



Intel Software Media Day

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Do you know?



Who is the fastest growing telecom company?

Who is the fastest growing recruiting company?

Who is the fastest growing book seller?

Do you know?

They Are All SOFTWARE Companies!

*"In short, software is eating the world."
- Marc Andreessen*



Power of Intel Architecture ...



With Software



Software at Intel Is Not New

1980
RMX -
Real time
OS

1992
Shipped
Indeo
Codec

2000
Intel
Software
Network

2006
Threading
Building Blocks
Intel Software
Partner Program
Multicore
Software
University Effort

2008
Visual Adrenaline
Intel Parallel Studio
Intel Cloud Computing
initiative
Universal Parallel
Programming Research
Center
Intel Academic Community

2011
Acquired
McAfee

1980s

30 Years of Software at Intel

2011

1987
Acquired
DVI for
Codecs
Acquired Bell
Technologies

1993
Shipped First
Development
Tool

1997
Linux
Work
Begins

2007
Launch Moblin project
and Moblin.org
Launch Threading
Building Blocks open
source
Acquired Havok

2009
Acquired Wind
River
Intel Atom
Developer
Program
Launched InTru
3D

2010
MeeGo
1.0



Software at Intel Is Not New

Parallel Programming



Security

McAfee®



nordic edge

1980s

30 Years of Software at Intel

2011

Visual Computing



Embedded and Mobile Devices

WIND RIVER



Creates Computing Experiences



Creates Computing Experiences





Operating
Systems

Computing Experiences Require Choices





Help Developers Create the Best Applications

Developer Tools

- Leadership tools for HPC, media, gaming, graphics & embedded design
- 90+ available products
- Includes code samples
- Training and support



Direct Developer Engagements

- Code enhancement engineering
- Full software developer training and education programs worldwide
- Developer conferences
- Direct, onsite support



Developer Programs

- Applications test and qualification on platform features
- Black Belt code assistance from platform knowledgeable experts
- Dedicated online communities for information and support

Intel® Software Partner Program
Helping you create and market amazing software.



Building a Worldwide Intel Ecosystem

Intel® Software Partner Program

>20,000 ISVs

>3700 Applications @ SAT criteria

15,000 Applications Enabled

Intel® Software Network

14M Developers

>200 Countries

90+ Developer Products and Tools

Intel® Academic Community

97 Countries

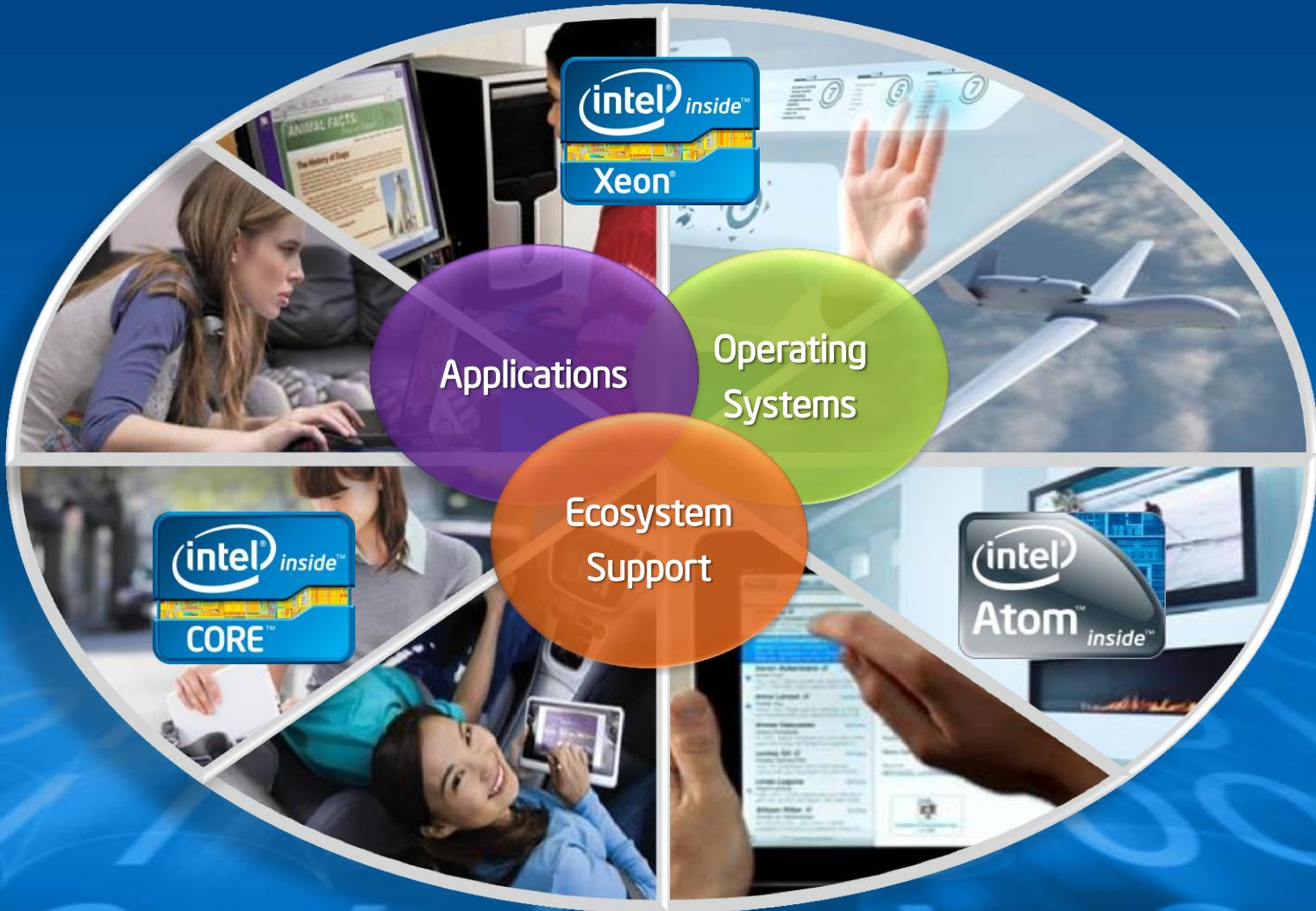
>2700 Universities

>5000 Professors Registered

>350,000 Students Trained

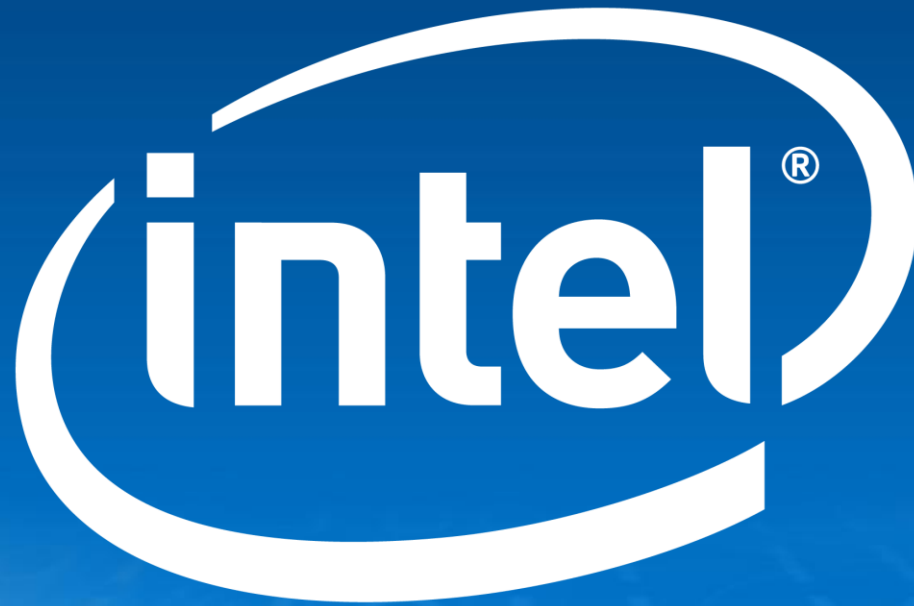


To Create Experiences



Software at Intel





Thank You!