



**Intel**

**Meet the Family:  
Future Intel® Core™ Processors**

**December 2009**

# Agenda

- 2009 - Year in Review
- Trends Going Forward
- Future Intel® Core™ Processors
- Intel CES Preview

# 2009 in Review

*Worst recession in decades, but...*

Invested during downturn; innovating and integrating

- \$7B in US alone for four 32 nm factories
- 32 nm on tap - second generation high-k; and for first time two processes (performance or power-focused)
- Wind River, other software-related acquisitions

Nehalem architecture wildly popular, plus Windows 7

Called the bottom well before most

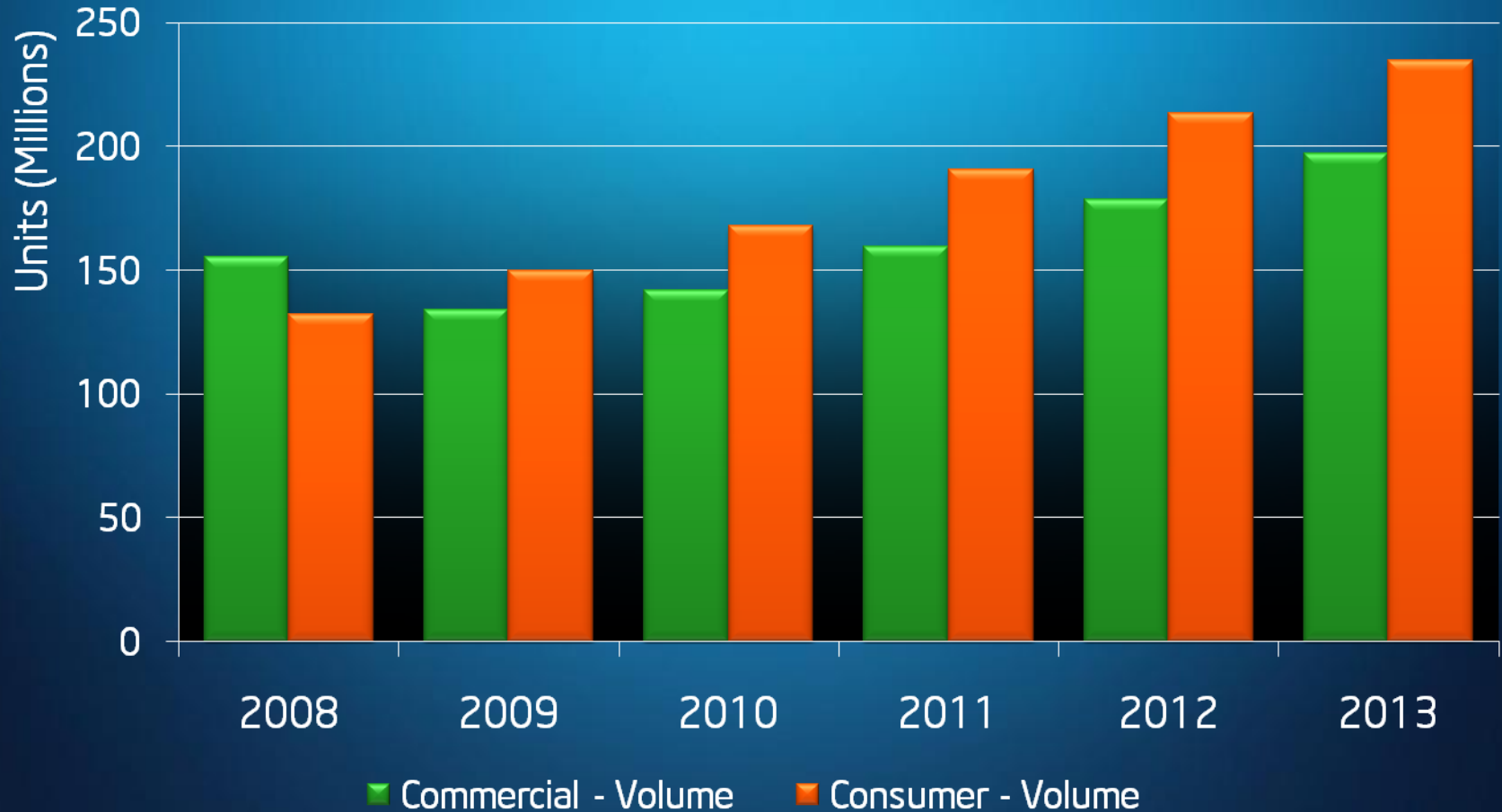
Everything becoming more PC-like: phones, TVs, more

High definition video exploding

Drove an entire new market segment: Netbooks

**So recovery underway, what now?**

# Commercial and Consumer PC Forecast



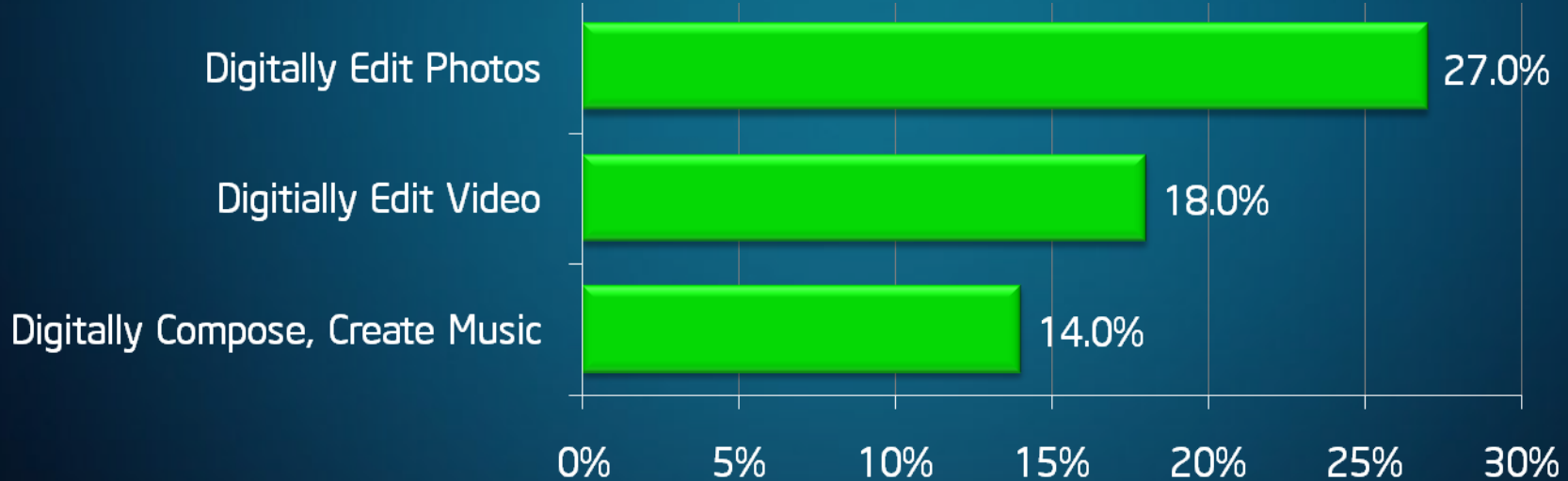
Continued Strong Growth in Consumer Segment Through 2013  
Commercial Segment Poised to Return to Growth in 2010



# New PC Usages Drive High Performance PC Needs

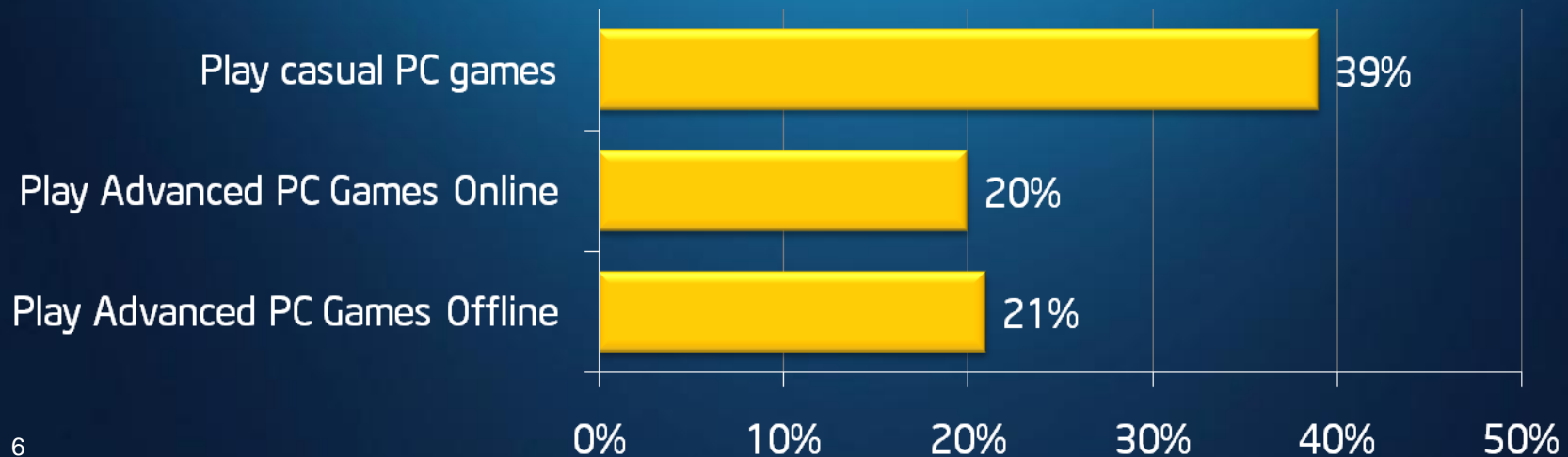
## Media Content Creation

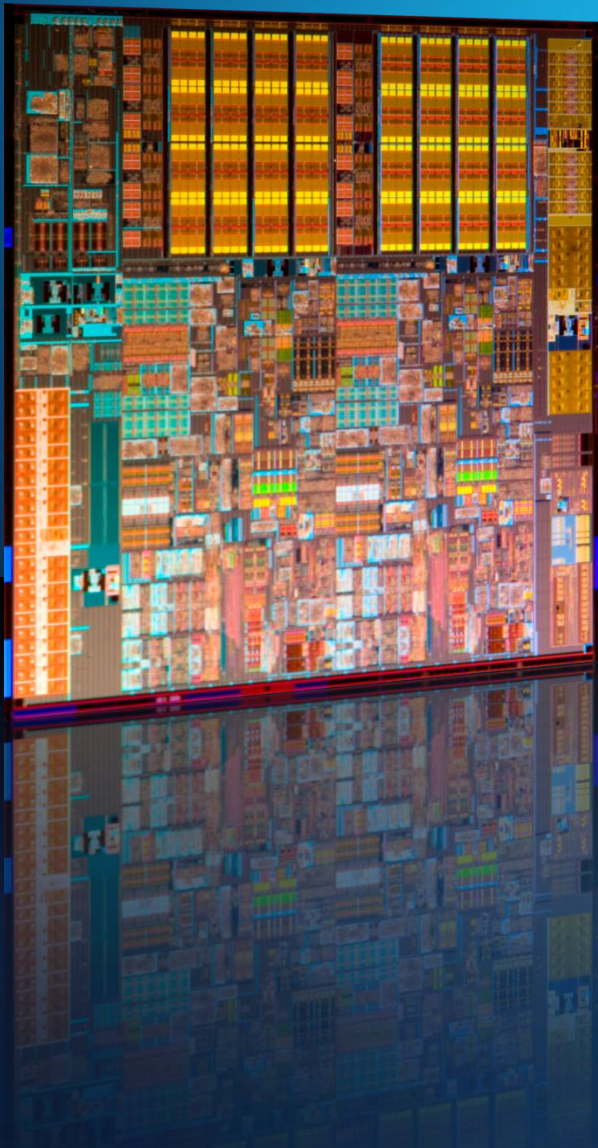
Percentage of consumers worldwide who use PCs to create content a few times a week



## Casual and Advanced Gaming

Percentage of consumers worldwide who use PCs to play games a few times a week





# Meet the Family



# On January 7, 2010, Intel Will Introduce New Intel® Core™ Processors

Bringing the Nehalem micro-architecture through the mainstream for desktop and laptop PCs with:



Get the top-of-the-line processor that delivers **the ultimate in smart performance.**



The processor that automatically adapts its speed to whatever you're doing. **That's smart performance with Intel® Turbo Boost Technology.**



The first level of Intel's new processor family. **Smart performance starts here.**



# Future Intel® Core™ Processors

## A New Architecture for the Next Decade

### Revolutionary micro-architecture

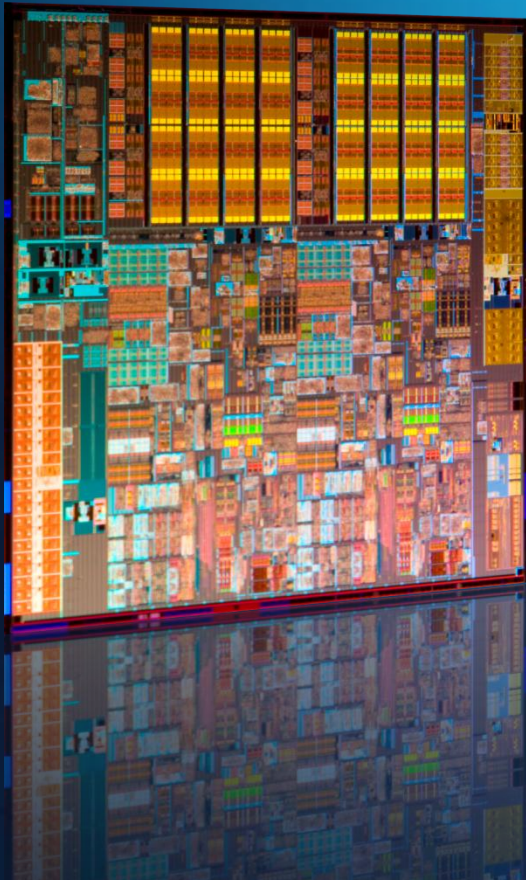
- ✓ Intel® Turbo Boost Technology<sup>1#</sup>
- ✓ Intel® Hyper-Threading Technology<sup>2</sup>
- ✓ Enhanced Intel® Smart Cache & integrated memory controller
- ✓ Intelligent power gating

### Platform repartitioning

- ✓ Greater performance and lower power via integration
- ✓ Greater performance with integrated graphics moves to 45nm technology

### 32nm process technology

- ✓ Extends Nehalem architecture through the mainstream at launch

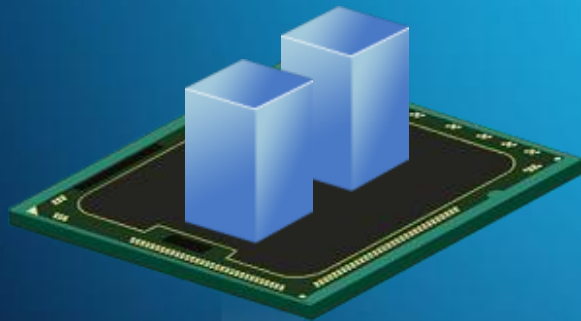


<sup>#</sup> Intel® Turbo Boost Technology is exclusively available with Intel® Core™ i5 and i7 processor series only

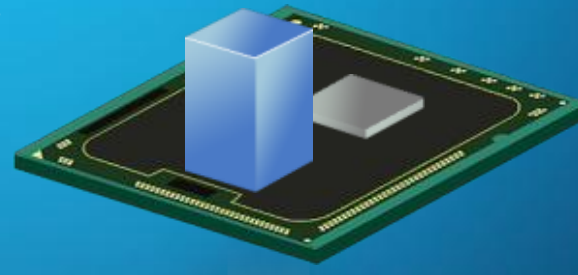


# TURBO!

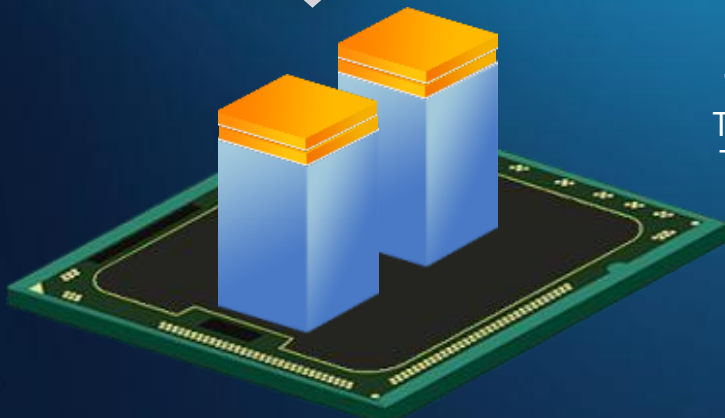
Intel® Turbo Boost Technology  
Dynamically Delivering Optimal Performance & Energy Efficiency



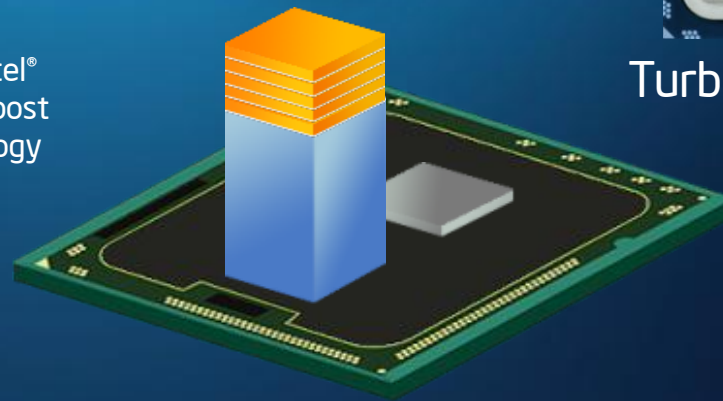
Without Intel® Turbo-Boost Technology



Turbo Application!



With Intel® Turbo-Boost Technology



Highly Threaded Workload < TDP

Single-Threaded Workload < TDP



# Intel at CES

- Big focus on Innovation/Personal Internet/Everything Computes
- All New Intel Core 2010
- Otellini keynote
  - Focus on predictions made at his CES keynote 2 years ago
    - more powerful and personal computing devices,
    - anytime/anywhere Internet connectivity,
    - new user interfaces
    - richer, more immersive content
  - These trends lead to amazing advances in
    - high def and 3-D content,
    - smarter phones and TVs and other connected devices
    - machines that you normally don't associate with computers
  - He'll share the vision where all computing is much more personal and available anytime, everywhere.



# Intel CES Major Activities

- All-New Intel Core 2010 Press Conference
  - Morning of Thursday, January 7
- Paul Otellini, Intel President and CEO, Keynote Hilton Center
  - Thursday, January 7, 4:30-5:30 pm
- Intel Booth -- #7153 LVCC, Central Hall South
  - All new Core Notebooks, Netbooks, MIDs, Embedded IA, Health Reader, WiMAX and more
- Panels
  - "Defining Internet TV" - Thursday, Jan. 7, Noon-1 p.m.
    - Brian David Johnson , Consumer Experience Architect
  - "Netbooks: Here to Stay or Passing Fancy?" - Thu., Jan. 7, 3-4 p.m.
    - Mooly Eden, Vice President and General Manager, PC Client Group
  - "Why Is the Smartphone OS Ecosystem So Complex?"- Fri., Jan. 8, Noon-1 p.m.
    - Pankaj Kedia, Director Global Ecosystem Programs
  - "Tech and Emerging Countries - Health Care Discussion" - Fri., Jan. 8, TBD
    - Gerry Greeve, Vice President and Director, Intel World Ahead Program
  - "Emerging Tech: Hot or Not?" - Sat. Jan. 9, 1:30-2:30 p.m.
    - Kevin Kahn, Intel Senior Fellow

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