AT HOME WITH INTEL

BRENDAN TRAW

INTEL FELLOW,
CHIEF TECHNOLOGY OFFICER
DIGITAL HOME GROUP

Risk Factors

Today's presentations contain forward-looking statements. All statements made that are not historical facts are subject to a number of risks and uncertainties, and actual results may differ materially. Please refer to our most recent Earnings Release and our most recent Form 10-Q or 10-K filing available on our website for more information on the risk factors that could cause actual results to differ.

Intel Digital Home Vision

CONSUMERS ENJOYING ENTERTAINMENT

(Movies, Music, Photos, Games) Anytime... on Any Device

Enjoy Media & Games from the Couch

Stream Content to Connected Devices

Synch Content to Media Players

Take Media with You

Burn-N-Go

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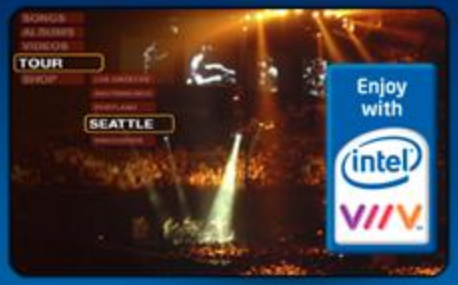
Intel® Viiv™ Technology Features

Dual core processing performance now available with Intel® Core™2 Duo processor

- Up to 40%[1] more performance
- Up to 40%[1] more power efficient



Connectivity for Digital Entertainment

- Intel Viiv-verified entertainment services
- Intel Viiv-verified media electronics
- Broadband ready with up to 1 Gigabit Ethernet networking

Simplified Digital Entertainment

- Out of box high definition capable: 1080i support, up to 7.1 audio
- Instant on/off (after initial boot when activated)
- Remote control ready^—media GUI

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[1] When compared to the Intel® Pentium® D processor 960. Performance measured using SPECint* rate base2000. Actual performance may vary. Energy efficiency based on Thermal Design Power (TDP) measurement. See http://www.intel.com/performance for more information. Verified services will vary, and content restrictions may apply. ^Remote may be sold separately.

Digital Home Platform Capabilities:

	Intel® Pentium® 4 Processor 571 with HT Technology	Intel® Viiv™ Technology with Intel® Pentium® D Processor 960	Intel® Viiv™ Technology with Intel® Core™2 Duo Processor E6700
Home Videography[1] *Spend less time preparing your own 25 minute video file*	~ 20.0 minutes	~ 13.4 minutes	~ 9.7 minutes
Digital Music[2] *Convert an incredible number of songs to MP3 format in 5 minutes*	47 songs	64 songs	99 songs
Digital Photos[3] *Auto-fix more photos in just 5 minutes and improve every shot*	160 photos	152 photos	217 photos
Shows on the Go![4] *Quickly convert your favorite TV shows to take out with your iPod**	Baseline	+24% faster	+74% faster

Lower is better Higher is better Higher is better Higher is better Higher is better

Source: Intel System configurations: shown on following slides.
Run Description: Calculations base on = 1) Movie Maker* 2.1 converting 121sec DV file (416MB, 1.7Mbps, 720x480, 30fps) into Windows* Media Video* 9 video file. 2) iTunes* 6.0.4.2 converting 69 min 29 sec of music (718MB) from WAV to MP3 format, assume 1 song = 3 minutes. Complete songs only. 3) Adobe* Photoshop Elements* 4.0 running auto smart fix feature to correct and enhance 103 jpeg images (avg 600KB). Complete photos only. 4) Apple* Quicktime* Pro 7.1 taking 121sec DV file (416MB, 720x480 resolution, 29.97 fps) and creating an output file using the Broadband-High profile with H.264 compression, 672kbps video bitrate, multi-pass encoding, 480x360 resolution, AAC audio and a 128kbps audio bitrate. 5) XMPEG* 5.03 with DivX* 6.2.5 converting 24sec HDV MPEG2 into a compressed HD DivX file. Assume a video clip = 1 minute. Complete videos only. All) *Performance tests and ratings are measured using specific computer systems and/or components and reflect approximate performance of Intel products as measured by those tests. Any difference in system hardware, software, or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, visit http://www.intel.com/performance/resources/limits.htm.* *Other names and brands may be claimed as the property of others

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Home Videography[1] *Spend less time preparing your own 25 minute video file*	Lower is better	Higher is better	Higher is better
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Get Going ... Start Innovating!

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ENABLING THE CONNECTED HOME VISION
Content Delivery
Home Storage
Remote Management
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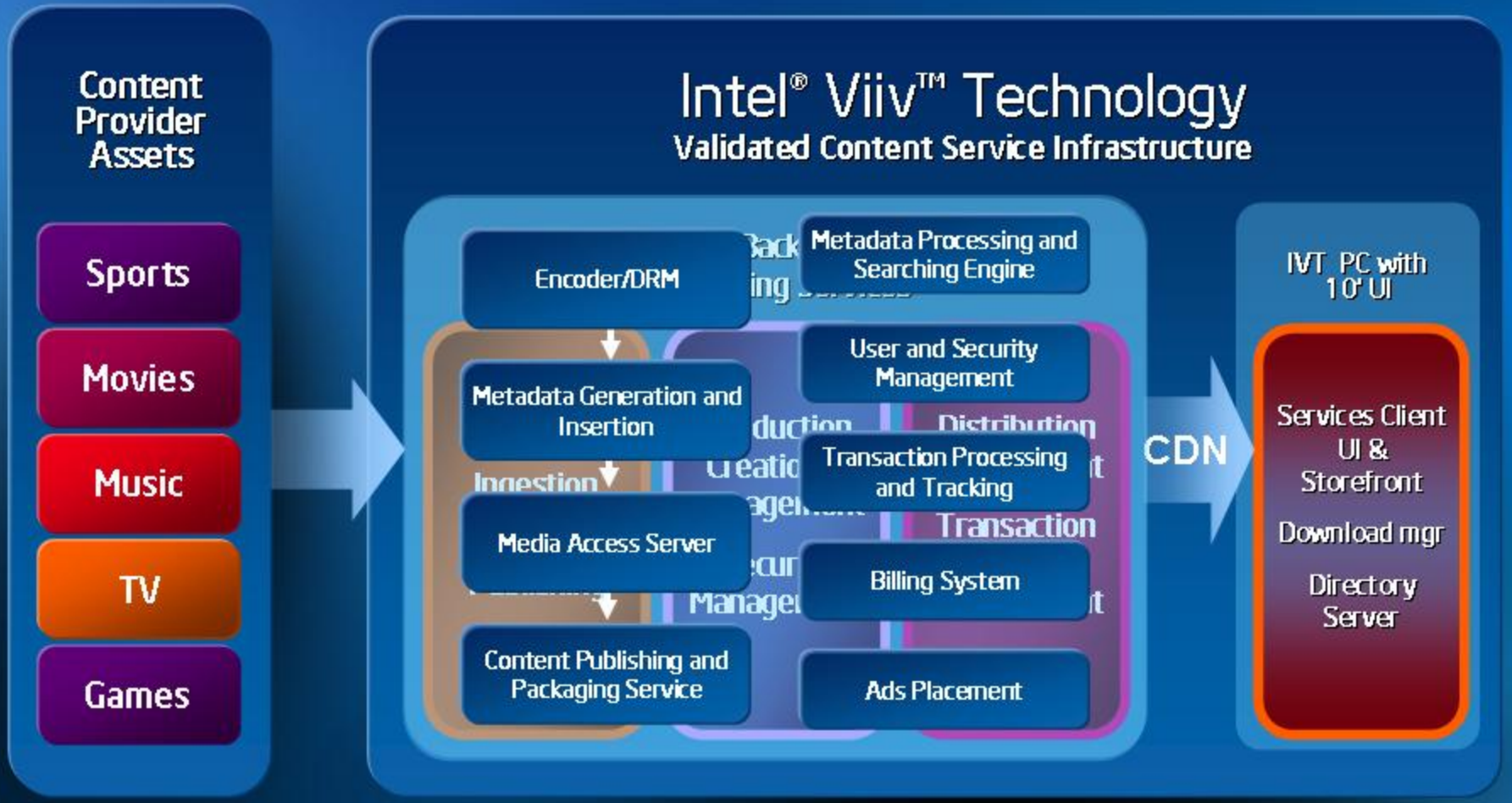
What Are We Doing?

Accelerate delivery of **UNIQUE CONTENT EXPERIENCES** world wide.



demo

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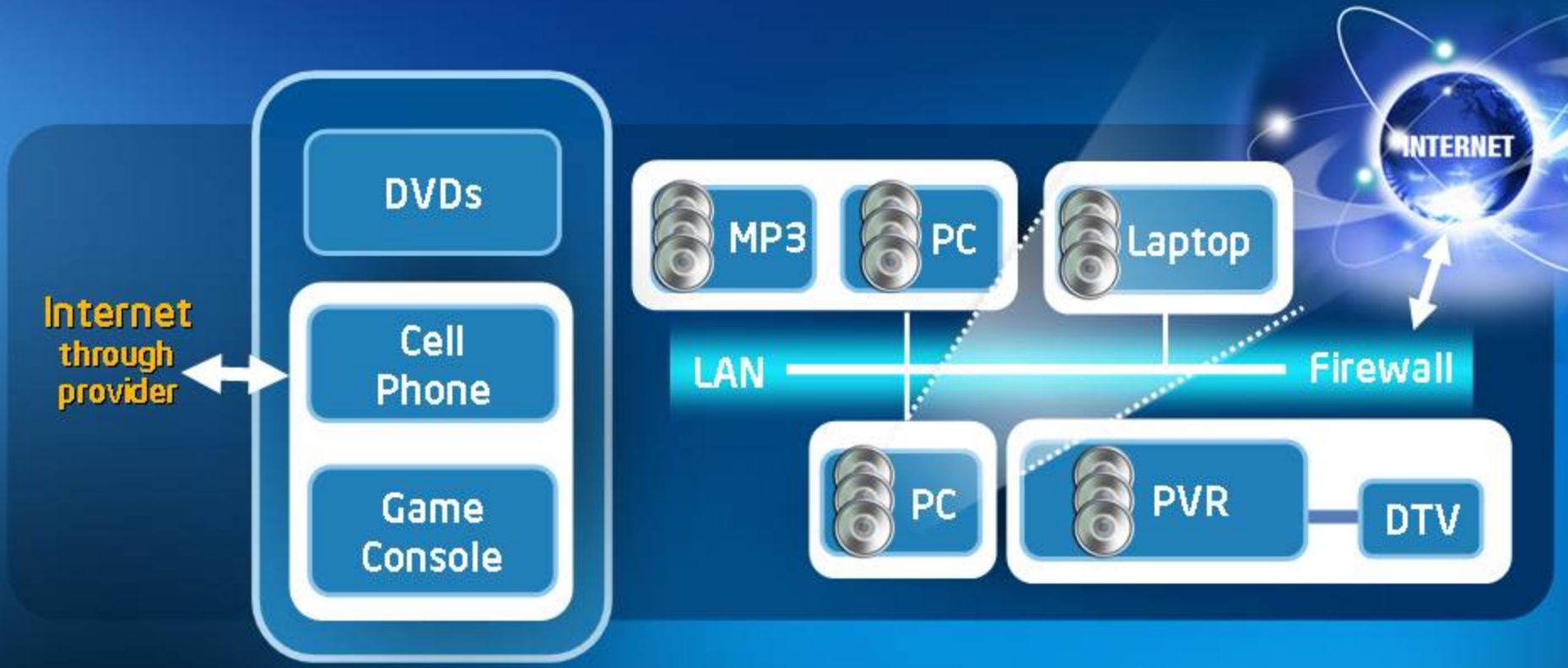
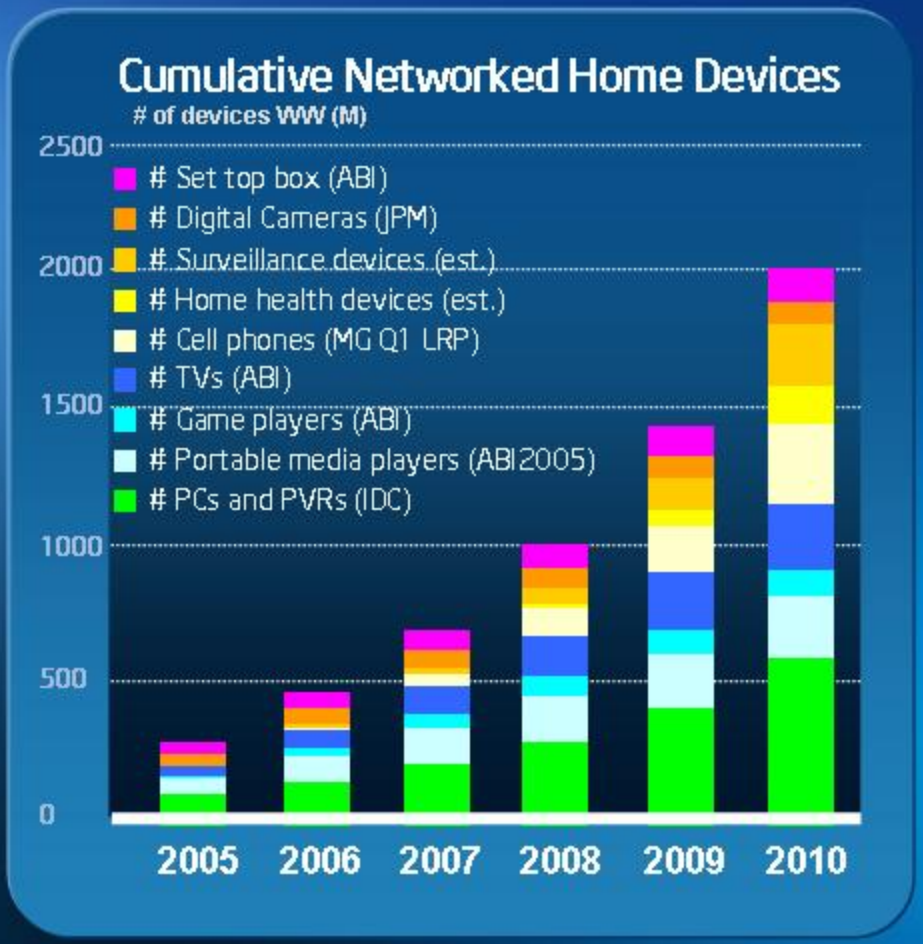
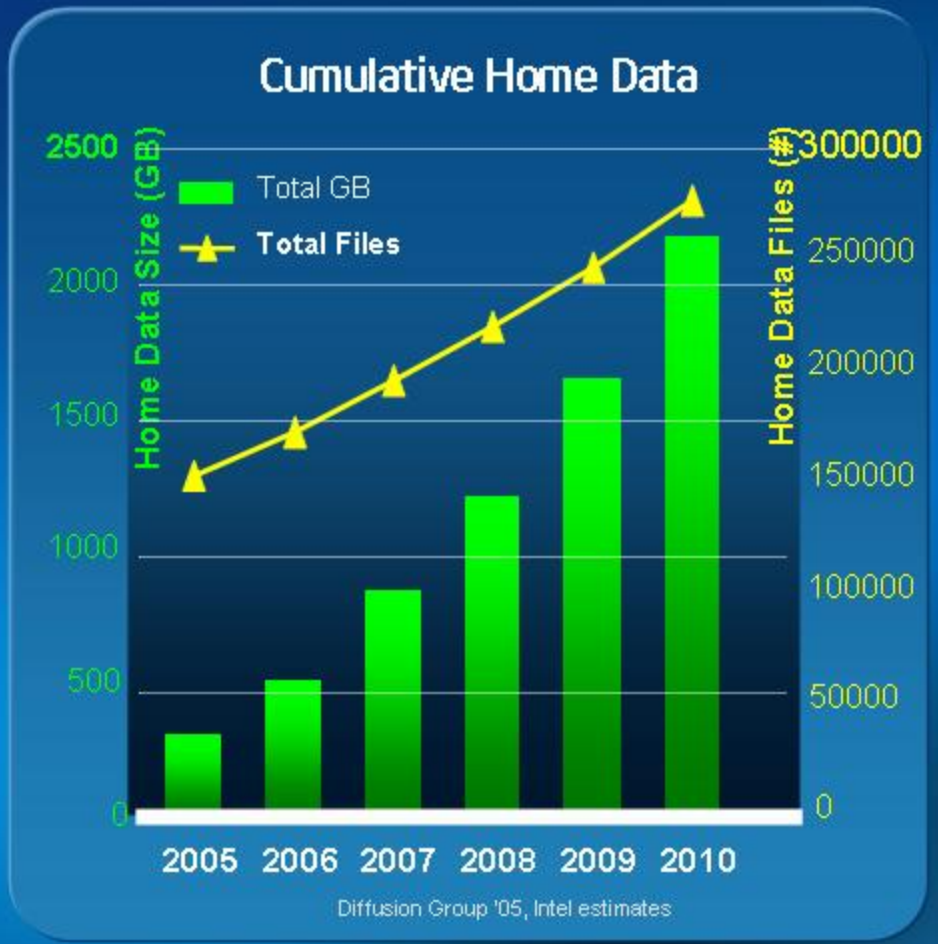
Current Home Storage



Disjoint Islands of Data around the house

Situation Is Only Getting Worse!





2010 users won't be able to access what they want

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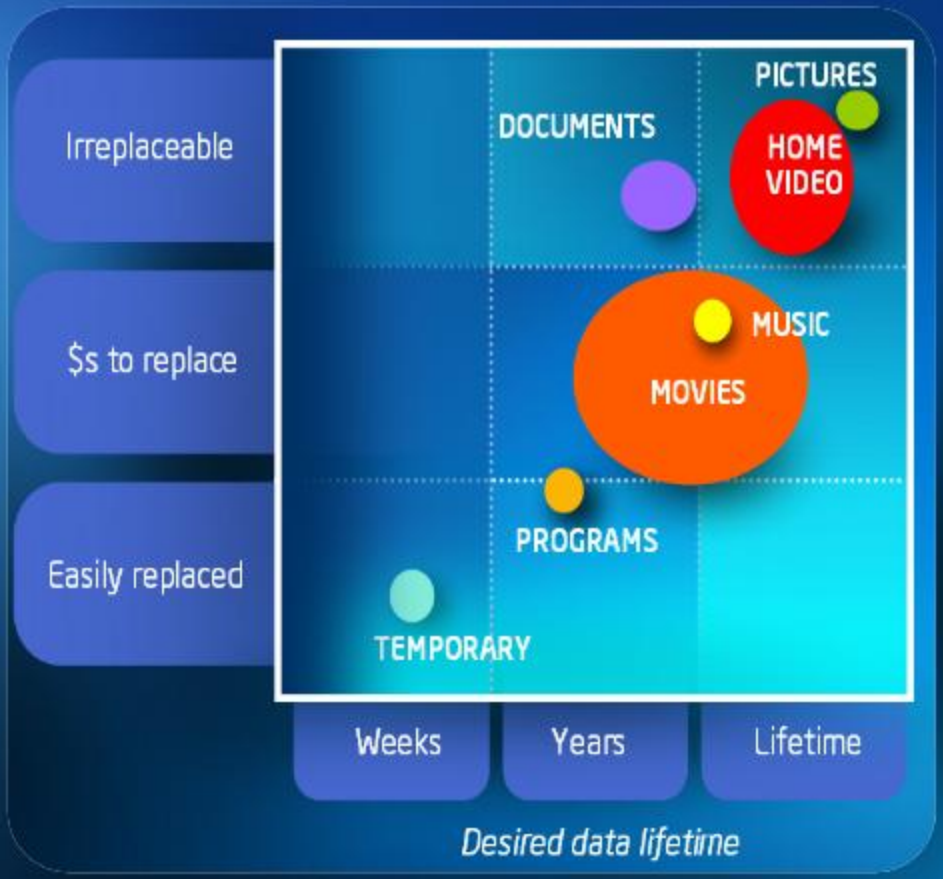
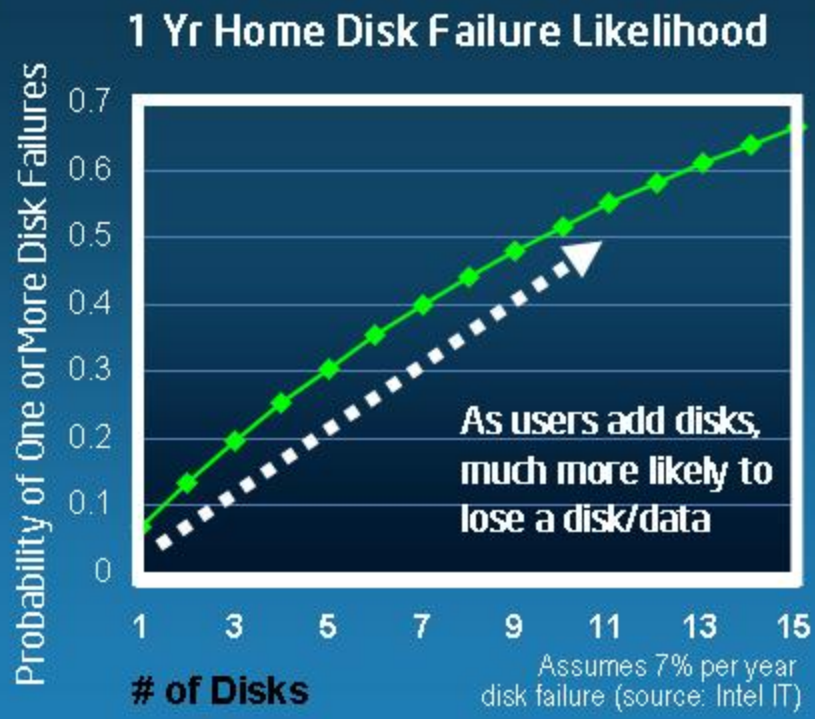
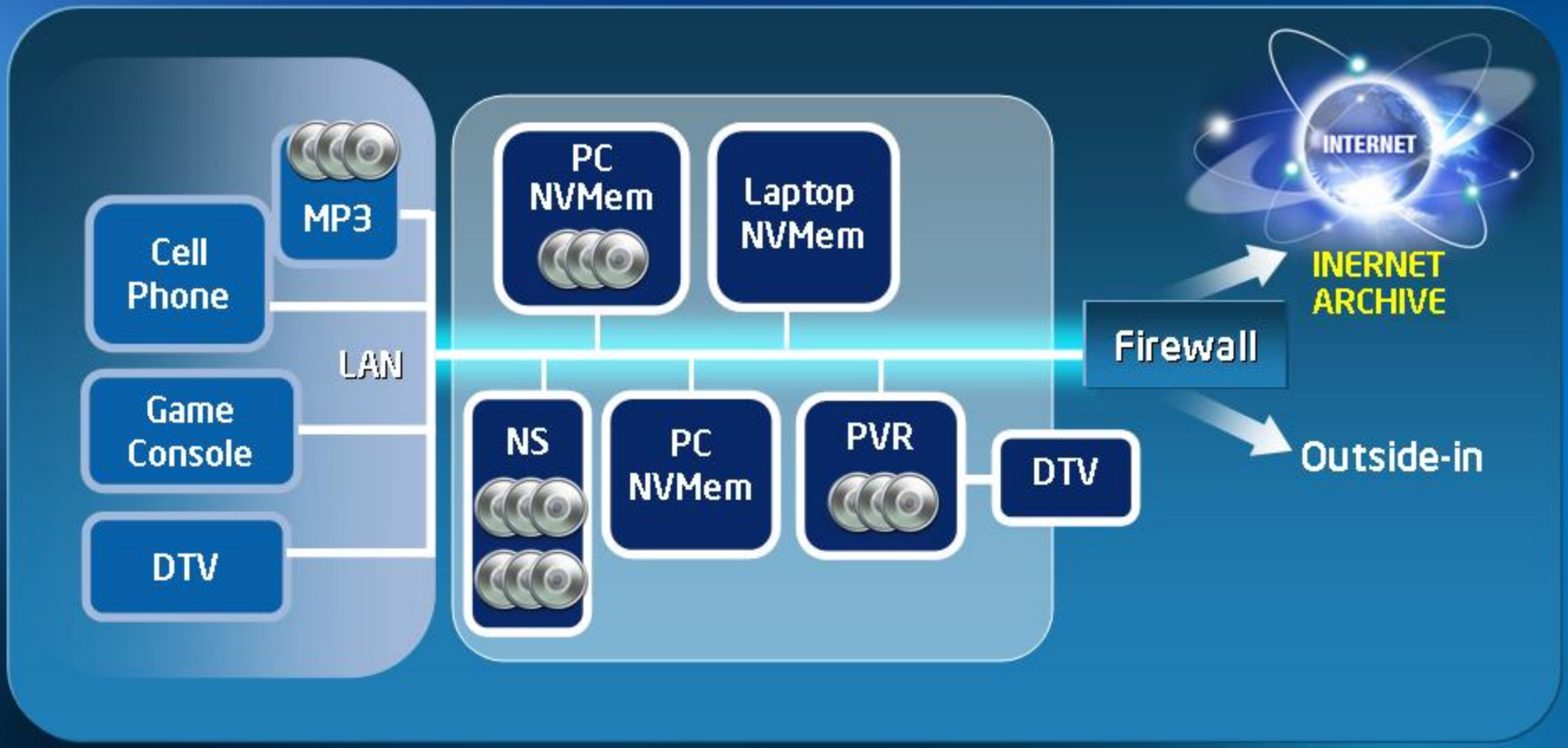
Data Permanence





Permanence in the home is a challenge

Comprehensive Home Storage Solution Required



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What are the issues?
Returns for OEMS and Retailers
Service Provider Truck Rolls
Consumers not needing to be IT experts
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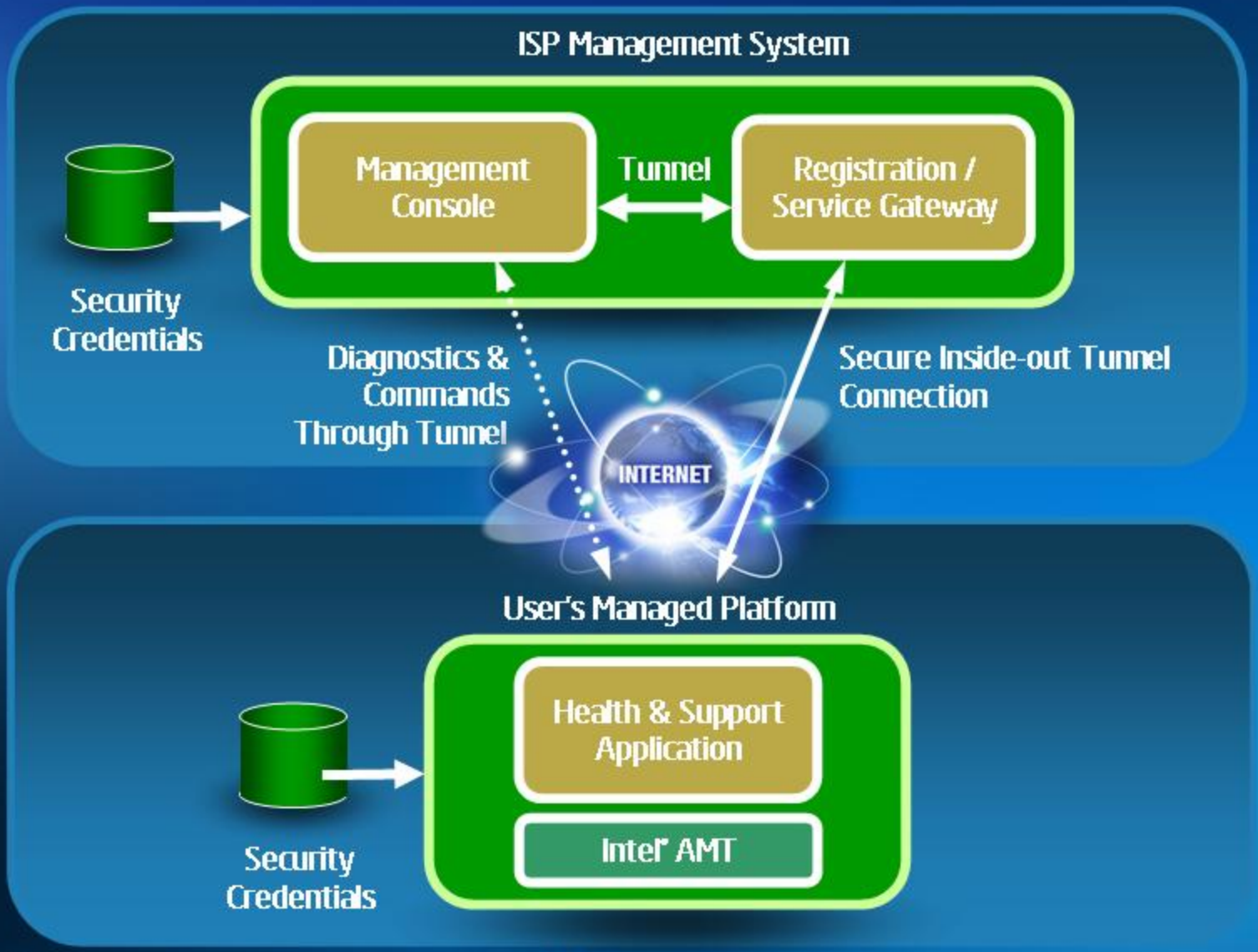
Home IT System Architecture



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Provided by ISV

Developed by Intel

Demo

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Q & A
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