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# Fact Sheet

## Intel Delivering the Future of Mobile Experiences at Computex Taipei 2014

June 4, 2014 – Speaking at an Intel Corporation event at Computex, [Kirk Skaugen](#), senior vice president and general manager of the PC Client Group and [Hermann Eul](#), corporate vice president and general manager of the Mobile and Communications Group highlighted key advances and efforts the company is making to deliver integrated, smart and connected devices, including: new, enhanced user experiences; momentum and innovation for tablets and LTE; and progress and reinvention of the 2 in 1 and desktop categories.

### Innovation in Tablets

Intel continues to push the boundaries of innovation to bring new experiences to and build momentum for Intel-based tablets. During his speech, Eul highlighted that Intel currently has 130 tablet design wins that are either in market or will be in market this year from global OEMs and ODMs. More than a dozen Intel-based tablets are launching at the Computex timeframe, including those from customers such as Acer\*, ASUS\*, Dell\*, KD Interactive\*, Lenovo\* and Toshiba\*. Approximately 35 percent of Intel® Atom™ processor-based tablet designs currently include or will include Intel communications solutions.

Key customers joined Eul on stage to talk about their collaboration with Intel. Jason Chen, CEO of Acer, announced a new agreement with Intel on the development and distribution of Intel-based tablets including the [Acer Iconia Tab 8\\*](#) that was just launched. ASUS CEO, Jerry Shen, put a spotlight on his company's new [Intel-based tablets](#) launched at Computex and also spoke to the successful introduction of the Intel-based [ASUS ZenFone\\*](#) series smartphones that boast stunning performance and battery life with great value. Finally, Young Liu, general manager of Foxconn\* Innovation Digital System Business Group also joined Eul on stage to reiterate the company's announcement of more than 10 Intel-based tablets available now or coming soon, ranging from the entry to performance segments. The tablets are based on Intel Atom processors (code-named "Bay Trail" or "Clovertrail+") and many include Intel's 3G or LTE communications platforms. Foxconn will help secure its offerings by incorporating McAfee Mobile Security and Intel Device Protection technology<sup>1</sup> into some designs. Foxconn also said it plans to deliver mobile devices based on Intel's new integrated mobile SoC, code-named SoFIA.

To further extend its support for the industry, Intel is expanding its reference design program for tablets to include a turnkey solution for phones based on SoFIA. Intel's reference design program provides master reference designs, tools and brand support to help partners innovate on Intel® architecture.

Eul also demonstrated the leading performance that Intel is providing to its customers. He showed how popular usages and applications run 1.3 to 2.5 times faster on the 64-bit ready, quad-core Intel® Atom™ Z3700 series entry processor ("Bay Trail") versus a competitor's eight-core processor on similar tablets<sup>2</sup>. Intel testing also showed the new dual-core Intel Atom processor ("Merrifield") outperformed this competitive SoC<sup>3</sup>.

More and more software developers are also developing apps optimized for Intel architecture. As an example, Eul showed how Intel processors, running the popular app ooVoo\*, enables great HD video conferencing experience on typical consumer bandwidth. A competitive tablet allows only standard definition image with less image quality<sup>3</sup>.

### Intel Advancing in LTE

Intel's [LTE business is ramping](#) as customers incorporate the Intel® XMM™ 7160 LTE platform into more devices and as the company readies its LTE-Advanced platform ([Intel® XMM™ 7260](#)) for availability in the second quarter. Eul announced that Intel® XMM™ 7260 is now shipping to customers for interoperability testing and emphasized this puts Intel into a leadership position with a category 6 platform capable of 300 Mbps peak download speeds.

### **14nm Intel® Core™ M Processor for Fanless 2 in 1 Designs**

The Intel Core M processor will be the first 14nm product in market in the second half of this year. It was purpose-built for detachable 2 in 1s, delivering both a lightning-fast tablet and a razor-thin laptop. The majority of designs will be fanless – delivering thin, cool and quiet devices. It is the most energy-efficient Intel Core processor in the company's history<sup>4</sup>.

Skaugen showcased Intel's detachable 2 in 1 Intel Core M-based reference design, code-named "Llama Mountain." With the keyboard detached, measures just 7.2mm, is fanless and weighs only 670 grams. It features a 12.5-inch QHD (2560x1440) display developed by SHARP\*, as well as a thin, detachable keyboard and media dock that provides additional cooling for a burst in performance. This performance scalability is a significant advantage available with Intel Core silicon. The 10-inch tablet version of "Llama Mountain" is just 550 grams and a mere 6.8mm thin.

2 in 1 momentum continues with innovative designs across the spectrum of form factors and price points. There are three times the volume of new designs in the pipeline compared with a year ago, 50 percent of which are expected to hit mainstream price points below \$700. Today, there are 60 different 2 in 1 systems in market spanning all the top manufacturers, screen sizes, segments and prices. And this will scale in the second half of this year, with new devices expected this holiday season.

### **Accelerating the Reinvention of the Desktop and Entry-Level PCs**

This week, Intel announced introduced Intel's first processor that runs 4 GHz on four cores simultaneously the unlocked 4th generation Intel® Core™ i7 processor for enthusiasts, code named Devils Canyon. At an overclocking event at Computex, competitors set a new world record, and were successful in achieving 5.5 GHz on all four cores, using air/liquid cooling.

New innovations in product performance, user experience, and form factors including all-in-ones (AIO) and mini-PCs are also driving a new wave of excitement for the desktop PC. Skaugen reiterated the excitement around Intel's first 4-core, 4 GHz unlocked Intel® Core™ i7 processor, code-named "Devil's Canyon" for enthusiasts. To celebrate over 20 years of Intel® Pentium® processors, Intel also announced the Intel® Pentium® Processor Anniversary Edition, an unlocked desktop processor that will enable a new generation of PC overclockers. Both will be available in volume this month.

Intel is improving the PC experience by delivering an immersive experience to the PC through stunning visuals. In order to bring this to mainstream users, Intel is enabling high quality 4K 23.6-inch PLS monitors through its ecosystem partners and today announced they will be available at half the price, as low as \$399, by the end of the third quarter. Intel has also enabled sub-\$1000 Intel Core-based 4K all-in-one PCs, shipping by the end of July.

Intel is bringing new experiences to portable AIOs and announced a new set of Hasbro's\* popular games including Risk, Scrabble, and The Game of Life targeted for availability in the second half of this year.

Intel also discussed its continued expansion into the entry device category with the Intel® Pentium® processor and the Intel® Celeron® processor based on the Bay Trail M and D SoCs. Available since last holiday season, these processors have improved CPU and graphics performance and will power over 150 value notebook and desktop designs starting at \$249 this summer, including numerous designs supporting Windows 8.1 with Bing\*. A number of new AIO's will also be available for as low as \$349.

### **New, Enhanced User Experiences**

Intel is enhancing the computing experience by eliminating people's frustrations with technology, making computing more immersive and enabling human-like natural interaction. During the satellite event, Skaugen outlined how Intel plans to eliminate wires from computing devices with

reference designs coming for the Intel Core processor family after Broadwell. He demonstrated technology that allows power to be transferred through a table, while powering multiple devices. Additionally, Intel and the board of the industry standard A4WP announced several new companies have signed on as members to further the advancement of A4WP wireless charging technology, including Dell\*, Fujitsu\*, Lenovo\*, Logitech\* and Panasonic\*.

Skaugen highlighted how Intel® RealSense™ technology is gaining momentum. This family of software and hardware products from Intel and in collaboration with other companies continues to bring enhanced experiences to consumers with first production OEM systems shipping by the end of this year. Skaugen and Eul demonstrated and made announcements surrounding three cameras in the Intel RealSense family.

- *Eul announced Intel® RealSense™ Snapshot.* The first-of-its-kind photography solution developed by Intel, it captures depth information of photos to bring new dimensions to today's flat, static photos. When users share these photos socially, family and friends can also interact with the photos in new and interesting ways, such as getting actual measurements of objects from the photos.
- *Intel® RealSense™ 3D camera for a front-facing device experience.* The world's first and smallest integrated 3D camera delivering real-time depth sensing for all-in-one PCs, Ultrabooks, laptops, 2 in 1s and tablets so precise it enables truly natural and immersive interaction. Eight OEMs have already committed to bring it to market at major retailers across the United States and Europe in a variety of devices spanning 2 in 1s, laptops and all-in-one PCs.
  - Many new software apps were revealed, including those from Arcsoft\*, FaceShift\*, ooVoo, Opera\*, Playtales\* that will release titles such as Garfield and Wizard of Oz, and Steinberg, among many others. This [builds on the previously announced third-party collaborations](#) and plans with ISVs to bring Intel® RealSense™ experiences to life, now tracking to more than 40 applications in total.
  - Intel announced a plug-in for scanning real objects into Minecraft\* world format. It works by using Intel® RealSense™ technology to allow players to 3D scan any object, convert it to Minecraft blocks, and a world that opens in Minecraft for PC. The plugin will be made available as a free download but a full copy of Minecraft will be required to enjoy it to the fullest.
  - Following up on the announcement at CES 2014, Intel announced new details on the partnership with Tencent\* to integrate Intel RealSense Technology into Tencent QQ platform, providing real-time background removal on video calls. Tencent QQ is one of the largest social networks in the world with more than 800 million users. Tencent and Intel plan to introduce this unique immersive collaboration product later this year.
  - Award-winning, best-selling children's book series "iSpy" was announced as a lead title being developed for Intel RealSense technology by Scholastic\*.
  - 3D Systems\*, Iridium\*, Microsoft\* Skype, and Personify\* all showed working demonstrations of their applications designed for Intel RealSense technology.
  - Intel announced the Intel RealSense Software Development Kit (SDK) 2014 for Windows, which will be made available to developers in the third quarter of this year as a free download from [www.intel.com/RealSense/SDK](http://www.intel.com/RealSense/SDK). It is a set of tools and APIs that allow developers to access and leverage the Intel RealSense 3D camera. It will be an evolution of Intel's Perceptual Computing SDK 2013, enhancing existing capabilities while adding exciting new ones. The SDK provides a tremendous opportunity for developers of all skill levels, allowing them access to a variety of technologies that enable a more natural, intuitive user interface that will delight their users. A peripheral camera will be available for developers later this year from Creative\*.
  - As part of its support and commitment to the broader software ecosystem, Intel will hold a \$1 Million Intel RealSense App Challenge 2014, open to developers worldwide. Cash prizes and marketing opportunities await the best application demos built using the new Intel RealSense SDK. The ideation phase will begin in the third quarter of this year and

the App Development phase will continue through the end of the year. Interested developers can sign up now at [www.intel.com/RealSense/challenge](http://www.intel.com/RealSense/challenge)

- *Intel RealSense 3D camera for tablets and detachables.* An integrated 3D camera delivering real-time depth sensing is designed to be rear-facing in devices and sense the surrounding world to scan, interact, play games, augment reality, and enhance photo and real-time video. With a longer range for indoor and outdoor use, this camera measures just 3.28 mm thick, 100 mm long and 8 mm high. It enables a host of new usages and interactions. It will support both Windows and Android\* operating systems on Intel Atom- and Intel Core-based devices and will be available in 2015. Intel stated that it would provide SDKs for Android and Microsoft Windows for this new technology. For more information visit [www.intel.com/RealSense/tablet](http://www.intel.com/RealSense/tablet).

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<sup>2</sup>System Configurations: Coolpad 9976A 7" Phablet: MediaTek\* MT6592, 8T8C Cortex-A7, 1.7GHz, 2GB LPDDR3-1333, Mali-450MP4 @ 700MHz Graphics, Android 4.2.2, Chrome browser Estimates for Bay Trail Z3735F: 4T4C Silvermont, up to 1.83/1.58GHz, 1CH x64 DDR3L-1333, Intel® Gen 7 LP Graphics 646MHz, 22nm. WebXPRT scores estimates using Chrome browser. Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark\* and MobileMark\*, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more information go to <http://www.intel.com/performance> Intel is a sponsor and member of the BenchmarkXPRT Development Community, and was the major developer of the XPRT family of benchmarks. Principled Technologies is the publisher of the XPRT family of benchmarks. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases. Results have been estimated based on internal Intel analysis and are provided for informational purposes only. Any difference in system hardware or software design or configuration may affect actual performance.

<sup>3</sup> Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performances of that product when combined with other products.

<sup>4</sup> Energy efficiency based on SPEC CPU2006 Intel estimates for both performance and core power. Comparison made vs. Intel prior generation Intel Core family CPU Processors.