Intel Software Media Day

SSG and Visual Computing
From Silicon to Solutions

Matt Ployhar
Strategic Graphics and Gaming Planner
SSG-DRD PAE VCE CAPM

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Intel and Visual Computing

❑ Intel recognizes that both hardware and software are critically tied together

❑ Intel has an *extensive* developer ecosystem which we support with our tools, software engineers, communities, programs, alliances, affiliations, and brands

❑ Interaction with the ecosystem provides a crucial feedback loop back into our future hardware, software, and platform development efforts

❑ Several industry leading, highly successful, examples to choose from and we'll cover a few of those examples here shortly

Intel Hardware

Intel Software, Tools, Programs

Enriched Experiences

Intel Hardware | Tools, Libraries, Samples | Ecosystem Enabling | Compelling Applications | Satisfied Consumers
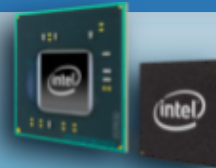
Why Developers are Targeting Intel Platforms

Processor graphics shipments are broadly available and present and enormous market expansion opportunity

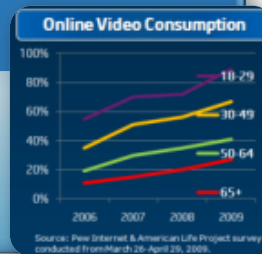Intel Market Segment Share for Desktop at 50% and Notebook at 59%*

The PC leads in connectivity, new biz model innovation, installed base, product innovation, and digital distribution

Media Consumption continues to rise rapidly

By 2013, 90% of all consumer IP traffic is projected to be video

Online Video Consumption

*Source: Mercury Research 2011-Q3

Intel Hardware   **Tools, Libraries, Samples**   **Ecosystem Enabling**   **Compelling Applications**   **Satisfied Consumers**

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Key Intel Hardware Features

Intel® Quick Sync Video

Breakthrough media processing for incredibly fast creating, editing and sharing of content.

Accelerated Encoding, Decoding and Transcoding features. (e.g. conversion of media for portable players and online video sharing services.

Intel® InTru™ 3D

Stereoscopic 3D Blu-ray* playback experience in Full HD 1080p resolution in 3D (over HDMI 1.4)

Intel® Clear Video HD

Visual quality and color fidelity enhancements for spectacular HD playback and immersive web browsing)

Intel® Wireless Display (mobile only)

Hassle free wireless connection of PC to HDTV via the home network. Share videos, photos and music on the biggest screen on the house.

Now with 1080p playback.

Premium HD Entertainment with Intel® Insider™

Intel® HD Graphics

Significant 3D performance for an immersive mainstream & casual gaming experience supporting a broad range of game titles.

Intel® Advanced Vector Extensions

Intel®AVX

Increased performance for demanding visual applications like professional video & image editing.

WaveAudio

2nd Generation Intel® Core™ Processors deliver new sets of visual computing features targeting the desires of today's consumers.

Intel Hardware

Tools, Libraries, Samples

Ecosystem Enabling

Compelling Applications

Satisfied Consumers

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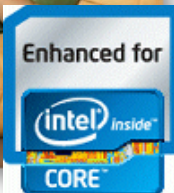# Optimized Media Development Tools

Performance
- Intel® Processor Optimized
- Intel® Accelerated
- Extensible with custom filters

Efficiency
- Single API across HW and SW
- Reduces code paths
- Removes DXVA 2 complexity

Future Proof
- Today with Intel® HD Graphics
- Support for future architectures

Intel® Media SDK

- **Single API providing access to optimized media libraries for video codec acceleration on Intel CPU & Processor Graphics**
- **Free to Visual Adrenaline Members**
- **Exclusive access to Intel Quick Sync Video Technology**

"The Intel® Media SDK has allowed us to take advantage of graphics features such as hardware accelerated video pre-processing, as well as reduce our development time for supporting multiple hardware platforms. By using the Intel Media SDK we are well positioned to utilize Intel's next-generation media processing features."

George Tang, ArcSoft Vice President and General Manager of Video and Home Entertainment Group.

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Exposing Graphics Performance

Intel® Graphics Performance Analyzers

- **Customized graphics application analysis and real time experimentation to help pinpoint bottlenecks and optimize games for Intel® CPU & Intel Graphics-based PCs**

- **Optimize games, media, & OpenCL applications for Intel ®**

- **Free to Visual Adrenaline Members**

System Analyzer – Use System Analyzer to view the problem and understand it.

Frame Analyzer – Use Frame Analyzer to dive into a frame, find bottlenecks, and run test cases.

"(Intel) GPA was absolutely crucial for optimising the game for Intel Integrated Graphics."

SEGA developer & beta partner
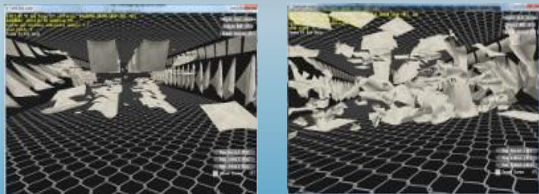
Samples Help Speed Development

On-line/DVD game developer focused samples provide:

- ❑ Source code
- ❑ Articles
- ❑ Developer videos
- ❑ Advice on best practices
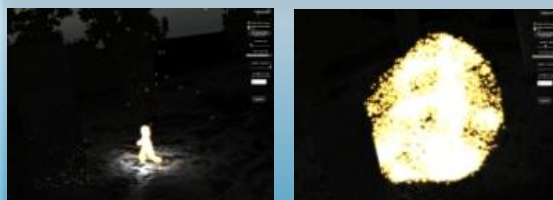- ❑ Pre-release information (under NDA)

AVX Cloth
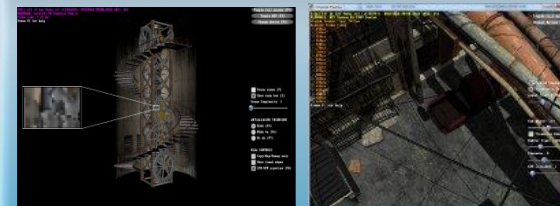**More performance by using SIMD on Sandybridge**

Scalable Ambient Effects
Program effects in games to span varying platform capabilities

CPU Onloading
Increasing visual fidelity using the entire compute power of the system, eg MLAA, SDSM, post-proc, etc

www.intel.com/software/gamecodesamples

Visual Adrenaline Industry Campaign

eDM

Website with showcase

Intel® Visual Adrenaline, 10 issues

Tools campaigns

A multitude of developer touch points

Content Syndication

Bloggers - Internal Resources Syndicated Externally

iPad / iPhone app

90 Partners

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Visual Adrenaline Campaign Ingredients

Highlighting and Promoting Enabled Applications

- **Visual Adrenaline Magazine**
  - Quarterly vehicle. Electronic distribution, printed for events and other uses…
- **Intel ISV Showcase and Gallery**
  - Highlights enabled applications
- **3rd Party Online Presence**
  - Gamasutra, CGW, banners, placed content
- **Print Media**
  - Full page ads and placed articles in Game Developer, CGW, etc.
- **Electronic Direct Marketing**
  - Managed database for broad outbound communication to industry and enthusiasts
- **Industry Events**
  - GDC global sponsorship, SIGGRAPH, GC/GCDC
- **Collateral**
  - Joint solution briefs, success stories, CD collateral, behind the scenes videos
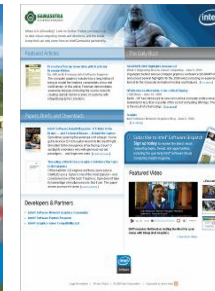- **VC Developer Community**
  - Online resource for developers
- **Visual Adrenaline Partner Program**
  - ISV entry point for application enabling and co-marketing
- **Academic Research**
  - More than 2 dozen universities engaged in visual computing research with Intel

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Promoting Enabled Applications

Perfect for All In One Systems!

Visual Rich Media

Informative Application Messaging

Interactive Customizable Touch Screen Interface

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See for Yourself!

- **We invite you to experience some of the most recent and exciting applications that have been "Enhanced for Core".**
- **Make sure you don't leave without your Fall 2011 App Pack!**

More is possible with Intel Inside®

Full Versions of the following media apps/games included:

1. Corel VideoStudio Pro X4
2. Nik Software HDR EFEX Pro
3. Movavi Video Converter 10 & Video Converter 3D
4. ArcSoft MediaConverter 7
5. ArcSoft MediaImpression 3 HD
6. ArcSoft TotalMedia Theater 5
7. ArcSoft ShowBiz 5
8. Cyberlink MediaEspresso 6.5
9. Cyberlink PowerDirector 9
10. Capcom Street Fighter IV
11. Atari Yar's Revenge
12. Atari Dungeons & Dragons: Daggerdale
13. Trion Rift
14. EA Gatling Gears

The Power to Create

The 2nd Generation Intel® Core™ i5 and Core™ i7 Processors are perfectly suited for digital media creation at all levels. Thanks to new technologies like Intel® Quick Sync Video™ and Intel® Turbo Boost Technology, performance enhances on demand and data throughput maximizes whenever you need it to.¹ These new processors will change the way you experience video editing and other multimedia tasks, such as image rendering and photo retouching—as well as audio recording, editing, and mastering. Think faster. Play faster. Work faster. Now you really will.

You are invited to work and play bigger and faster. Starting now!

Behind this tab you'll find a range of engaging media titles. These media apps are optimized for Intel's 2nd Generation Core features, including Intel® Quick Sync Video, Intel® Clear Video® HD and Intel® InTru™3D. Want to experience all the wonders of blazing fast video encoding? Download and try out these great tools today!

1. Requires a system with Intel® Turbo Boost Technology. Intel® Turbo Boost Technology and Intel® Turbo Boost Technology 2.0 are only available on select Intel® processors. Consult your PC manufacturer. Performance varies depending on hardware, software, and system configuration. For more information, visit http://www.intel.com/go/turbo.

Just when you thought a PC couldn't do more, now it does.

You know the PC as versatile and essential. And now, with a new one, you can do even more. Powered by a 2nd Generation Intel® Core™ Processor with an array of improved built-in features, you'll experience new possibilities for self-expression, exploration, and joy.

Entertain. Discover the new world of entertainment that awaits you on a new PC. Enjoy and share exclusive HD movies, shows, and casual gaming on your PC or streamed to your big screen TV.
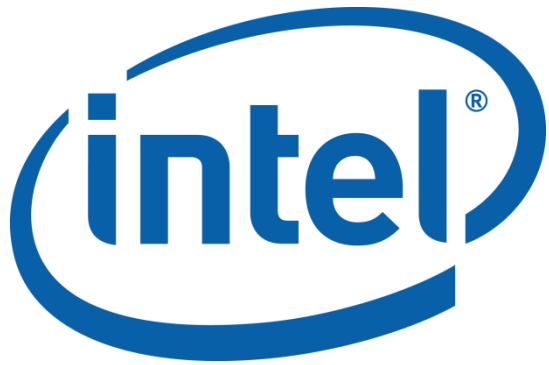
Create. Unleash your creativity like never before. Now you can express your creative side and share your brilliant ideas in new ways that go way beyond what an older PC can do. Create photos and videos that look amazing, and then share with friends and family quickly and easily.

Learn. Feed the need to learn with a new PC—the ultimate knowledge device. Help your children turn PC performance into academic performance or take your hobby from good to great with the full functionality and content of the Internet at your fingertips.

Rediscover what's possible now with a new PC with Intel Inside®.

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Q&A

Thank You!

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