

Highlights from ISV quotes

(Full text of these and other ISV quotes on following pages)

Consumer ISV quotes

1. “The Intel® Centrino® 2 Processor empowers us to create a hyper-realistic battlefield environment in a way that simply was not possible before.”
--Johan Pfannenstill, Massive Entertainment, Lead Software Engineer
2. “We can provide players with a gaming experience that was only available to desktop users until today.”
--Masaru Ijuuin, CAPCOM, Senior Manager of Technical R&D Section Production Design Department
3. “Warhammer® Online: Age of Reckoning™ really takes advantage of multi-core machines powered by the Intel® Centrino® series. Our game is all about massive battles with hundreds of players on screen triggering a large number of special effects. We use threads whenever possible to reduce load times, improve frame rate, and smooth out the game play.”
--Matt Shaw, CTO, Electronic Arts, Mythic Studios
4. “The Intel® Centrino® 2 Processor really allows us to off load our main loop and get so much more left for gameplay related tasks that it is a joy to develop for. The future is clear and we are now able to run AI, Physics, Game Logic, Sound and even off load the GPU. The core of GRIN is now multi-core.”
--BO Andersson CEO GRIN

Business ISV quotes

5. “Intel’s Centrino® 2 with vPro technology sets a new standard of excellence for mobile computing and brings to market the built-in manageability service providers have been looking for. By integrating Intel’s vPro technology into our N-central software offerings, we’re making it easier for our partners to provide exceptional and uninterrupted service to their customers without bringing additional costs to their business models.”
--Gavin Garbutt, president & CEO, N-able Technologies
6. “Our solutions work together to create confidence by actively protecting PCs from quickly spreading malware while ensuring that critical management agents are always up and running.”
--Steve Morton, Symantec VP of endpoint management strategy and product management
7. “Using Smartconfig® with Intel® Centrino® 2 platforms, the enterprise mobile platform can be managed anytime and anywhere. Security and manageability are increased tremendously.”
--President and CEO of General Soft, Mr. Frank Jin

Full text of ISV quotes

Consumer ISV quotes



The new Mobile Intel[®] Graphics Media Accelerator 4500MHD Series is a great step forward for the notebook gaming market. We are very happy to be able to offer an even greater gaming experience for our laptop users.

--Johan Pfannenstill, Lead Software Engineer at Massive Entertainment

The Intel[®] Centrino[®] 2 Processor empowers us to create a hyper-realistic battlefield environment in a way that simply was not possible before. We are really happy and proud to be able to give high-end gamers an even more immersive experience. Besides the additional processor power we are also able to bring the multi-player gaming to the next level by fully using Intel[®] Centrino[®] 2 processor's wi-fi capabilities, which makes it easier than ever for friends to play together.

--Johan Pfannenstill, Lead Software Engineer at Massive Entertainment

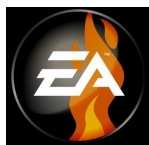


"The release of "Intel Graphics Media Accelerator X4000HD series" made development of "Devil May Cry 4" possible on the Intel Integrated Graphics platform. We are pleased that we will be able to provide players with portability for "Devil May Cry 4." --Masaru Ijuuin, Senior Manager of

Technical R&D Section Production Design Department

Our in-house Game Engine-MT Framework uses a massively multithreaded architecture and exhibits higher performance as the number of CPU cores increase. Newly published Lost Planet Colonies is one of the games taking advantage of this MT Framework. With the release of the evolutionary multi-core Intel[®] Centrino[®] 2 platform, we can provide players with a gaming experience that was only available to desktop users until today. --

Masaru Ijuuin, Senior Manager of Technical R&D Section Production Design Department



The new Mobile Intel Graphics Media Accelerator 4000M Series is impressive. Used in conjunction with the Core 2 CPUs, it supports all of the graphic features of Warhammer[®] Online: Age of Reckoning[™].

--Matt Shaw, CTO, Electronic Arts, Mythic Studios

Warhammer[®] Online: Age of Reckoning[™] really takes advantage of multi-core machines powered by the Intel[®] Centrino[®] series. Our game is all about massive battles with hundreds of players on screen triggering a large number of special effects. We use threads whenever possible to reduce load times, improve frame rate, and smooth out the game play. --Matt Shaw, CTO, Electronic Arts, Mythic Studios



Since joining up with Intel on the multi-core path we have gone from good Bionic Commando speeds to super charged, both in terms of engine and

game performance. The Intel® Centrino® 2 Processor really allows us to off load our main loop and get so much more left for gameplay related tasks that it is a joy to develop for. [The future is clear and we are now able to run AI, Physics, Game Logic, Sound and even off load the GPU. The core of GRIN is now multi-core.](#) --**BO Andersson CEO GRIN.**



"Working with Intel's integrated graphics solutions have helped us support a much wider range of laptops for Guitar Hero III: Legends of Rock. In particular, with the Mobile Intel® Graphics Media Accelerator 4500MHD we've seen great performance boosts, ensuring gamers can enjoy a full Guitar Hero experience on the go."

--**Glenda Adams, Director of Technology and Development for Aspyr**



Intel has excelled with Intel® Centrino® 2 Processor in the CPU and integrated graphics arena, with Sacred 2 surpassing expectations in our Software Development Platform tests. Intel's Centrino 2 platform and support expands the possibilities of integrated graphics solutions, such as the Mobile Intel® Graphics Media Accelerator 4000M Series, and this makes our development of Sacred 2 – Fallen Angel even more exciting as a games developer. Intel is prominent in making new features possible and successful, whilst improving upon existing architectures and benchmarks. Intel's proficiency is apparent not only in their hardware provision, but in their experience, ideas and level of support. Intel's Centrino® 2 processor is, without doubt, shaping the very essence of mobile PC gaming." --**Roger Boerdijk, Technical Director, Ascaron Entertainment**

"The Intel laptop gaming SDK (software development kit) has allowed us to realise an Ad-hoc network with Sacred 2 – Fallen Angel far quicker than we expected. This network, which we refer to as AMM (Ad-Hoc Multiplayer Mode), means each instance of Sacred 2 can run its own client-server-broadcast technology, allowing you to wirelessly connect directly to other mobile gamers running Sacred 2!

--**Roger Boerdijk, Technical Director, Ascaron Entertainment**



"All you need is Mobile Intel Graphics Media Accelerator 4000M to have a great gaming experience on Lineage 2"

--**Daewook Kang, Sr. Programmer and Manager of**

Lineage2 Client Programming Team, NCsoft



"I am really impressed by how good Wall-E looks on a laptop with Intel® Centrino® 2 Processor technology. When you combine that with Mobile Intel Graphics Media Accelerator 4000M, you have all the performance you need to help Wall-E journey across the universe for Eve." --**VP and General Manager, THQ, Heavy Iron Studios**



"Corel® WinDVD® delivers Blu-ray Disc, DVD and video playback with quality and entertainment in style. By

incorporating the HD video decode and HD video post processing features in Intel® Clear Video Technology for the Intel® 4 Series Chipsets, our users can experience smooth Blu-ray Disc playback, excellent video quality, as well as enhanced responsiveness and multi-tasking abilities for a superior video playback experience on computers." --**James Carrington, Senior Director, OEM and Strategic Product Marketing at Corel**



UBISOFT™

"Ubisoft has optimized Assassin's Creed™ to take advantage of Multicore technology. The latest tests showed a frame rate that is much higher on the Intel® Centrino 2® Processor compared to a single core processor. [This means that gamers can now play anywhere anytime.](#)"

--**Vincent Greco, Worldwide Production Technical Coordinator at Ubisoft**



"Heroes and Intel's new laptop platform based on Intel® Centrino® 2 processor technology are a great fit. Heroes has been designed to work on laptops. We are also delighted at the frame rate of Heroes on the new Intel Centrino 2. [Because of the new features in the platform it is now possible to play anywhere, anytime online](#) via Wi-Fi and Wi-Max... The Heroes team have also added mobile friendly features which show battery time and signal strength while playing."

--**James Salt the Creative Director on Heroes at EA/Dice Studio**



codemasters™

The Intel® Centrino® 2 Processor technology allows us to bring state of the art driving to the PC. Codemasters' proprietary technology engine; EGO™, has been designed from the ground up to utilize multiple cores [allowing for improved realism and a life like driving experience which culminates in our greatest and most realistic racing title to date](#); Race Driver GRID --**Gavin Cheshire, VP of CodeMasters Studios**



Turtle Entertainment in close collaboration with Intel in order to bring the eSports features of the Electronic Sports League onto the gamer's desktop. Ad hoc networking is an essential feature of the client, simplifying multiplayer gaming connections and thus giving all gamers the opportunity to actively take part in eSports competitions." says Dr. Thomas Jansen, Director Desktop Software Development at Turtle Entertainment, Cologne, Germany. "This feature works best with the new Intel® Centrino® 2 Processor, making it the perfect system for networked gaming and eSports. Furthermore, ESL Wire takes full advantage of Intel multicore CPUs offering gamers the best online gaming experience ever." --**Dr. Thomas Jansen, Director Desktop, Software Development at Turtle Entertainment**



"By utilizing Intel's architecture enhancements and threading, Adobe was able to improve the overall performance of Adobe® Premiere® Pro CS3. For Adobe Premiere Pro and Adobe Production Premium customers, this means greater productivity on Intel® Centrino 2 technology based notebooks thanks to higher real-time playback performance, and shorter encode times previews."

--**Giles Baker, group product manager, editing workflows at Adobe**



With nearly a billion downloads of GIPS' real-time media processing technology, GIPS trusts the high performing Intel® Centrino® 2 Processor to enable PCs to deal with video conferencing applications. With Intel® Centrino® 2 processor technology, GIPS' video Desktop demo application directly showed an improved performance, which is crucial when running the new generation real-time video and HD-video desktop applications. --
Global IP Solutions, Sr. Director Product Marketing, Mats Perjons



BMAT is pleased by the new Intel® Centrino® 2 Processor, which take CPU performance for cpu-intensive applications to a new level while reducing power consumption. Thanks to the partnership with Intel, BMAT's Music Analysis, Search And Recommendation Software runs on Intel® Centrino® 2 processor technology smooth as a whistle offering great mood-based music interaction as well as music recommendation."



We want our customers to have the mobility to work creatively at any time. For example, Steinberg Sequel® facilitates the first steps in digital music creation and is designed to run great on Intel® Centrino® 2 Processor technology. When using both cores on the upcoming Intel® Centrino® 2 Processor, Sequel's CPU utilization drops significantly compared to its execution on only one core, showing excellent scaling behaviour. This enables our customers to create their music wherever they are and whenever they want, without compromising performance." --**Frank Simmerlein, Director of Marketing at Steinberg Media Technologies GmbH**



The increased performance on Intel® Centrino® 2 Processor based notebooks enables our customers to process even more document forms within a working day, greatly reducing waiting times for their clients.
--**Sergey Popov, Chief Product Manager, FineReader Desktop Products, ABBYY**



Our H.264 Plug-In for MainConcept Reference 1.5 shows excellent scaling from one to two cores on the upcoming Intel® Centrino® 2 Processor. The speed increase originates from MainConcept's efficient implementation of multithreading and some processor specific optimizations, combined with the architectural benefits of the Intel Core micro-architecture. Furthermore, the same encoding tasks complete faster than on the previous generation of Intel's processor technology focused on mobile usage. With the support from Intel Application Engineering, MainConcept is well aligned with the multi-core computing paradigm and fully enables a mobile usage model with exceptional performance."
--**Muzaffer Beygirci, Managing Director and VP Sales at Main Concept**




With Intel's help, ArcSoft optimized Arcsoft Video Cleaner by integrating SSE4.1 instructions. Besides that, we multi-threaded

the denoising engine to fully utilize the available computing resources on Intel® Centrino® 2 Processors. After optimization, Arcsoft Video Cleaner gets great performance gain and meets our frames per second design goal.

--VP Engineering of ArcSoft, Alex Liu

ArcSoft collaborates closely with Intel. We changed our H.264 encoder engine into multi-thread to take full advantage of multi-core CPUs. After applying the new SSE4.1 instruction set, MediaConverter has achieved great performance gain on Intel® Centrino® 2 Processors. That increases the media file transcoding efficiency. It's possible for us to bring Full Search encoding technology to market. We can provide the best encoding quality for end users now. --VP Engineering of ArcSoft, Alex Liu

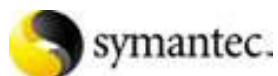
 **KINGSOFT**® Mobile platforms are more and more popularly used by the game players. Making games compatible and running well on the laptop configurations is very important for the game's popularity and revenue. With the effective technical support from Intel, the Kingsoft online games, like JXIII, SanGuo, MAT etc, got a dramatic performance enhancement on Intel® Centrino® 2 processor by taking advantage of the multi-core. In these games, one thread is for rendering and game logic, the other thread is for special effects and value-added functions. Intel also helped us have these games run well on "Mobile Intel® Graphics Media Accelerator 4500MHD Series". Intel technologies are really making Kingsoft's wonderful games more exciting to our game fans." --Feizhou Chen, VP of Kingsoft

SanGuo Online is meeting game player's expectation with its stunning graphics and new gaming features of group fights of 3D characters, which requires powerful processor capability. Intel's engineer helped us to get a notable performance enhancement of SanGuo Online in the Intel multi-core processors. We recognize and benefit from this kind of cooperation." --Zoutao, VP of Kingsoft

Business ISV quotes



Intel's Centrino 2 with vPro technology sets a new standard of excellence for mobile computing and brings to market the built-in manageability service providers have been looking for. By integrating Intel's vPro technology into our N-central software offerings, we're making it easier for our partners to provide exceptional and uninterrupted service to their customers without bringing additional costs to their business models. We're also empowering our partners to differentiate their services, increase profits and expand their addressable market by extending their managed services capabilities beyond the desktop to include notebooks. --Gavin Garbutt, president & CEO, N-able Technologies



"Symantec and Intel are committed to helping customers deliver faster software updates, reduce desk-side visits and improve client platform security. [Our solutions work together to create confidence by actively protecting](#)

PCs from quickly spreading malware while ensuring that critical management agents are always up and running. The Intel and Symantec collaboration continues to create powerful, hardware-based PC configuration management solutions that take advantage of the new remote management capabilities built into Intel® Centrino®2 notebooks with vPro™ technology." --**Steve Morton, Symantec VP of endpoint management strategy and product management**



Using new AMT features built into the Intel® Centrino® 2 with vPro™ technology platform, the wireless management capabilities of SmartConfig® are greatly increased. It can now remotely discover and manage a mobile platform. Using Smartconfig® with Intel® Centrino® 2 platforms, [the enterprise mobile platform can be managed anytime and anywhere. Security and manageability are increased tremendously.](#)

--**President and CEO of General Soft, Mr. Frank Jin**



From the initial launch of Intel® vPro™ technology two years ago, Level Platforms has continued to lead the market in delivering the power of Intel's out-of-band and remote management solutions to managed services providers. As the market shifts to notebooks and wireless networks based on Intel® Centrino® with vPro™ and Intel® Centrino® 2 with vPro™ technology, [we are again leveraging Intel's breakthrough technologies to provide the ultimate IT management platform for solution providers around the world.](#)"

--**Peter Sandiford, Level Platforms CEO**



To keep up with the velocity of business, companies place more reliance on mobile computing to keep pace. While this trend creates the challenge of delivering IT services for out-of-band devices, it is fortunate that Kaseya and Intel® Centrino® 2 with vPro™ technology can solve the "standby dilemma" by [ensuring that the mobile workforce is patched, backed up and fully secured through a fully automated Web-based platform.](#) --**Gerald Blackie, Kaseya CEO**

Microsoft "Microsoft is pleased to see Intel introduce new products like the Intel® Centrino® 2 Processor," **said Mike Ybarra senior director of Windows Product Management at Microsoft Corp.** "The new processor coupled with Windows Vista enables customers to take advantage of the increased application performance and greater operating system experience in a mobile environment."



"In today's software world, information security and asset management go hand in hand. The combination of Light Star's SmartIT and Intel® Centrino® 2 Processor technology are like ready-fit Lego stacks, flexible enough to be applied to all kinds of management solutions to reduce unnecessary burdens on MIS or IT staff."

--**Alex Chen, Software Director, Light Star**



Intel's AMT has significantly tightened the security of desktop computers thus reducing the crisis in IT environments and safeguarding enterprise system reliability. Meanwhile, Intel's AMT's out-of-band feature has greatly improved the remote capabilities of our computer service system, CooCare 2.0, in diagnosing and repairing faults. This offers great value and efficiency to IT service dealers and customers. **We believe that Intel's AMT will become the preferred infrastructure for PC protection due to its effectiveness in dealing with the increasing threats within the IT world.** Moreover, its powerful remote access capability enables it to be a key technology for supporting outsourcing and SaaS in IT business. --**CTO of StarSoft Comm, Mr. Xingming Zhang**



SoftLumos brings revolutionary products and solutions to our customers by fully utilizing Intel technologies on Intel® Centrino® 2 notebooks with vPro™ technology. Intel AMT greatly improves EMNC's remote management and maintenance capabilities, especially the newest iAMT features which extend capabilities to laptops over wireless. With Intel® VT, our VPP is able to switch OSes much more rapidly, and our v-Undo Machine solution is able to quickly backup and restore systems and applications. In addition, our v-Safe secure computer is able to isolate hardware and provide encryption and de-encryption below the OS. In a word, **Intel vPro™ technologies make our products and solutions more effective to our customers, not only providing newer, faster, and more secure products and solutions for end users, but also improving their user experience.** --**Sales and Marketing Director of Softlumos, Miss Diana Zhang**



"Intel and Samsung Electronics are committed to providing solutions that will enable IT to provide faster software updates, reduce the need for desk-side visits and significantly improve the overall level of client platform security by actively protecting PCs, while ensuring that critical management agents are always up and running. Intel and Samsung Electronics are partnering to deliver powerful PC configuration management solutions through its Smart Manager, which leverages the new remote management and diagnostics capabilities built into notebooks with the Intel® Centrino® 2 processor technology."