



It's what's inside that counts.

Ultrabook™ Developer Resources

Intel® Corporation

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This document contains information on products in the design phase of development.

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Agenda



Intel AppUp® Center



Intel® Ultrabook™ Community



Summary



Intel AppUp[®]

Intel AppUp® Center

Thousands of Apps, Aggregated and Curated for Easy Discoverability

www.AppUp.com

- Digital storefront for existing and new PC software, apps, content, and entertainment
- Simplified submission process to support existing software applications and content
- Purchases supported in >45 countries, via 25 unique partners, and in 5 languages*
- Security testing performed prior to publication
- Distribution mechanism for all digital content



Intel AppUp® is a **trusted** and **aggregated** source to get digital content for Ultrabooks™, notebooks, and PCs – hundreds of millions of platforms!

Why Distribute through Intel AppUp®

Expanded Reach with Intel AppUp®

- Every 56 seconds a new user joins AppUp®
- Every 16 seconds an application is downloaded via AppUp®
- Potential to reach >2.6B installed PCs worldwide¹
- Participate in a ~\$10B PC App Store Market²
- Single submission, single validation, single security process that distributes across many digital storefronts, worldwide
- Opportunities to differentiate products by utilizing Intel hardware features

Easy to submit *existing* content + a potential reach of **2.6B** installed PCs
= High ROI

Connecting Creators with Millions of Consumers

Drive consumer adoption by solving consumer problems

- AppUp® makes DISCOVERABILITY easy by AGGREGATING and CURATING content in a single repository, accessible by many partners worldwide and hundreds of millions of PCs

Reduce the risk of malware and threats delivered via downloads

- AppUp® SCANS every submission prior to publishing to help ensure a safe and trusted environment for consumers

Deliver content focused around categories users care about

- Games, Entertainment, Creativity, Education, Productivity, Lifestyle, etc

Available today and easily accessible

- AppUp® supports Windows7 and Windows XP today – with an opportunity to reach 2.6B PCs
- AppUp® will be available with Win8

Intel AppUp® provides consumers with a breadth of popular and relevant content, **AGGREGATED** and easily **DISCOVERABLE**, **VALIDATED** and **SCANNED** to help prevent malware, making PCs more fun and useful.



Opportunity To Grow With Us: 2.6B PCs

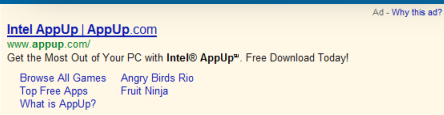
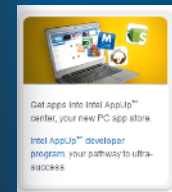
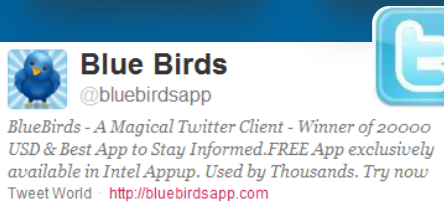
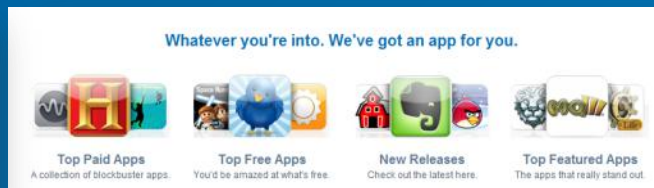
Marketing initiatives targeted towards the installed base

Direct to Consumer

Social Networking

Product Placement

Partner Marketing



Ad - Why this ad?



Part of the Largest Intel Marketing Campaign since Intel® Centrino®!

Global Distribution of Apps



* All logos on this slide are the property of 3rd parties

Intel® Ultrabook™ Community

Reshaping the PC Experience

Introducing Ultrabook™ — Inspired by Intel.
Ultra Responsive. Ultra Stylish.



Get Started

Tools & Downloads

AppUp

Community Support

DEVELOPING FOR ULTRABOOK PART 1



An Ultrabook is a new category of computing devices that will increasingly give us the most complete and satisfying, no-compromise and more secure computing experience in one, sleek and portable device. Learn more on what defines an Ultrabook, the importance of "Touch" technology for these new devices as well as what other technologies to expect and take advantage for application development.

[Developing for Ultrabook Part 1](#) ▶



PERFORMANCE

From software design to tools see get the resources you need to take advantage of Ultrabook performance.



POWER MANAGEMENT

Learn how to leverage both the hardware and OS to make your apps power efficient.



GRAPHICS

Best practices, techniques and tools for developing and optimizing apps for graphic and gaming.



TOUCH & SENSORS

Technical and user experience guides for effective Ultrabook touch applications.

Meet The Community Manager



Bob Duffy is your lead evangelist and community manager for Ultrabook development. Drop Bob a note or check out his blogs and thoughts on Ultrabooks.

[Read Bob's Blog](#) >

[Contact Bob on Twitter](#) >

GET SUPPORT!

[AppUp Forum](#) >

[Parallel Programming Forum](#) >

[Visual Computing Forum](#) >

[Power Efficiency Forum](#) >

ULTRABOOK DEMO / VIDEOS

[Bboy Tata & his Bros | Act](#)

MUST SEE CONTENT

FREE TOOLS & RESOURCES

- <http://software.intel.com/en-us/ultrabook/>

Ultrabook™ Community Resources



- Forums: Ask and Find Answers
- Black Belt Program: Earn Points
- Technical Video Tutorials
- Development Opportunities

Software.intel.com/en-us/ultrabook

Intel® Black Belt Software Developer Program is a community ranking & recognition system designed to isolate member status in the Intel AppUp® Developer program.

Black Belt Software Developer
Receive an Intel® Black Belt Software Developer badge.
Learn More

Find Out Where You Stand...
Get started now! Learn more about the ranking system.
Details

	BLACK BELT Indicates leadership in technical development and technical support. Learn More
	RED BELT Indicates leadership by providing code and components. Learn More
	BROWN BELT Indicates regular, consistent contributions. Learn More
	GREEN BELT Indicates active member contributions. Learn More

Earn recognition and rewards

Intel AppUp Show for Developers 25
FEATURED EPISODE
Intel AppUp Show for Developers 25
May 29, 2013 by Bob Duffy (Intel) Rhonda Peters (Intel)

Video Clips Video Series

All Types English Date Added Popularity

Overview of New Improvements to AppUp

Offline and Packaging for AppUp

HTML5 Device Access

HTML5 Storage

HTML5 Communications Part 3

HTML5 Communications Part 2

HTML5 Communications Part 1

HTML5 Audio and Video

Publishing Apps in Intel AppUp[®]

- Join AppUp[®] Developer Center
- Start App Submission
- Validation
- App Published

AppUp[®] Developer Center

- 100% Free enrollment
- Access to SDK, Community, Developer Tools, content, etc
- Submit apps to sell on the Intel AppUp[®] Center
- appdeveloper.intel.com



My Dashboard

- Access all apps and validation process
- Finance
- Messages
- Crash Reporting
- Organization Members
- Black belt program

The screenshot shows the AppUp developer dashboard. At the top, there is a navigation bar with links for Home, Development, SDKs and Tools, Documentation, Opportunities, Community, and Support. Below this is a header area with the AppUp logo, the user name 'AppUp™ developer', and a language selector set to 'English'. A red box highlights the navigation bar and the language selector. Below the header, there is a 'My Dashboard' section with a dropdown menu for 'Applications' and a 'Current Organization' dropdown set to 'Test Norman'. A red box highlights the 'Applications' dropdown menu, which lists options like Applications, Components, Organizations, Profile, Messages, Reputation Points, Financial Reports, Crash Reports, My Content, and Application Keys. Below this is a yellow notification banner that reads: 'The Legal Agreement is updated on 07-11-2012. View Legal Agreement. One of your organizations is out of compliance.' To the right of the notification is a 'Resources' section with links for Component and Application Submission, Distribution Agreement, Beta Testing, Validation Guidelines, Troubleshooting, Validation Failures, Image resizer, Apply for code signing certificate, and Remote Device Access beta. Below the notification is a 'Start A New Application' button, highlighted with a red box. The main content area shows an 'Upload Test' section for a version 1.0 application in 'Draft' status. It includes fields for Status Date (07-24-2012 03:55:54 PM (PDT)), Organization (Test Norman), GUID (0x07C849EB,0x048B4D54,0x9E0FB7D1,0x1264BA79), and Contact Email (orwei@hotmail.com). A 'Supported Languages' section lists 'English'. A 'Status History' table shows a single entry for version 1.0 in 'Draft' status on 07-24-2012 03:55:54 PM (PDT). At the bottom, it states 'Components are not allowed on this application'.

Intel AppUp™ SDK

- Digital Rights Management
- Crash Reporting
- In-App Upgrade
- In-App Purchase capabilities
 - In-App Unlocking
 - In-App Purchase:Content powered by Urban Airship*
- Integration is optional but recommended

Validation Process

Saved Applications

▼ iEat for Life: Breast Cancer | Version 1.0 | Published



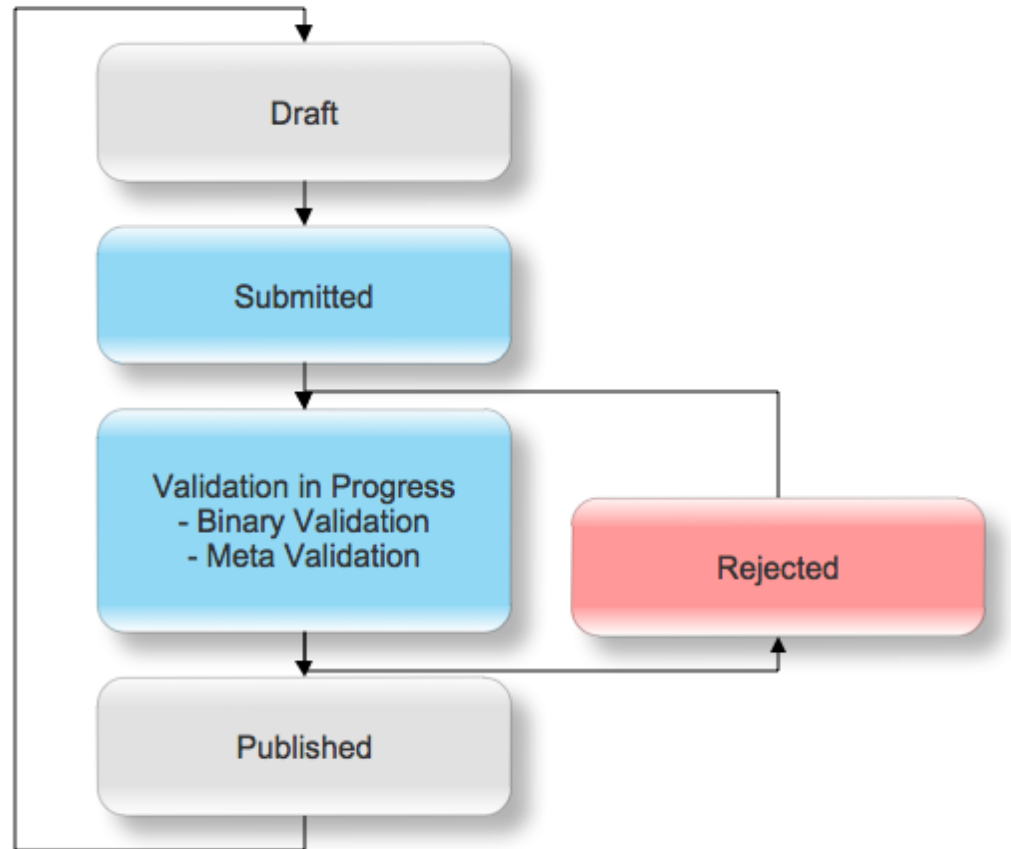
Average Rating
Rating updates daily



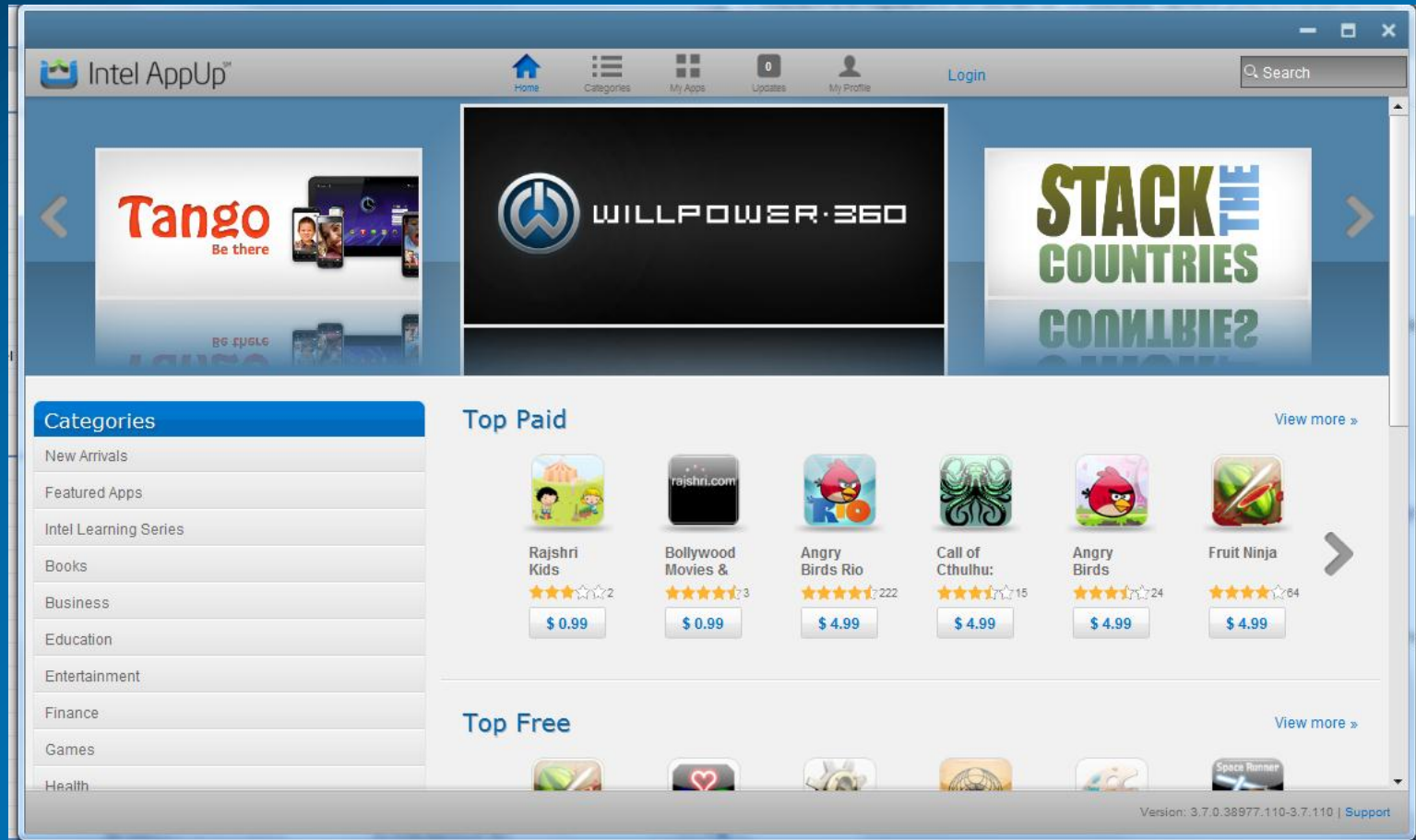
0 Reviews 3 Downloads

Application Name iEat for Life: Breast Cancer
Status Published
Status Date 14 Jan 2010
Organization Nutritionist Approved, Inc.
GUID 0x18C90A54,0x4CED480F,0x8
Contact Email support@grandemocha.com
Short Description Are you interested in making recovery from breast cancer? and treatment of breast cancer to make a difference in the public guides your shopping experience foods that have been found to

Version	Status	Date	
1.0	Draft	14 Jan 2010	
1.0	Published	14 Jan 2010	



App Publication



www.appup.com

Get Engaged!



- Enroll in AppUp[®] Developer:
appdeveloper.intel.com/join
- Talk with us on Twitter:
 - **@Develop4AppUpEU** - AppUp[®]
 - [Facebook.com/intelappupdeveloper](https://www.facebook.com/intelappupdeveloper)
 - Bob Duffy: [@bobduffy](https://twitter.com/bobduffy)
- Ultrabook Resources:
 - Software.intel.com/en-us/ultrabook

Call to Action

- Download the Intel AppUp[®] center and test drive an app today at appup.com
- Enroll in Intel AppUp[®] developer
- Engage in the Ultrabook[™] Community
- BUILD new apps & experiences that integrate Ultrabook touch, sensors, GPS, etc
- SUBMIT apps to be sold globally through Intel AppUp[®] center & affiliate stores



END