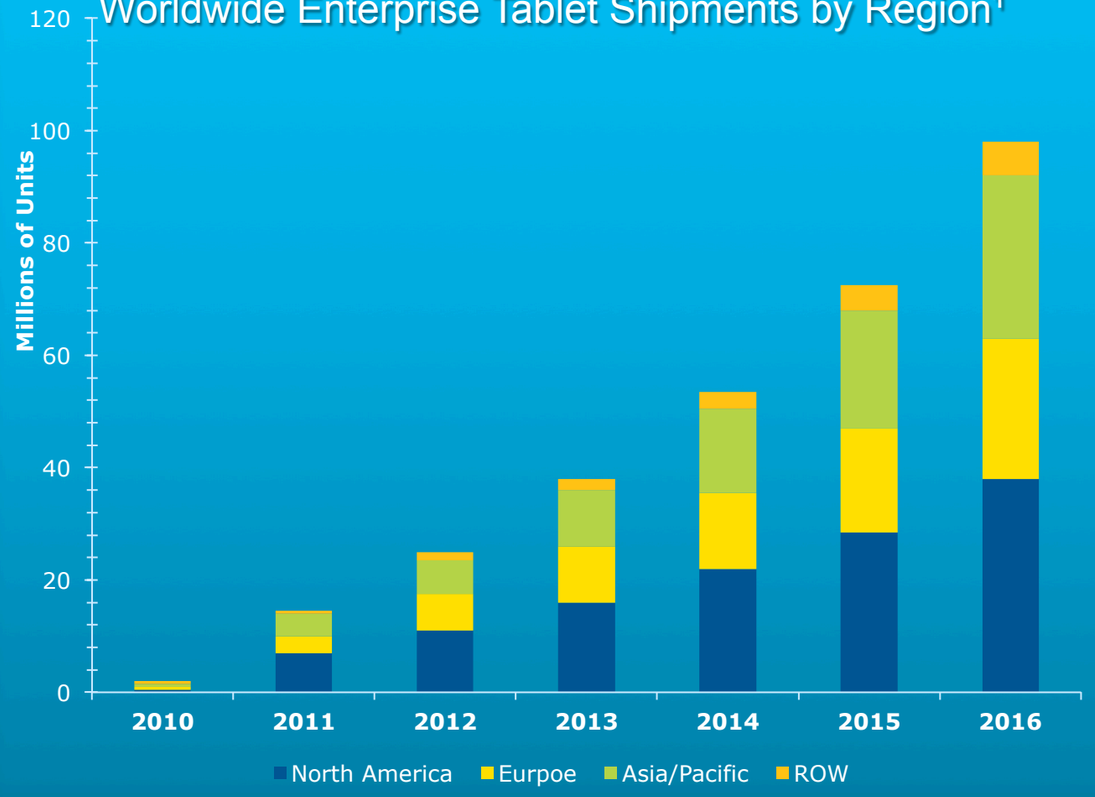
- Next generation Intel® Atom™ Processors enable sleek, powerful tablets and tablet convertibles with connected stand-by and all-day battery life
- The combination of Intel Architecture and Windows* 8 will bring a tablet experience that supports both classic Windows Desktop applications and peripherals and the new Windows 8 Metro style interface
- Intel currently has more than 20 designs with leading OEM and ODMs

intel®

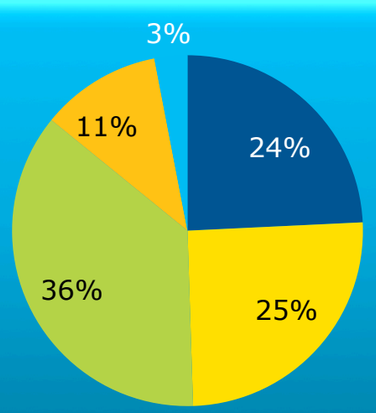
# Business Tablet Demand is on the Rise

## Enterprise Tablets Expected to Grow Sharply

Worldwide Enterprise Tablet Shipments by Region[1]

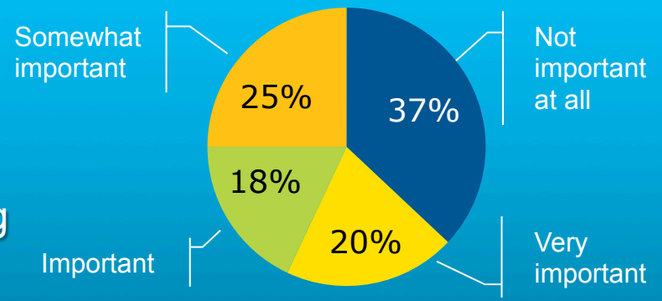



## Most Companies are Investigating Tablets[2]




## Demand for Windows*OS

How important will a Windows* OS be to you when considering your next tablet purchase?[3]




1. Source: Infinite Research; Worldwide Enterprise Tablet Market Forecast.
2. Source: US Hot Topic Effectiveness Research, April 2011.
3. Source: In-Stat

# WINDOWS 8 Tablet Convertibles

## IMAGINE THE POSSIBILITIES

Windows 8* New Experience

Win 32 + Peripheral Compatibility

Metro + Traditional Desktop

Unprecedented Flexibility

Intel Platform Leadership

Intel Confidential