



News Fact Sheet

Experience Mobile with Intel Inside® at Mobile World Congress 2013 Intel Booth: Hall 3, Booth #3C34 Demo Highlights

Feb. 25, 2013 – During the 2013 Mobile World Congress in Barcelona, Spain, Intel Corporation is showcasing the latest products and technologies that enable robust mobile computing experiences across a spectrum of innovative devices, intelligent networks and expanding cloud services.

On display at Intel's booth (Hall 3, Booth #3C34) are the latest Intel-based products and technologies. Shown are smartphones and tablets, new interface technologies such as touch, gesture and voice, and new mobile offerings integrated into cars. Also on display are security solutions that provide a more seamless way to help protect personal information and technologies that transform network and data centers in transferring, storing, processing and analyzing the enormous volume of data created and shared today.

Here is a summary of some of the must-see demonstrations in the Intel booth:

A Fast, Smart, and Social Smartphone Camera

With the new Intel smartphone reference design powered by the Intel® Atom™ processor Z2580, smartphone users can capture life's moments with zero shutter lag, continuous shooting at 3 frames per second, and burst shot, which allows shooting of up to 15 high-resolution 8-megapixel photos in under a second. Other advanced capabilities include enhanced high dynamic range (HDR), image stabilization, scene motion compensation and automatic night scene detection with advanced noise reduction. This socially smart camera will take the perfect group shot by selecting the best "face" for each person and combining them into one shot with no blinks and all smiles. The camera also features real-time face recognition. With image quality this good, users can rely on their smartphone as their only camera.

Smartphone and Tablet Petting Zoo

Check out a range of high-performing tablets and smartphones running on Windows 8* and Android* that are optimized for Intel technology. On display is the recently announced Lenovo* Ideaphone* K900 running on Intel's new Intel Atom processor Z2580. The new Atom platform and smartphone reference design delivers industry-leading performance with low-power and long battery life that rivals today's most popular Android* phones. You will also find the latest smartphones from Acer*, Lava*, and Safaricom*. These devices, currently available in Southeast Asia, India and Africa, respectively, are based on the Intel® Atom™ Z2420 and offer great performance for a quick Web browsing, multimedia and applications experience. There are a number of Intel Atom-based tablets on display running Windows 8 on and Android, including a new Android tablet from ASUS*. Some of these tablets boast up to 10 hours of battery life, weeks of connected standby and come in a range of thin, ultra-light designs. Feel free to play around and enjoy an amazing user experience on these new devices — you can shoot photos, play a game, or browse the Web.

Multimedia Zone

Check out how 1080 HD movies, high-quality graphics games, and Web browsing run smoothly on different platforms including smartphones, tablets, and all-in-ones. Control an all-in-one running Windows 8* using an Android phone. Launch apps, surf the Web, play games and control your media all from your smartphone.

Navigate, Identify and Profit with Intel-Based Services

Intel's vision is to create seamless, personal computing experiences across every aspect of people's lives, empowering developers to recognize and identify users as they move between devices and platforms. Experience the [Telmap* M8](#) navigation app, which seamlessly integrates with Facebook* and Twitter*. Then, learn how to customize your own app or website with location, identity or commerce capabilities through Identity-Based Cross-Platform Services. A part of the [Intel® Cloud Services](#) beta, developers can use Identity-Based Cross Platform Services to help build apps that span devices, operating systems and platforms using just a few lines of code.

Get Personal by Thinking Visual

Computing is about to get a lot more personal as we reshape how people interact with their devices. See the [Intel® Perceptual Computing SDK](#) in action as computers incorporate facial analysis, eye tracking, speech recognition, close-range gesture tracking and virtual 2-D/3-D object manipulation into exciting new experiences. Also, learn how to get the most power and performance out of a graphics processor with optimizing development tools such as [Intel® Graphics Performance Analyzers](#) for visual computing applications and Intel® VTune™ Amplifier for Android apps.

Google* Android* Virtual Sanity

Intel is working closely with Google and investing heavily to optimize the Android operating system for Intel® architecture. See virtualization technology in action as Intel demonstrates how mobile app developers can speed up Android emulation on a PC to improve the testing, debugging and optimization process.

Mobile Security Boost for Consumers and Enterprises

Identity theft, fake banking scams, lost or stolen mobile devices and stealthy malware are concerns that plague our digital lives. These problems can be kept at bay, though, with the right approach. Learn how McAfee Security Solutions frees everyone to connect, surf and socialize on smartphones, tablets, Ultrabooks, laptops and PCs without fear. Once a mobile device enters the enterprise, the IT department's need for control clashes against an enterprise user's desire for convenience. See how McAfee secure enterprise mobility solutions bring these two groups together by helping IT gain governance in order to protect the corporate network while safeguarding an employee's privacy when the device is used on personal business.

Welcome Developers, One and All

HTML5 offers developers a path to write once and run anywhere. The open standard helps reduce development and deployment cost and time, while delivering seamless experiences across multiple platforms including PCs, tablets, smartphones, TVs and in-vehicle infotainment. Check out the offerings in the [Intel® Developer Zone](#) and browse through a gaggle of gadgets all running HTML5 apps. Then, chat with fellow developers about translating existing iOS apps to HTML5 by using the App Porter development tool.

HTML5 for UI/UX Development in Cars

Development of the user interface (UI) and user experience (UX) in cars has historically been created as native applications in order to get the needed performance. As such, the UIs and UXs have been difficult to upgrade or to use profile-based customization. Intel is showcasing an example of a UI and UX – the steering wheel game controller for an automotive video game – that is constructed entirely using HTML5

Web apps. Using HTML5 for UI/UX development eliminates the shortcomings associated with customizing native applications, and when running on an Intel System on a Chip (SoC), performs at the levels required for today's modern UIs and UXs, making it the ideal solution for today's complex automotive environments.

Guavus Big Data Analytics

Guavus* is an Intel-powered big data solution for communication service providers designed to create a more personalized experience for subscribers. The holistic end-to-end solution provides Communication Service Providers (CSPs) with decision-making applications for network engineering, marketing, customer care and monetization. The contextually aware applications contain valuable cross-silo insights into network, device, content and subscriber analytics, and allow carriers to perform better network planning to address high-usage users, realize cost savings by optimizing network capacity, generate new products and services and monetize their data assets for increased profitability. Intel® Xeon® processor technology provides the right balance of compute capability, energy efficiency and scalability required to run the solution from Guavus.

Application Delivery Framework for In-Vehicle Infotainment

One of the greatest challenges facing today's automotive manufacturers is enabling downloadable apps in the car's complicated in-vehicle infotainment infrastructure. Intel is addressing this challenge with the Automotive Application Delivery Framework, a system that uses Intel technology to enable safe and secure application delivery that benefits the OEM, car dealer and end consumer. The showcased cloud-based app store for use in cars is a simulation built on HTML5 in the Tizen development environment and provides a deeper look at an HMI and "backend" system. This illustrates the functions necessary for deployment, management and security in producing a successful, monetized app delivery framework for the automotive industry.

Ixonos* IVI Connect™

Car manufacturers need a low-end solution for connecting the phone with the head unit of a car. MirrorLink™ from the Car Connectivity Consortium is a well-known standard to accomplish this task, but until now its deployment has been limited to specific operating systems. However, by implementing MirrorLink in Tizen, it is now more widely available to IVI system developers. Ixonos IVI Connect™, a downloadable system that is fully compatible with the MirrorLink™ standard, offers extended performance with HTML5-based technology that allows users to connect their personal smartphone and cloud services with a car's IVI system. It can be delivered as a downloadable feature to many smartphones including Intel-based smartphone, iPhone and other Android devices on the market.

A Software-Defined Communications Cloud on Intel® Architecture

Today's core communications network runs on many different processor architectures, which can be costly and inflexible. In contrast, the Cloud Evolved Packet Core (EPC) showcases how a 4G/LTE wireless core network can be virtualized and run on a single Intel architecture. This scalable architecture was constructed from multi-core technology and software optimizations provided by Intel and Tieto* and can potentially lower CAPEX and operational costs for network operators. Now, operators can buy and provision just what they need, knowing more capacity can be easily added later, especially as new service opportunities arise.

End-to-End IA Solution for Intel Hybrid Cloud Smart Cell and Intel Smartphone

A new category of base stations, called smart cells, are being built on Intel® architecture to improve the level of service they provide to smartphone users. This cloud solution delivers smart cell applications in a flexible, scalable and manageable manner through a virtualized environment, which allows network operators to deploy new service with just a software push. Additionally, such applications as caching, Wi-

Fi wake-up, and handset theme-changers add value to the user experience and save bandwidth, creating an optimized network.

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