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BMW
 The Ultimate Driving Machine

As a caring father your decisions are usually not self-centred but rather family-centred. And cars should be no exception. Fortunately for you, when it comes to the BMW 5 Series, you don't have to make any personal sacrifices. Its alluring power and looks are accompanied by safety features that make the 5 Series among the safest cars in its class, thus providing your children with a fortified haven. Take, for instance, its passive safety options that become activated on impact. These include up to 8 airbags and a "safety zone" body construction that deflects the energy of an impact away from the passengers. But most importantly, the BMW 5 Series comes with active safety features, such as the DSC, CBC and ABS systems, that prevent the occurrence of accidents in the first place. No wonder it's been receiving "best car" awards around the world year after year. All this to ensure your peace of mind and inflame your passion on every journey in life.

How do you become "best daddy in the world?"

Just impress
 The new

If you're looking for an entertainment system, it's under the hood.

DANBURY PORSCHE

PORSCHE

EXPERIENCES Drive Decisions in Today's Market



With the Resources Available From Intel
YOU CAN CREATE THE BEST
EXPERIENCES POSSIBLE!



Ultimate User Experience: CONSISTENCY ACROSS DEVICES



Netbook

Tablet

Handheld

Smartphone

Auto Infotainment

Digital Signage

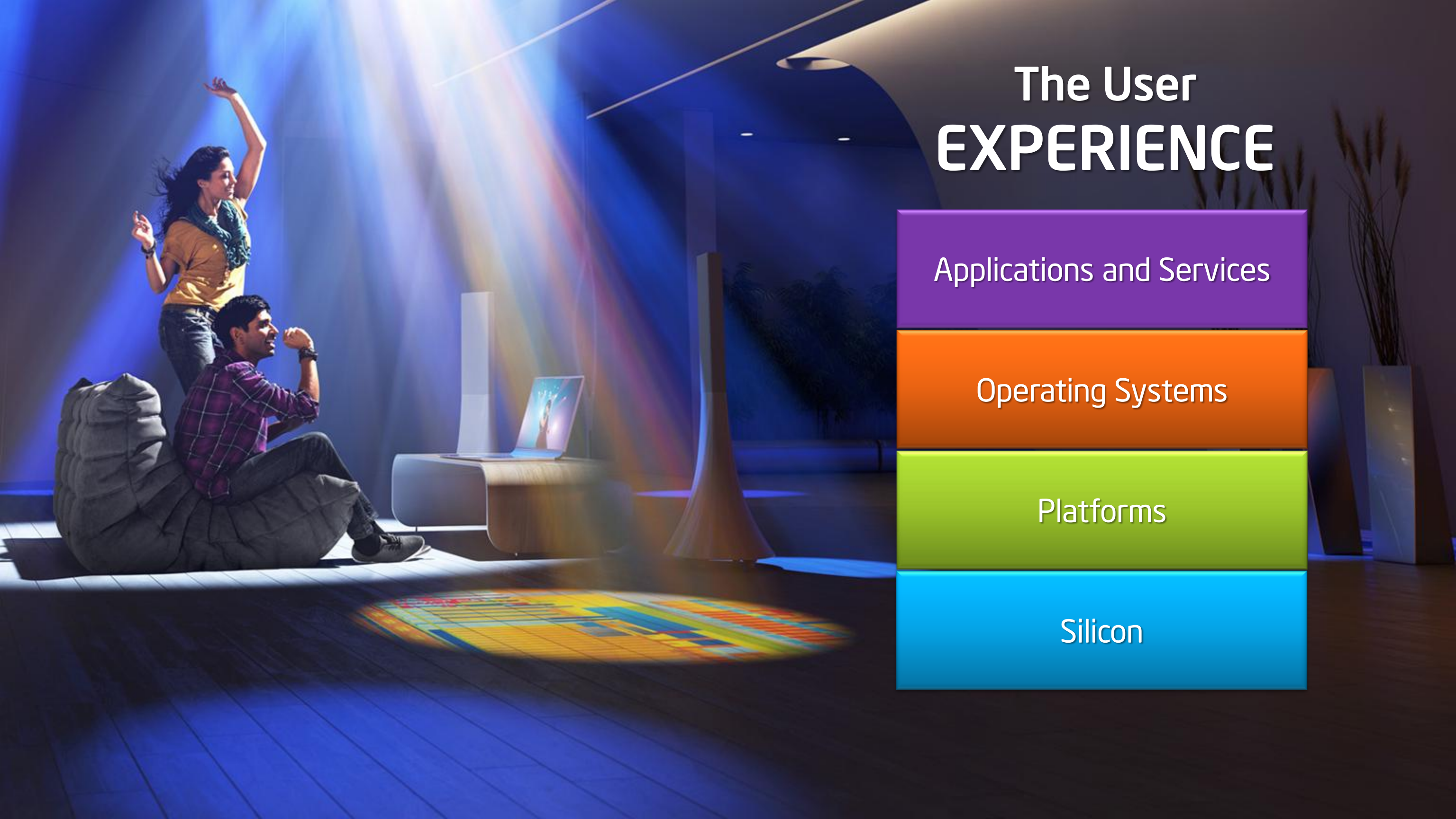
The User EXPERIENCE

Applications and Services

Operating Systems

Platforms

Silicon





The User EXPERIENCE

Applications and Services

Operating Systems

Platforms

Silicon

Delivering the COMPUTE CONTINUUM



Desktops



Laptops



Netbooks



Tablets



Smartphones



Smart TVs



Embedded



英特尔 酷睿 i3



英特尔 酷睿 i5



英特尔 酷睿 i7

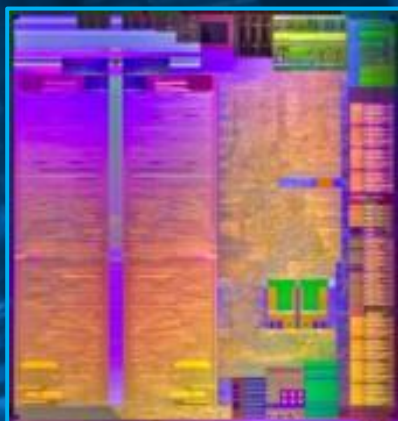


英特尔 凌动

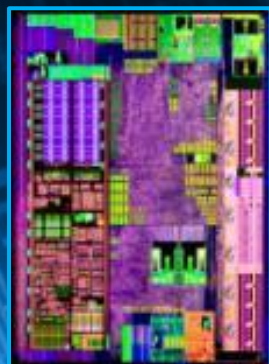


英特尔™ 凌动™

D-SERIES
Entry Desktops



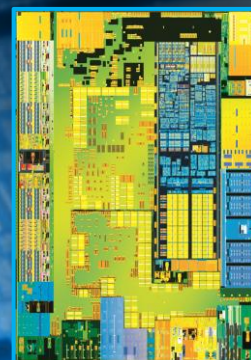
N-SERIES
Netbooks



Z-SERIES
Handheld/Tablets



CE-SERIES
Consumer Electronics



E-SERIES
Embedded



One Architecture ... *Multiple Segments*



The User EXPERIENCE

Applications and Services

Operating Systems

Platforms

Silicon

EXPANDING OUR EXPERTISE to Deliver Platform Capabilities



Third party trademark and branding remain the properties of others



The User EXPERIENCE

Applications and Services

Operating Systems

Platforms

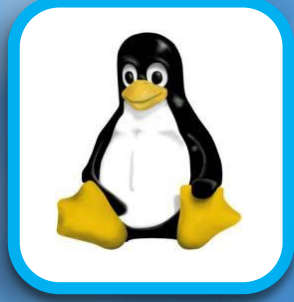
Silicon



Intel's Strategy in Operating Systems: PORT OF CHOICE



WIND RIVER



MeeGo™



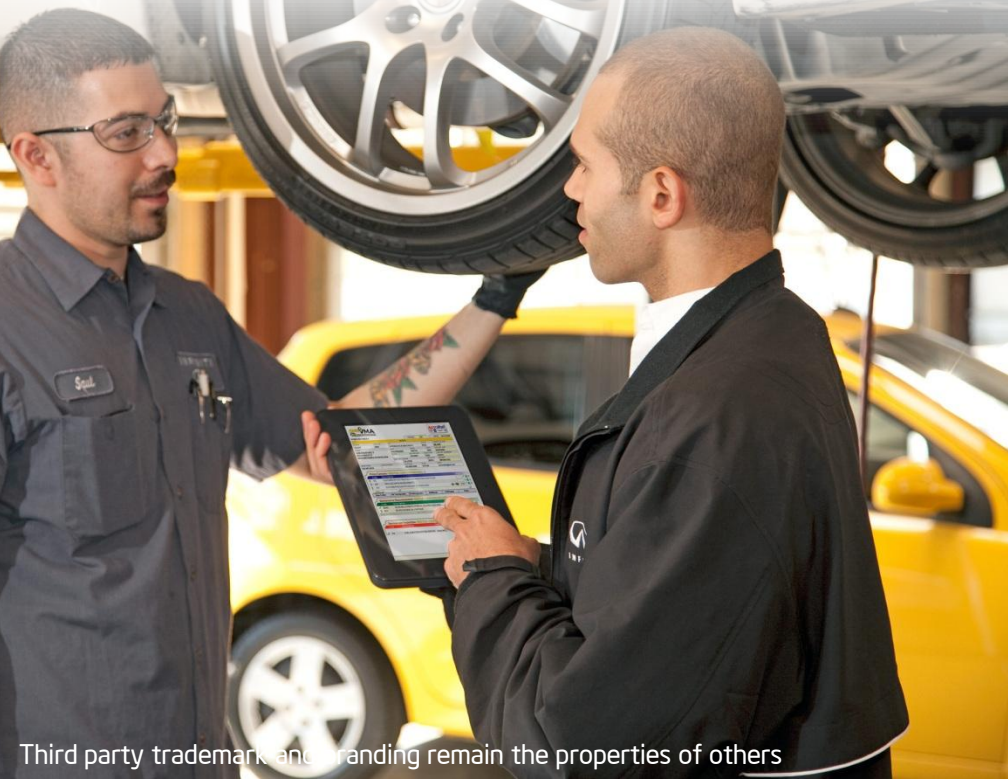


ANDROID on Intel Architecture





MeeGo™ Bringing a Consistent User Experience to Many Devices



Announcing
Joint Innovation Center for Mobile Computing

Tencent 腾讯



Building Comprehensive Solutions Across the Broadest Range of Devices



Steve Zheng

Corporate VP, Chief Architect,
Managing Director of Tencent Research

***Tencent* 腾讯**

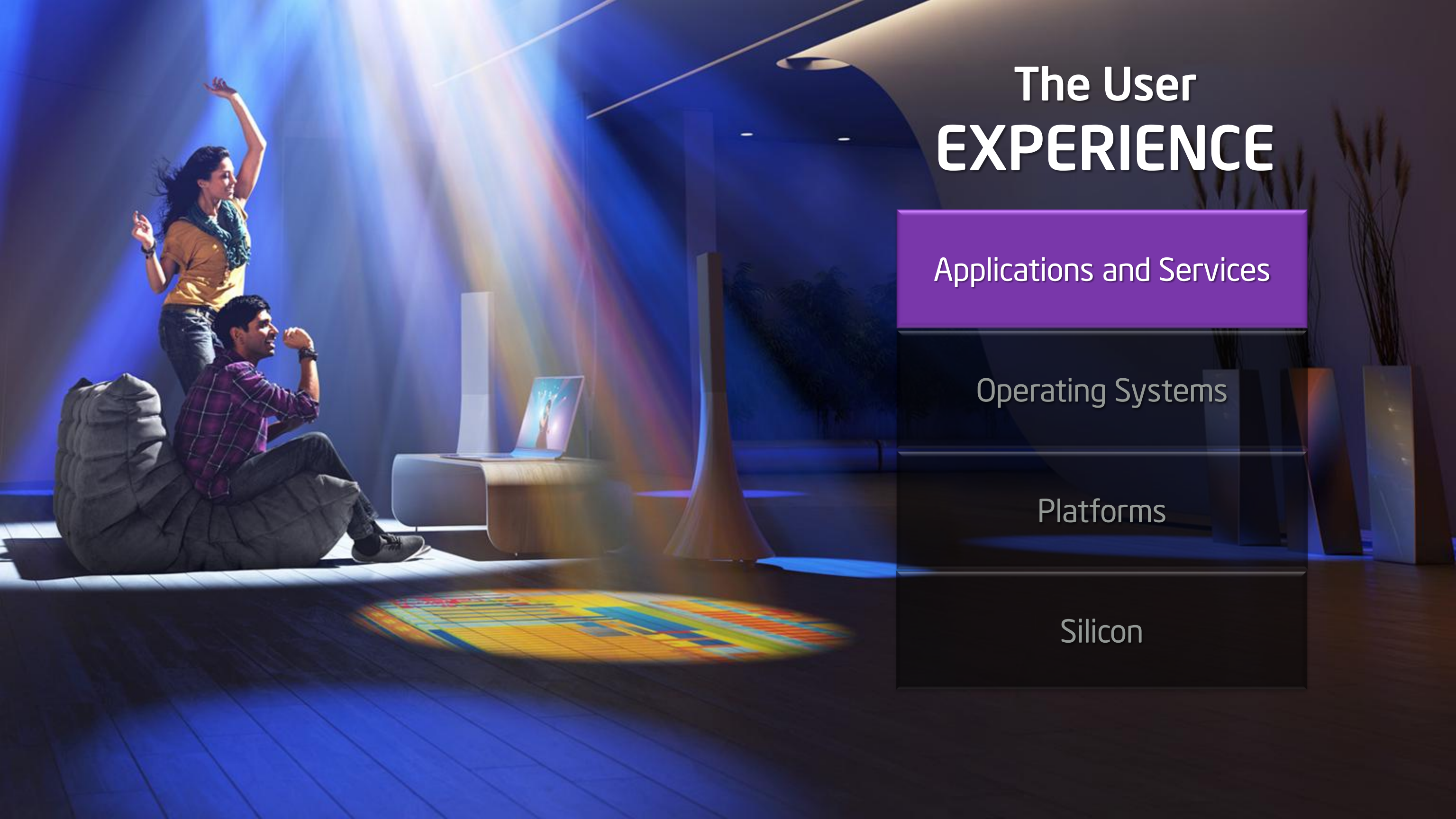
The User EXPERIENCE

Applications and Services

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Intel AppUp™

alexis crowell



Intel AppUp™

Distribution Across Intel Architecture Devices

- Education
- Productivity
- Reference
- Games
- Entertainment
- Finance
- Lifestyle
- Music & Audio
- Photo & Video
- Social
- Sports
- Travel
- Utilities

Store

My Apps



Staff Picks

Apps we highly recommend



Saucelifter



\$4.99

Buy App >



Ancient Frog



\$5.99

Buy App >



Angry Birds



Launch >

What's Hot

Top Rated

Chick



\$1.99

Buy App >



Core Mind Master





Intel AppUp™

Coming to China in 2011!

"The Intel AppUp developer program represents a great opportunity for developers to get engaged early in this vibrant new ecosystem based on Intel architecture, with the program in China, our thousands of developers and software college students will be able to get tools, software development kit and community support. We need to create applications across multiple devices, sell the applications via the Intel AppUp center to compete in a broader consumer market."



Edward Zou, VP, GM of Embedded software

Neusoft 东软®

Intel Worldwide Developer Community

15 Million

Intel Developers

25,000 ISVs

In the Software Partner Program

203

Countries

15,000

Applications Enabled

44,000

AppUp Developers

90

Tools and products to support development

353,000

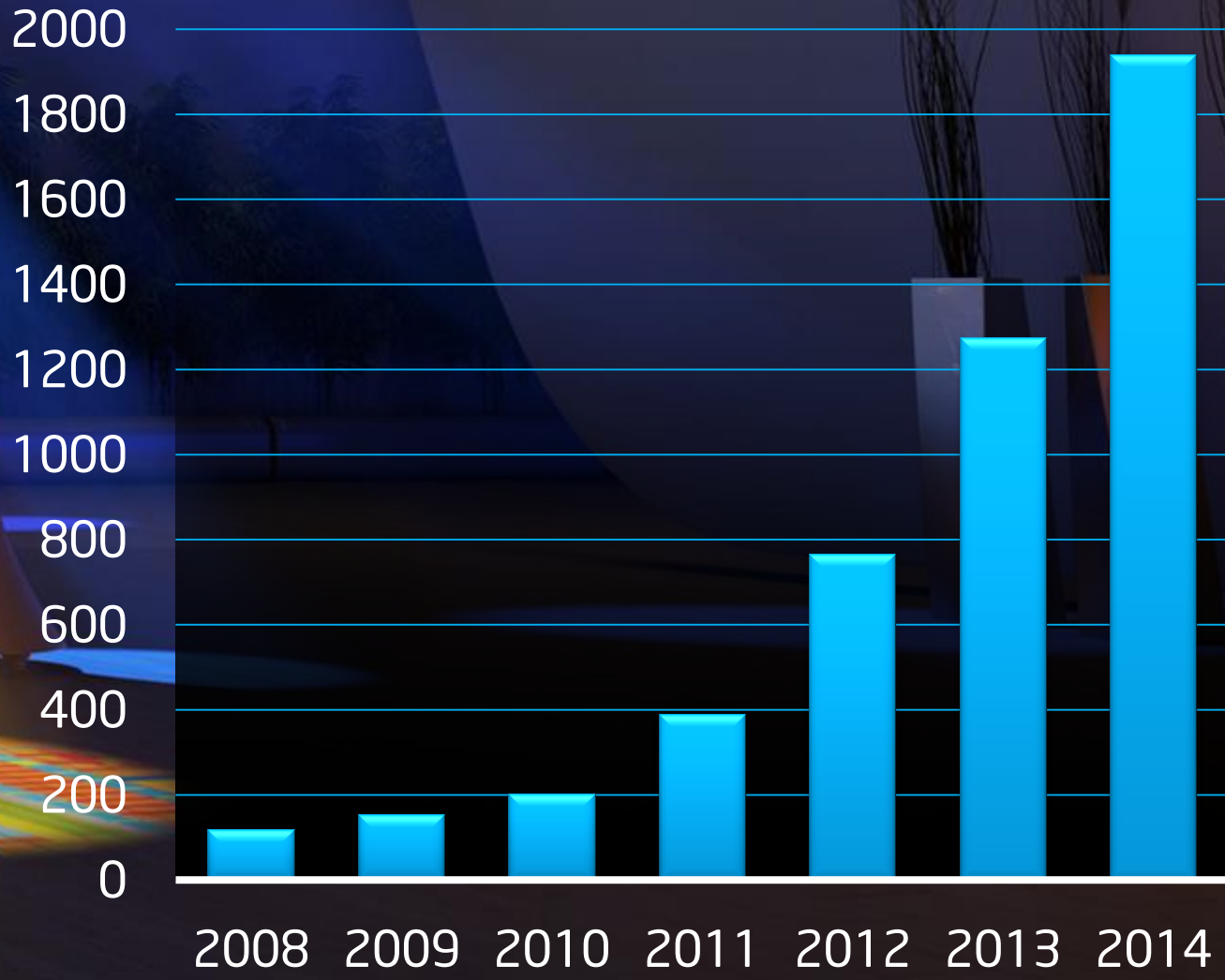
Students Taught Multi-Core curriculum

4,700

Faculty Members Trained through the Academic Program

PRC Consumer Spending on Mobile Internet Devices

Mobile Internet Market (100M RMB)



Source: Iresearch Inc.

Intel China Developer Community

900,000

Intel Developers

5,000 ISVs

In the Software Partner Program

6,000

Applications Enabled

281,000

Developers participate in the Intel Software Network

1,000

AppUp Developers

52,000

Students Taught Multi-Core Curriculum

589

Faculty Members Trained Through the Academic Program



Visit More Experiences in the Booths

暴风影音

POP Live

NetP^osa
东方网力

科大讯飞
IFLYTEK

凯立德
CARELAND

腾讯游戏
Tencent Games
用心创造快乐!

Neusoft 东软®

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网龙公司

ROVI
join the entertainment

SuperD™

SVA

人人网
renren.com

盛大®

Optimizing Local Applications for Tablet Computers





Zhou Zhaolin
Chief Operating Officer
Haier Computer

Haier

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