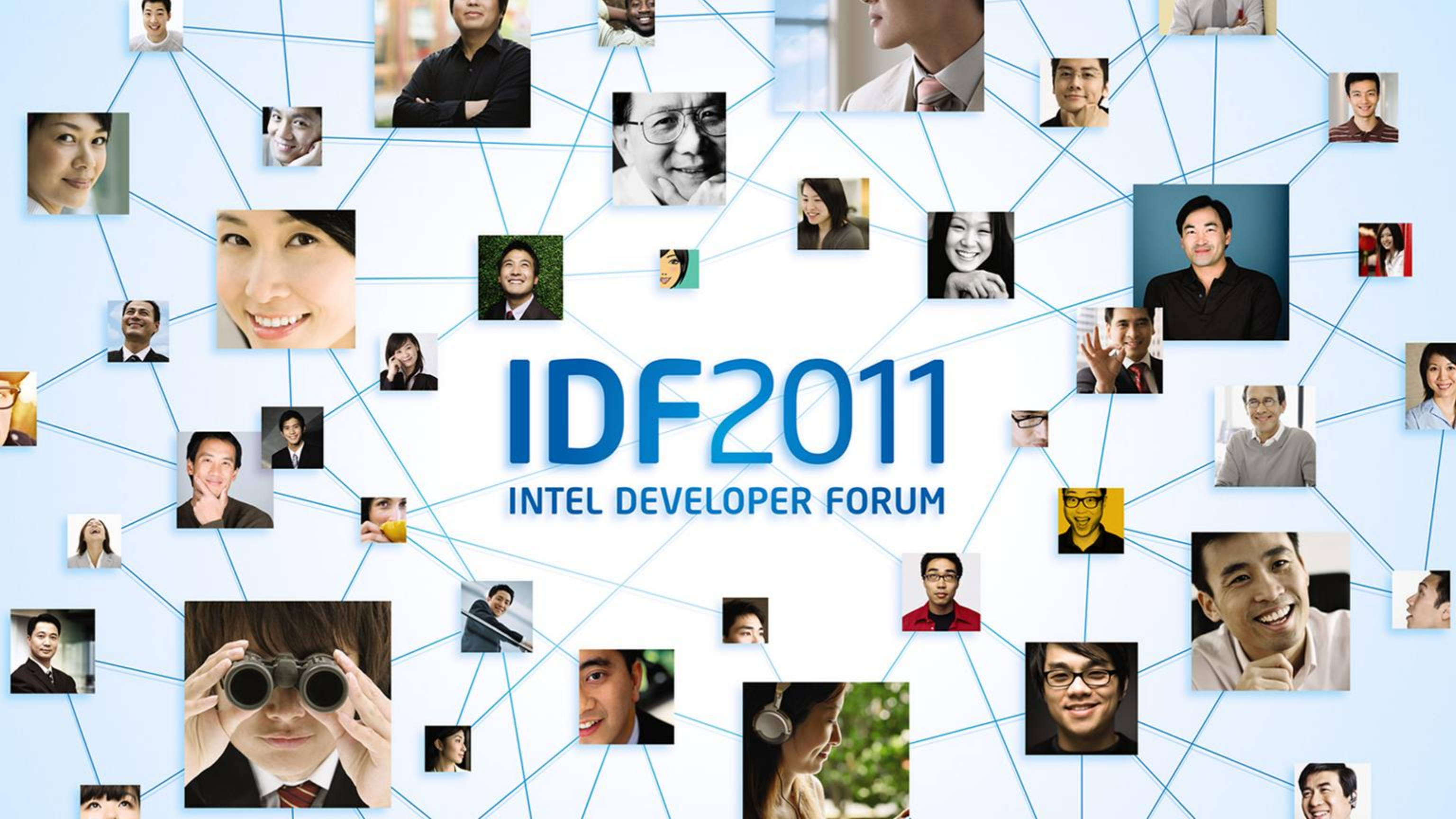


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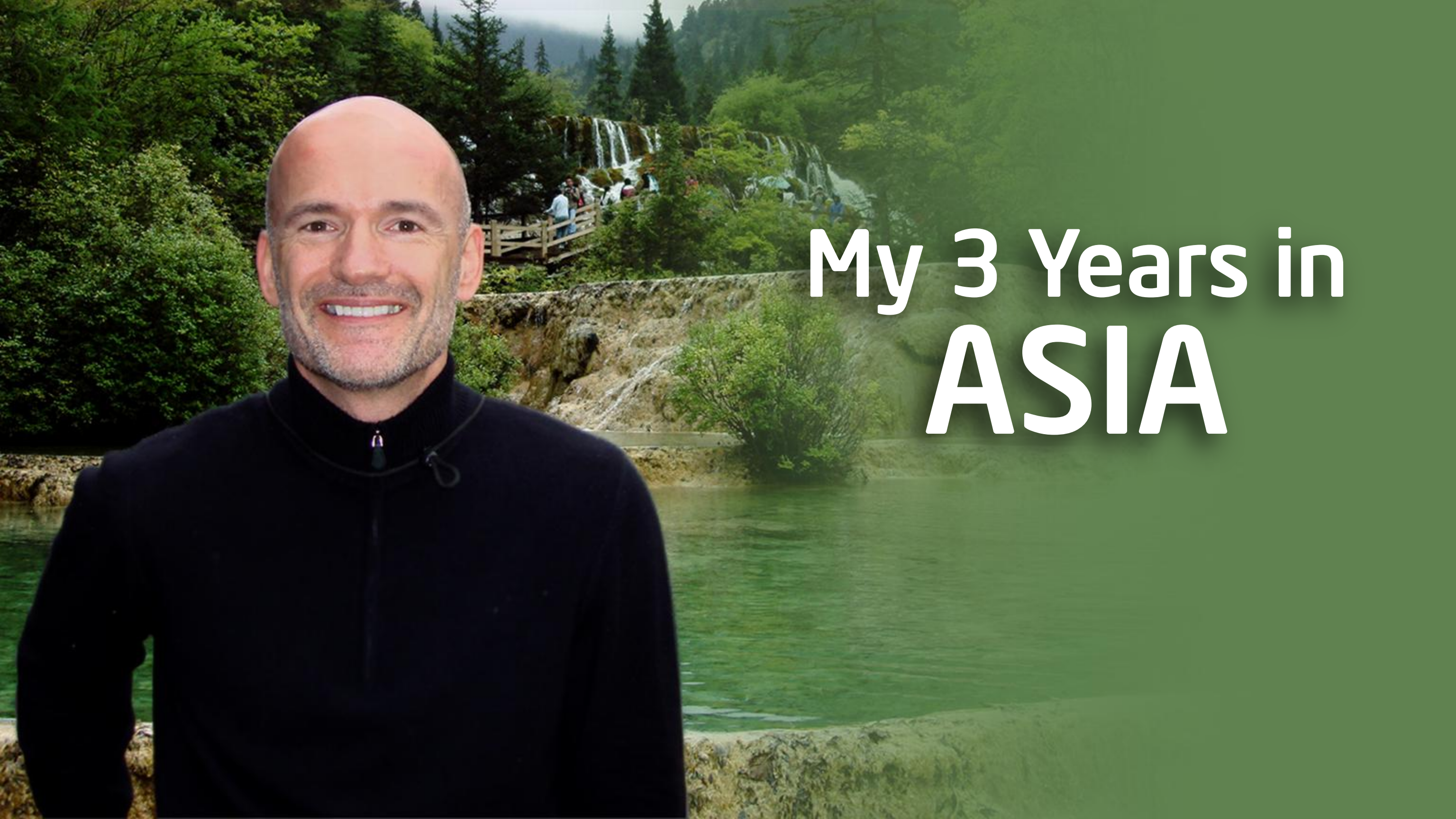
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Ton H. Steenman

Vice President, Intel Architecture Group
General Manager, Embedded and Communications Group
INTEL CORPORATION



My 3 Years in **ASIA**

One World Embedded with Innovation



Changing Environments



China is Undergoing Unprecedented Growth



Tremendous Amount of Innovation



A nighttime photograph of a city skyline. The central focus is a tall, slender skyscraper with a grid-like facade, illuminated with blue and white lights. To its left is a large, dark building with horizontal bands of blue light. To its right is a large, dark building with a unique, angular design. The background is filled with other illuminated buildings and a highway with light trails from traffic. The sky is dark blue.

Designing Cities for **TENS OF MILLIONS**

Creating Connected Cities





EMBEDDED Is All Around Us



EMBEDDED
Is All Around Us

Consumer Expectations for Retail are Changing



Interactive Retail Kiosk Concept



RICH USER EXPERIENCES



Public Safety Relies on EMBEDDED TECHNOLOGY





Shanghai Bocom Intelligent Network Technologies Co Ltd





CONNECTED DEVICES



Reconfigurable Communications INFRASTRUCTURE



Cloud Radio Access Network





中国移动通信
CHINA MOBILE

Huang Yuhong

Deputy General Manager,
China Mobile Research Institute



THE CITY OF THE FUTURE





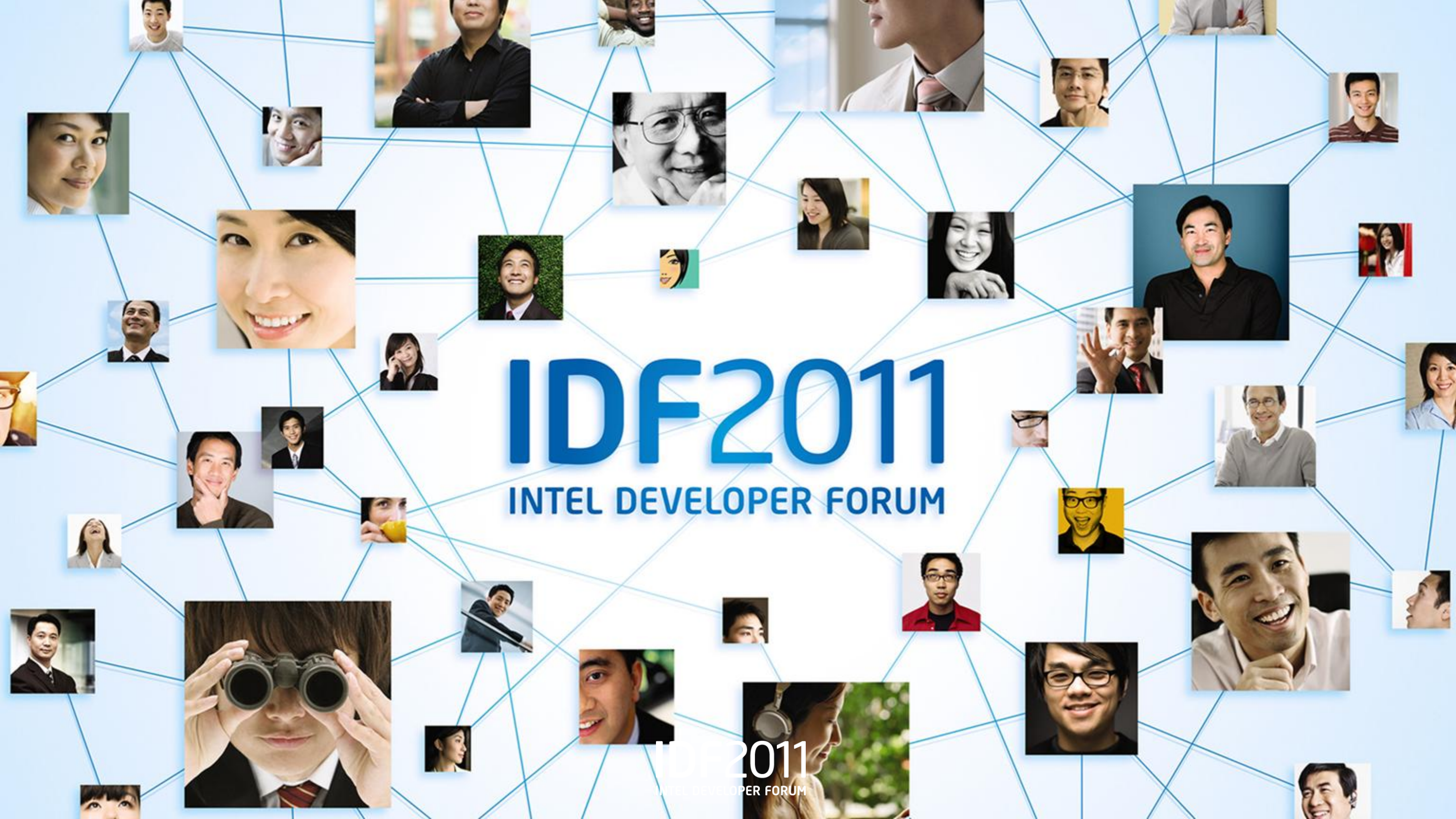
EMBEDDED
Is All Around Us

Next Generation
Comms Computing
CRYSTAL FOREST



What Choices Will You Make For The Future Of China?





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