Intel introduces a thin, light, beautiful 'Ultrabook' laptop

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This " **Ultrabook** " device will have a *"thin, light, beautiful* " design, which is affordable for the high-end market, not just for high-end buyers. Intel hopes, by the end of 2012, new systems will account for 40% of its consumer notebook sales.

However, it will take time for these systems to grow. The first Ultrabook computers will be sold by PC makers during the shopping season later this year. Based on Intel's current Core processors, they won't be thicker than 20mm, priced below $ 1,000, Intel said.

The second Ultrabook will appear in the first half of next year, based on Intel's upcoming Ivy Bridge processors. The last installment was in 2013, based on the new Core processor design (codenamed Haswell). Haswell will halve Intel's power consumption compared to current laptops, Intel said, allowing for slimmer design, longer battery life.

In the afternoon of May 31, 2011, in a speech at Computex 2011, Mr. **Sean Maloney** - co-leader of Intel Architecture Group - introduced the concept of Ultrabook. On the stage also has the participation of Asus

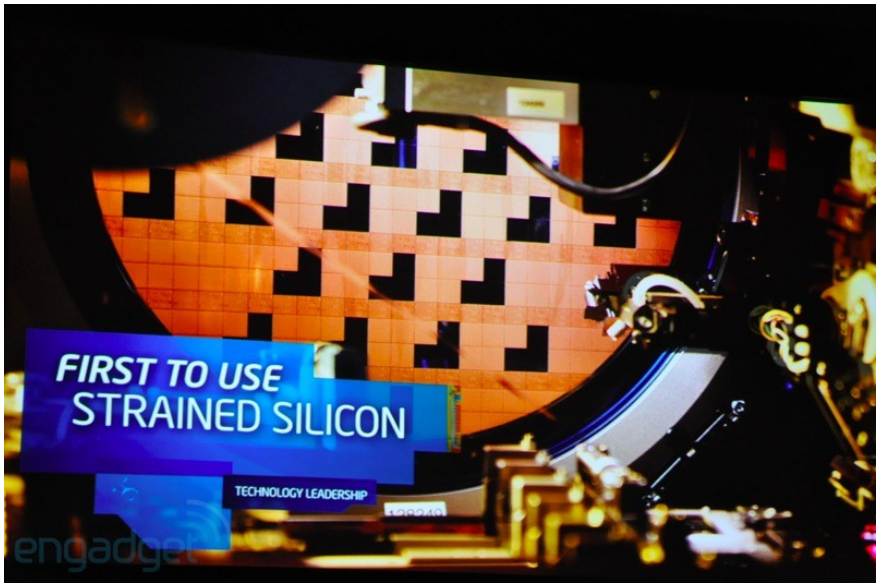
Chairman Jonney Shih. Shih introduced an Ultrabook called UX21 that Asus plans to sell later this year.

On stage at Computex 2011, Mr. Maloney also introduced 10 upcoming tablets, all based on Intel's new Atom Z670 'Oak Trail' processor. He also talked about Intel's new chip platform for netbooks, called Cedar Trail, that would allow machines to use it without using cooling fans with Intel Rapid Smart quick recovery technology.

Mr. Maloney first performed on Intel's Medfield processor running Google's Android 3.0 ' **Honeycomb** ' operating system. Medfield will be used for smartphones as well as tablets not thicker than 9mm, weighing less than 750g, Intel said.

>> **View the panoramic view of the Ultrabook launch ceremony**

Set of panoramic photos of Ultrabook launch ceremony


FIRST TO USE
STRAINED SILICON
TECHNOLOGY LEADERSHIP
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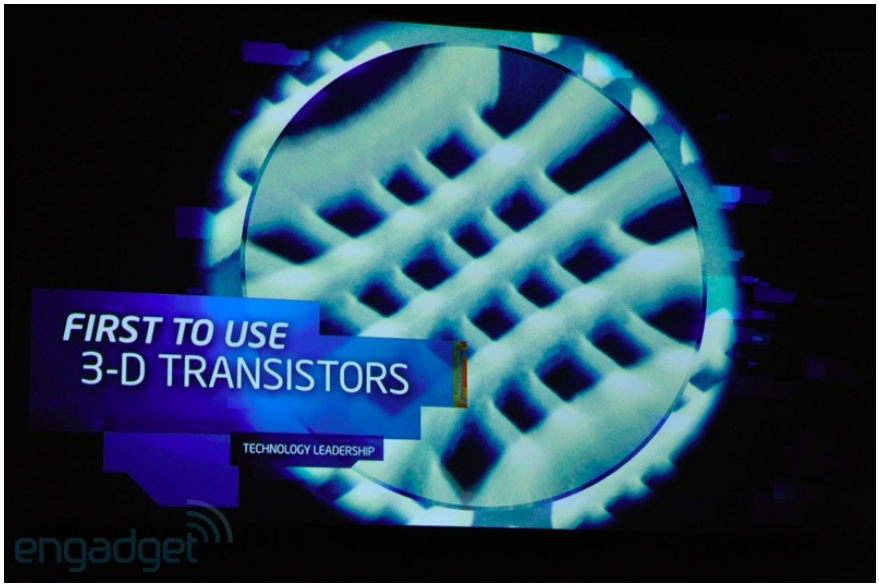
FIRST TO USE
3-D TRANSISTORS
TECHNOLOGY LEADERSHIP
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PASSION
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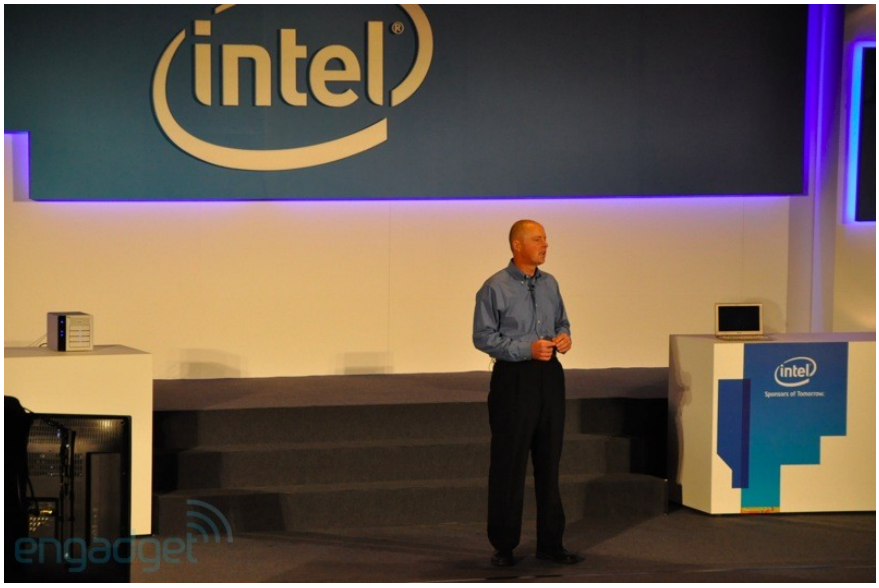
PASSION
300,000,000,000,000,000
TRANSISTORS PER YEAR
engadget


intel
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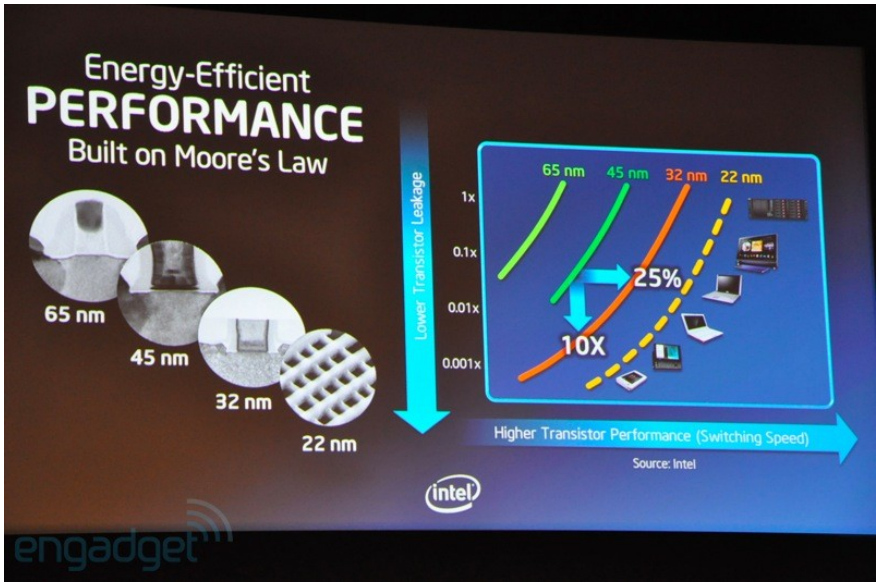
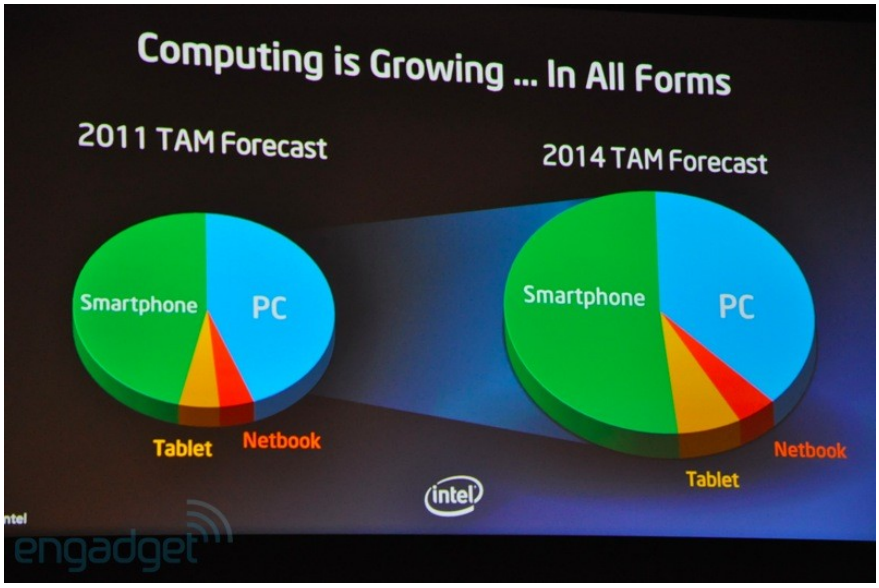

Energy-Efficient
PERFORMANCE
Built on Moore's Law
65 nm
45 nm
32 nm
22 nm
Lower Transistor Leakage
1x
0.1x
0.01x
0.001x
65 nm
45 nm
32 nm
22 nm
25%
10X
Higher Transistor Performance (Switching Speed)
Source: Intel
intel
engadget


Computing is Growing ... In All Forms
2011 TAM Forecast
2014 TAM Forecast
Smartphone
PC
Tablet
Netbook
Smartphone
PC
Netbook
Tablet
intel
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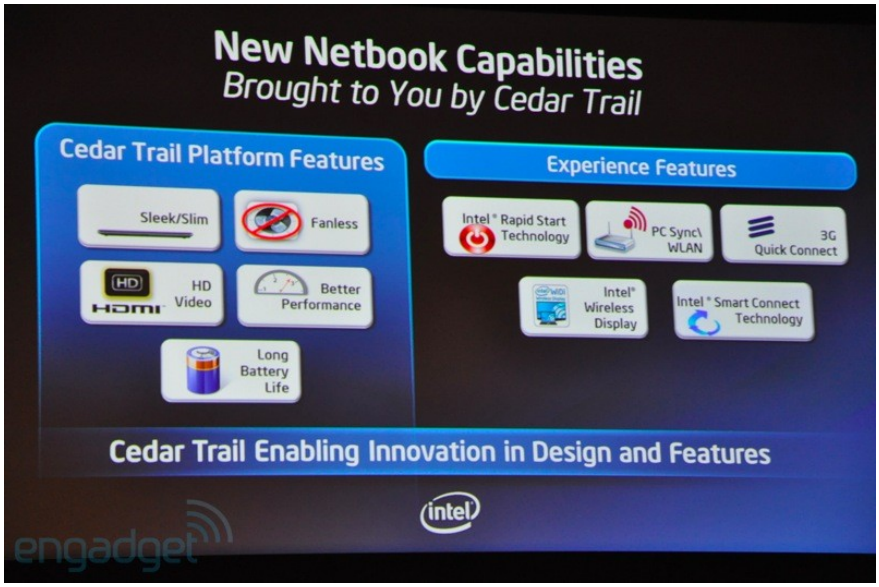
New Netbook Capabilities
Brought to You by Cedar Trail
Cedar Trail Platform Features
Sleek/Slim
Fanless
HD Video
Better Performance
Long Battery Life
Experience Features
Intel® Rapid Start Technology
PC Sync\ WLAN
3G Quick Connect
Intel® Wireless Display
Intel® Smart Connect Technology
Cedar Trail Enabling Innovation in Design and Features
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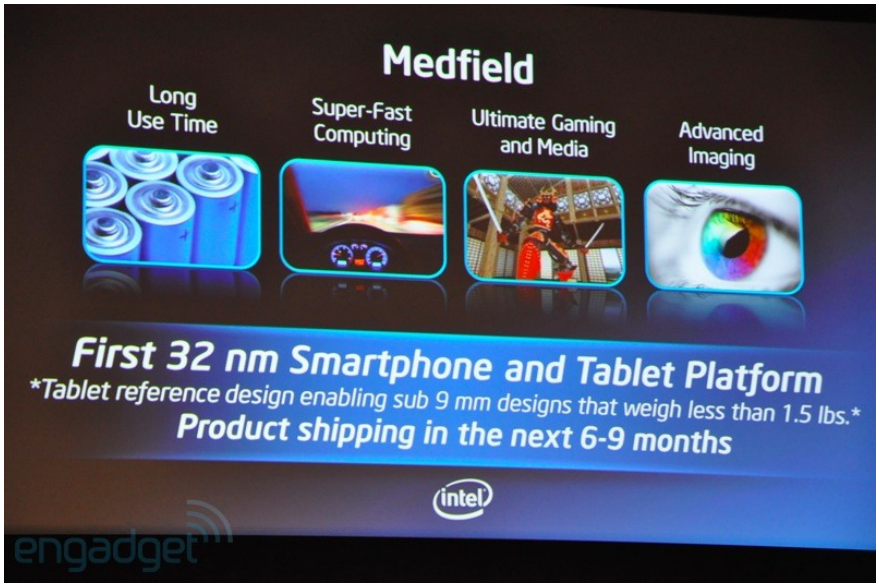
Medfield
Long Use Time
Super-Fast Computing
Ultimate Gaming and Media
Advanced Imaging
First 32 nm Smartphone and Tablet Platform
Tablet reference design enabling sub 9 mm designs that weigh less than 1.5 lbs.
Product shipping in the next 6-9 months
intel
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Sponsors of Tomorrow.
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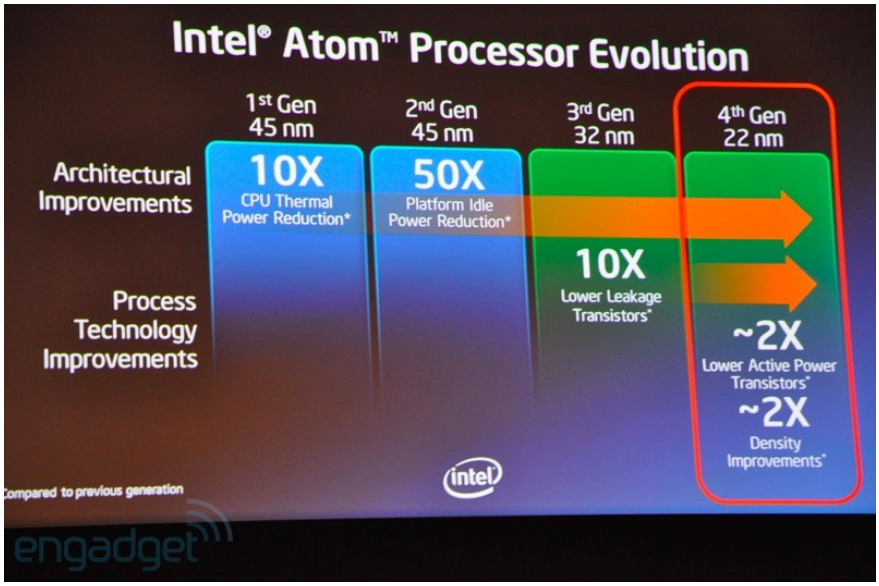
Intel® Atom™ Processor Evolution
1st Gen 45 nm
2nd Gen 45 nm
3rd Gen 32 nm
4th Gen 22 nm
Architectural Improvements
Process Technology Improvements
10X
CPU Thermal Power Reduction*
50X
Platform Idle Power Reduction*
10X
Lower Leakage Transistors*
~2X
Lower Active Power Transistors*
~2X
Density Improvements*
Compared to previous generation
intel
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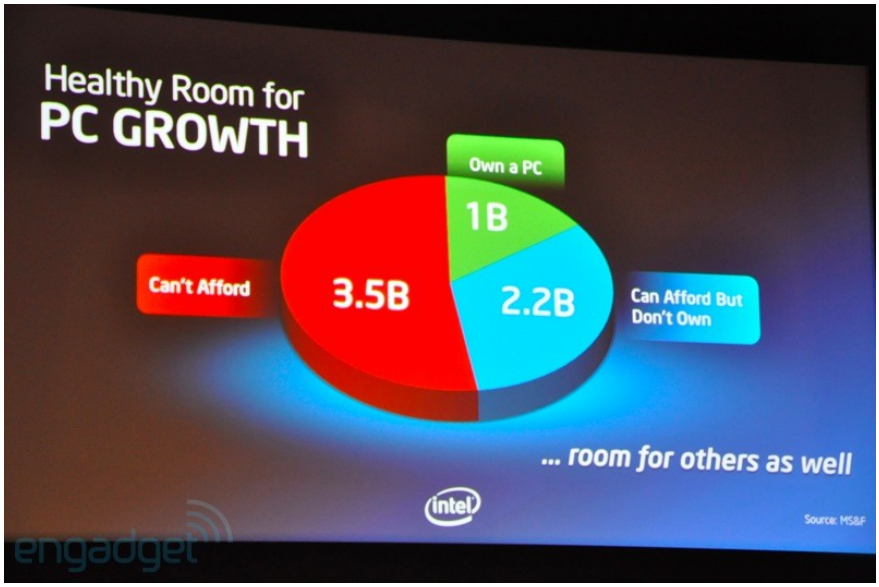
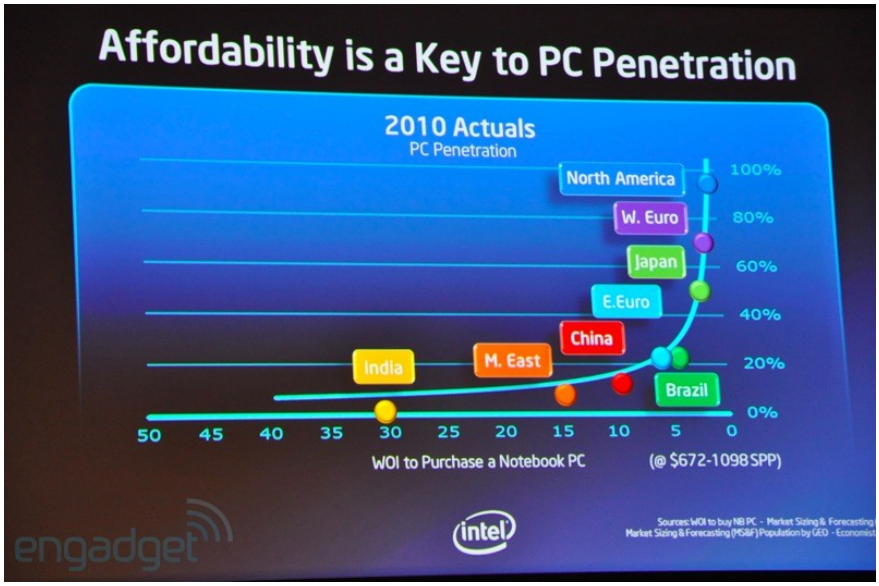

Healthy Room for
PC GROWTH
Own a PC
1B
Can't Afford
3.5B
2.2B
Can Afford But
Don't Own
... room for others as well
intel
Source: MS&F
engadget


Affordability is a Key to PC Penetration
2010 Actuals
PC Penetration
North America
W. Euro
Japan
E.Euro
China
India
M. East
Brazil
100%
80%
60%
40%
20%
0%
50 45 40 35 30 25 20 15 10 5 0
WOI to Purchase a Notebook PC
(@ $672-1098 SPP)
intel
engadget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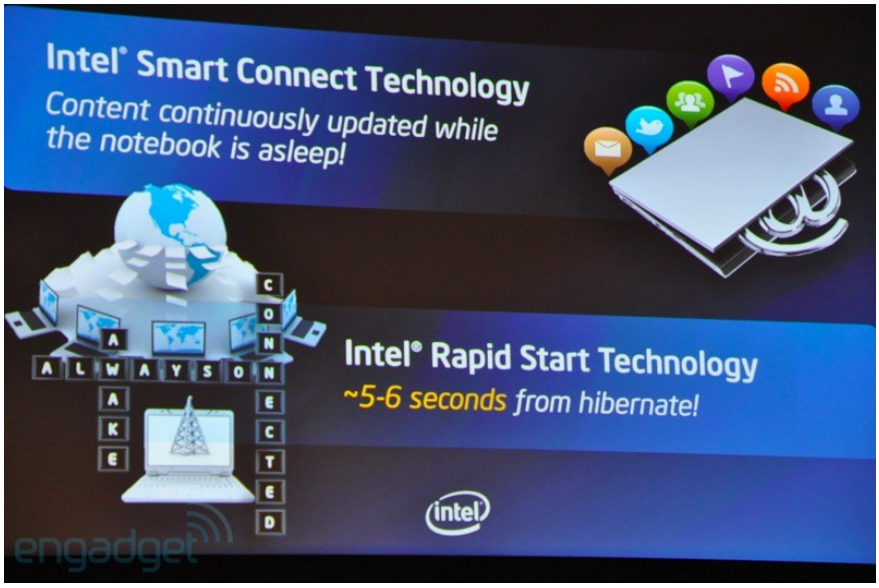
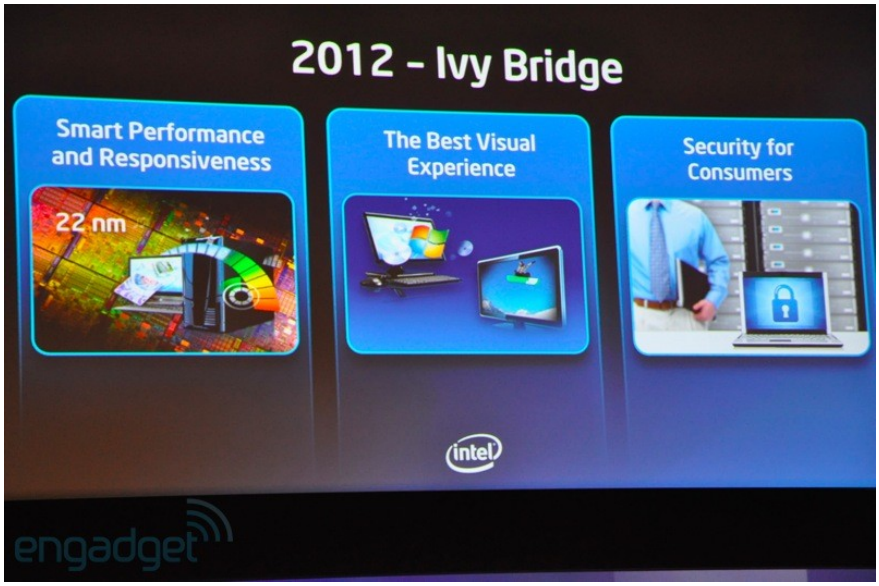
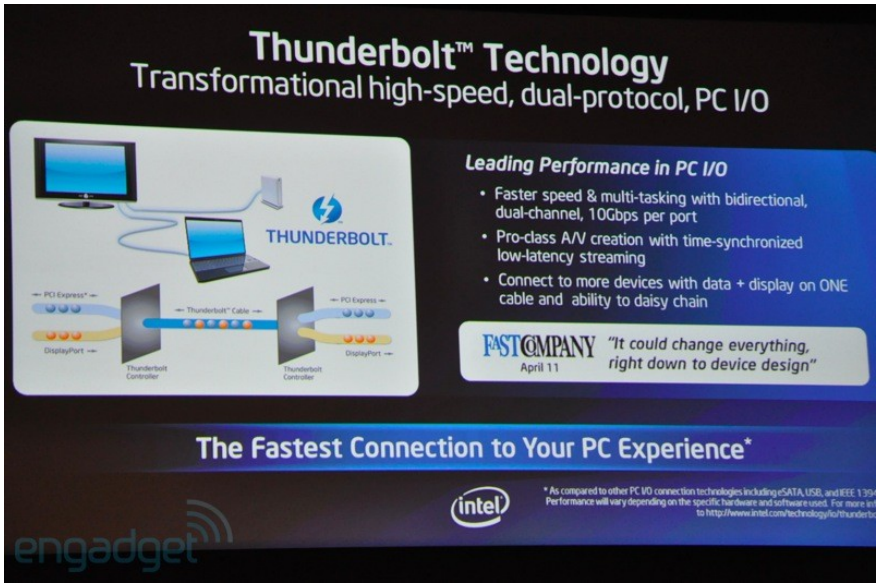

Intel® Smart Connect Technology
Content continuously updated while the notebook is asleep!
ALWAYS ON
CONNECTED
Intel® Rapid Start Technology
~5-6 seconds from hibernate!
intel
engadget


2012 - Ivy Bridge
Smart Performance and Responsiveness
22 nm
The Best Visual Experience
Security for Consumers
intel
engadget


Thunderbolt™ Technology
Transformational high-speed, dual-protocol, PC I/O
THUNDERBOLT
PCI Express*
Thunderbolt™ Cable
PCI Express
DisplayPort
Thunderbolt Controller
Thunderbolt Controller
DisplayPort
Leading Performance in PC I/O
• Faster speed & multi-tasking with bidirectional, dual-channel, 10Gbps per port
• Pro-class A/V creation with time-synchronized low-latency streaming
• Connect to more devices with data + display on ONE cable and ability to daisy chain
FAST COMPANY April 11
"It could change everything, right down to device design"
The Fastest Connection to Your PC Experience*
intel
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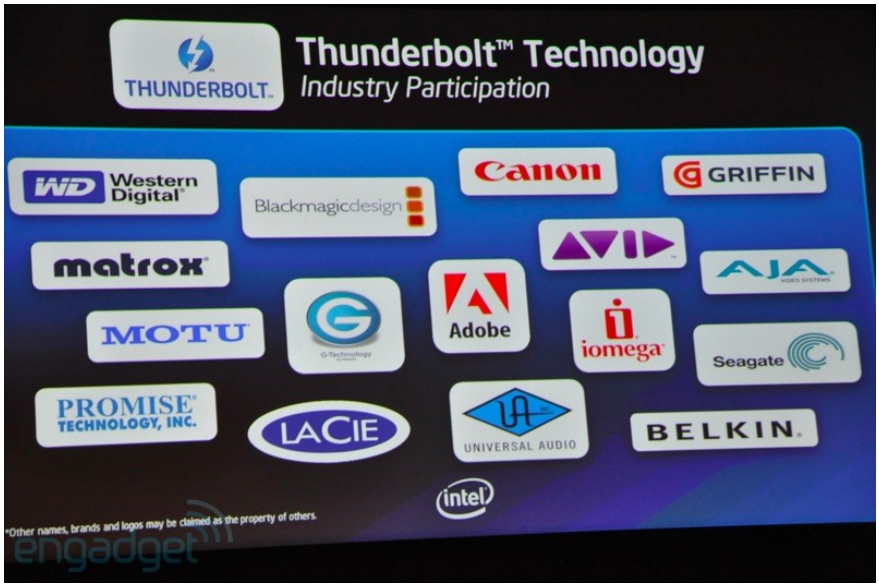
THUNDERBOLT
Thunderbolt™ Technology
Industry Participation
Western Digital
Blackmagicdesign
Canon
GRIFFIN
matrox
AVID
AJA
MOTU
Adobe
iomega
Seagate
PROMISE TECHNOLOGY, INC.
LACIE
UNIVERSAL AUDIO
BELKIN
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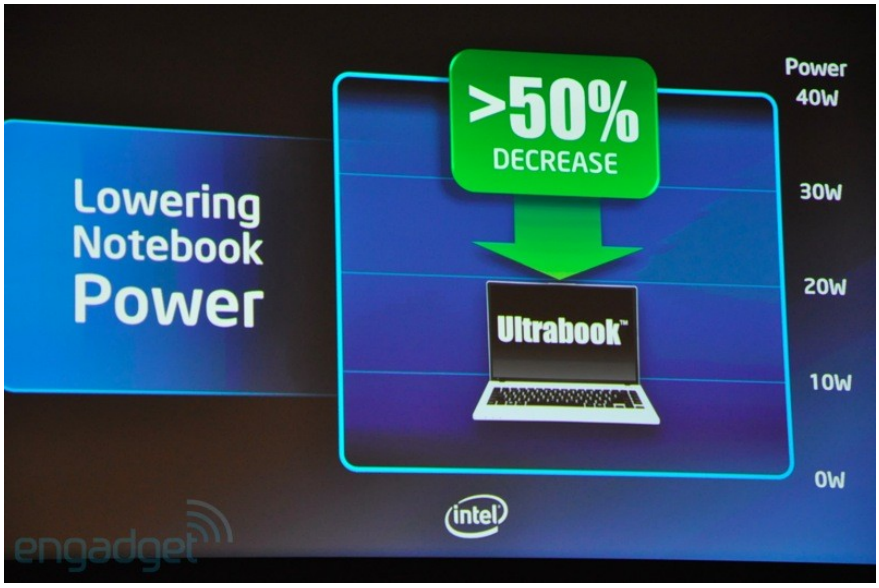
Lowering Notebook Power
>50% DECREASE
Ultrabook™
Power
40W
30W
20W
10W
0W
intel
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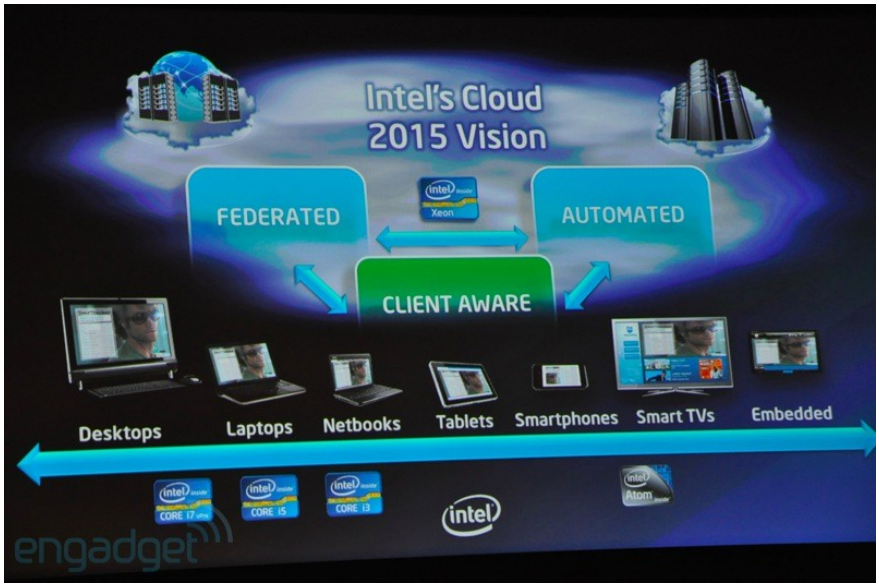
Intel's Cloud 2015 Vision
FEDERATED
AUTOMATED
CLIENT AWARE
Xeon
Desktops
Laptops
Netbooks
Tablets
Smartphones
Smart TVs
Embedded
CORE i7
CORE i5
CORE i3
Atom
intel
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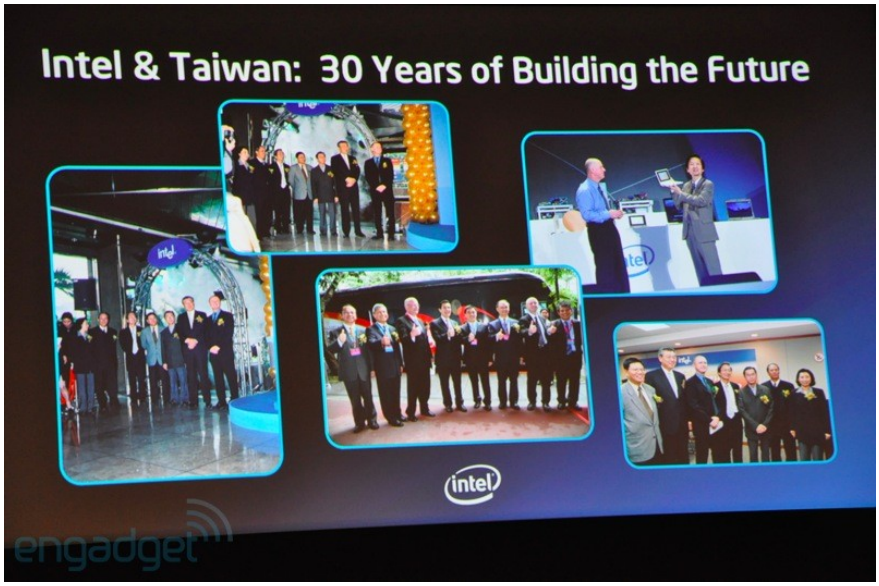
Intel & Taiwan: 30 Years of Building the Future
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