



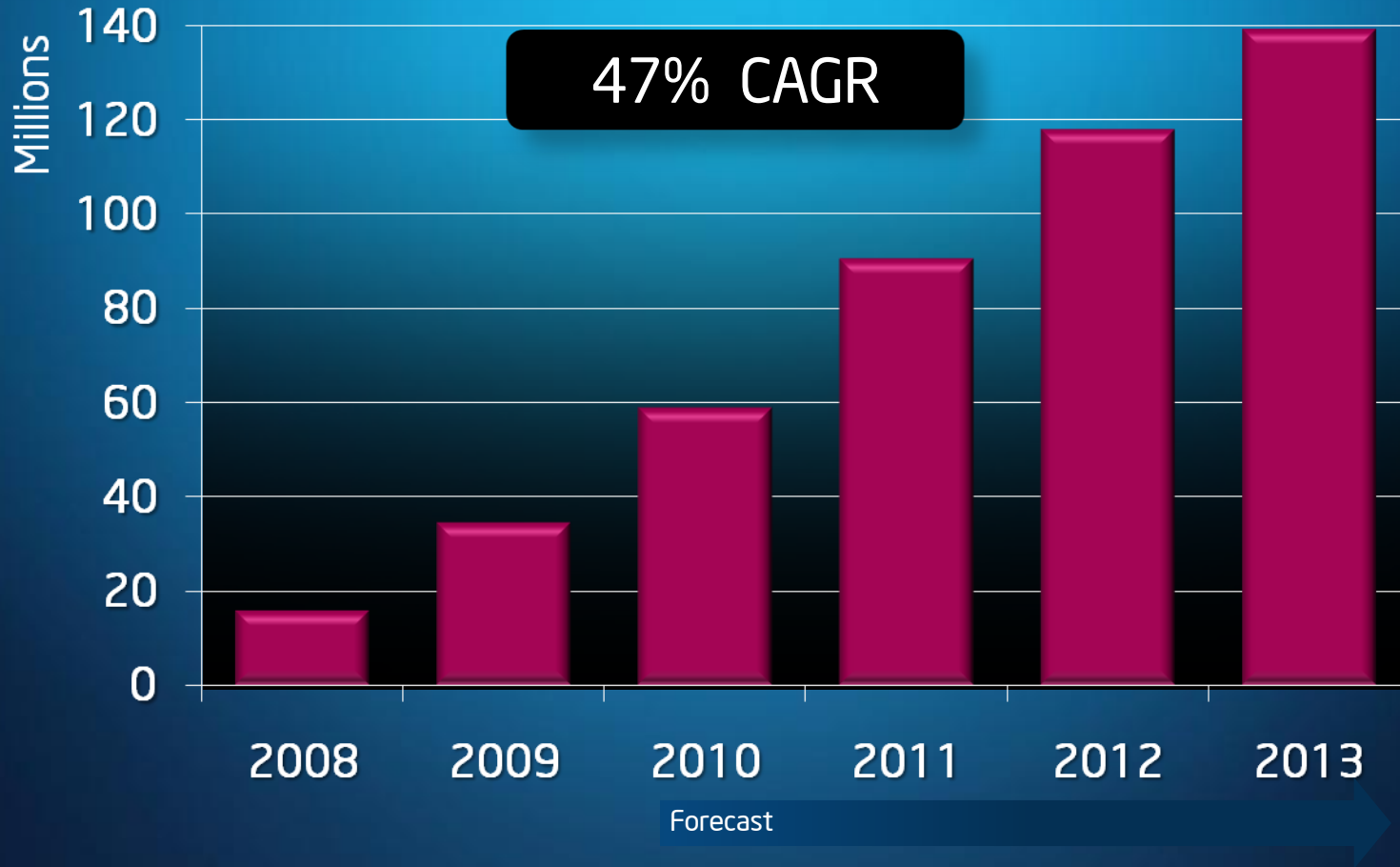
# Next Generation Intel<sup>®</sup> Atom<sup>™</sup> processor platform

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Director, Netbook Marketing  
Intel<sup>®</sup> Corporation

# Next Generation Atom Processor Platform

- What's New:
  - New Intel® Atom™ platform for netbooks and entry-level desktop PCs
    - Intel® Atom™ processor N450 for netbooks
    - Intel® Atom™ processor D410 and D510 for entry-level desktops
    - Intel® NM10 Express Chipset
- Continuing Intel Leadership, Innovation and Integration
  - Integration of graphics and memory controller into processor
  - Lower power, enhanced performance, enhanced battery life
  - Smaller footprint for CPU+chipset, enabling smaller, sleeker systems
- For more information, go to
  - <http://www.intel.com/pressroom>

# Strong Growth in Netbook Category



***Netbooks Expected to Show Continued Strong Growth***

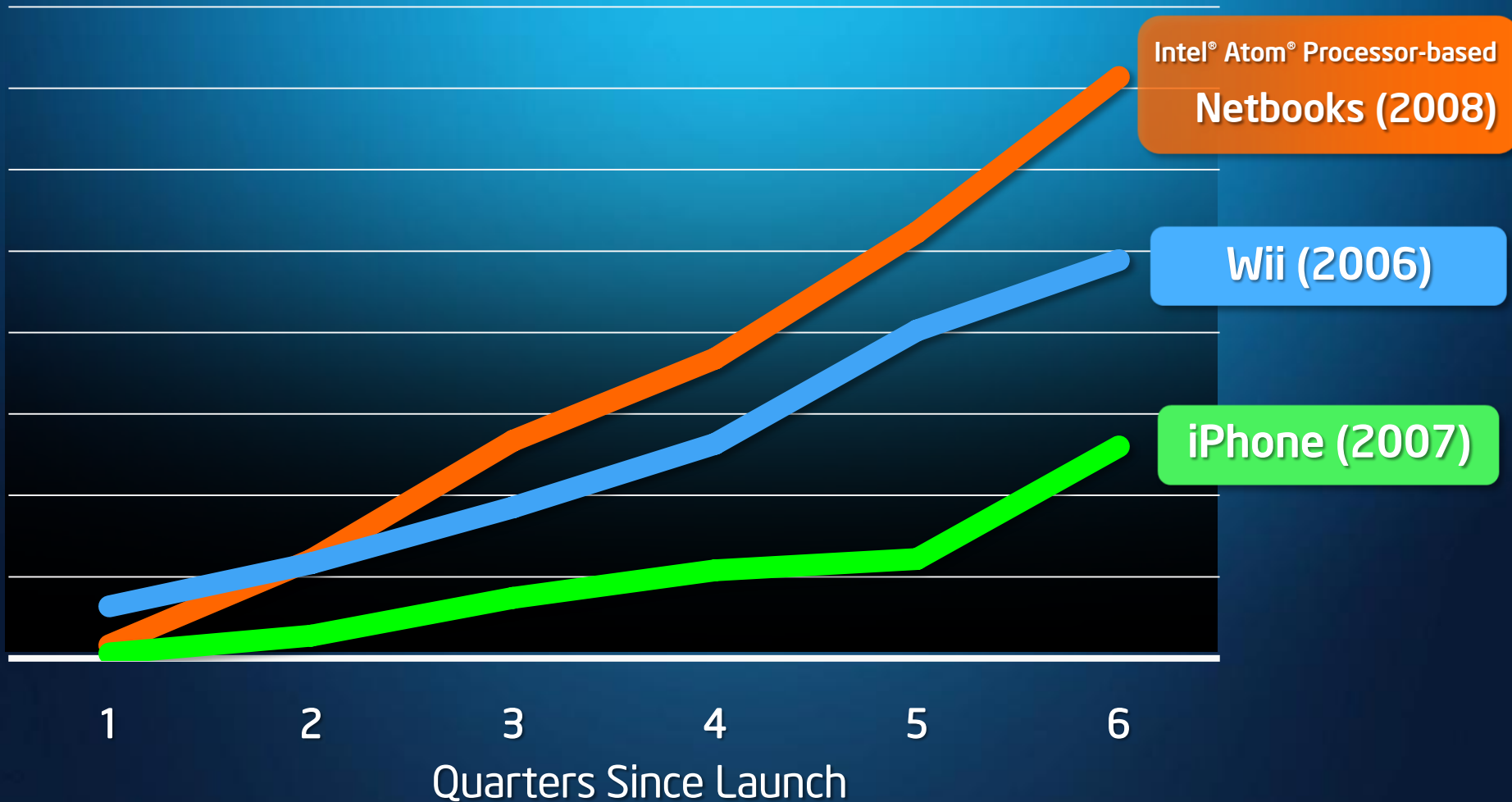
Source: ABI Research



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# Strong Consumer Adoption of Netbooks

## Cumulative Volume (Millions of Units)



Source: Intel, ABI, Future Source



# Introducing the Next Generation of Intel® Atom™ processors for Netbooks and Entry-Level Desktops

Netbook

Entry-Level Desktop



Intel® Atom™ processor N450

Intel® Atom™ processor D510  
Intel® Atom™ processor D410



Intel® NM10 Express Chipset

*Intel's Smallest Processors Just Got Better*

# Intel® Atom™ processors for Netbooks and Entry-Level Desktops

## Netbook

Processor Number	Clock Speed (GHz)	# of Cores	Cache	Memory Speed Support	TDP
Intel® Atom™ processor N450	1.66	1	512 KB	DDR2-667	5.5W

## Entry-Level Desktop

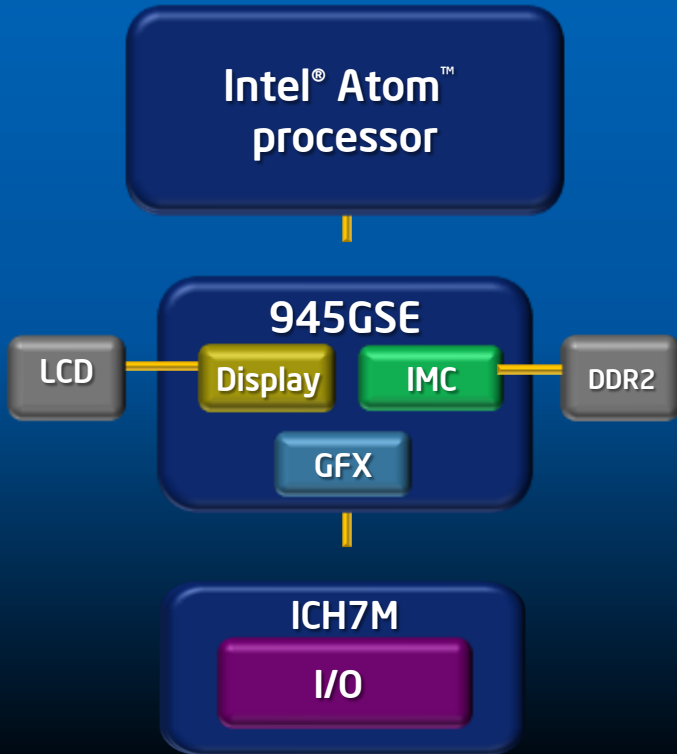
Processor Number	Clock Speed (GHz)	# of Cores	Cache	Memory Speed Support	TDP
Intel® Atom™ processor D510	1.66	2	1M	DDR2-800/667	13W
Intel® Atom™ processor D410	1.66	1	512 KB	DDR2-800/667	10W

NOTE: Intel processor numbers are not a measure of performance. Processor numbers differentiate features within each processor family, not across different processor families. See [www.intel.com/products/processor\\_number](http://www.intel.com/products/processor_number) for details.

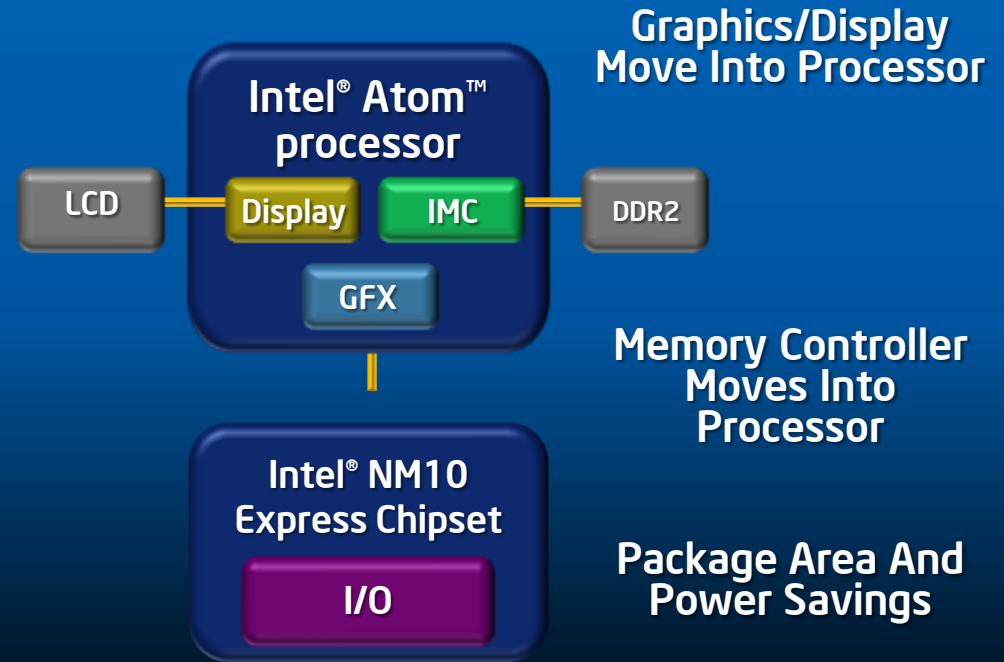


# Platform Integration for Netbooks and Entry-Level Desktops

## 2008 Platform



## Today's Platform

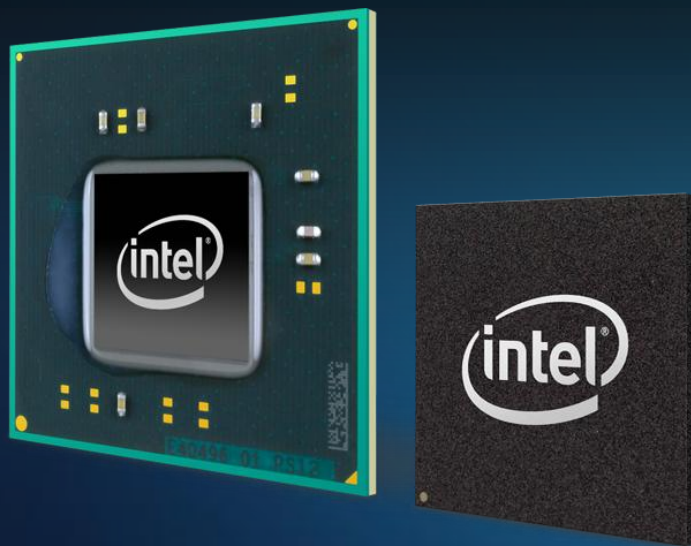


*3-Chip to 2-Chip Solution:  
Lower Power and Enhanced Performance via Higher Integration*



# New Intel® Atom™ processors

## *Taking Purpose Built Innovation to the Next Level*



### NETBOOKS

Average Power

**20%**

LOWER POWER

Package Size

**60%**

REDUCTION

### ENTRY-LEVEL DESKTOPS

Thermal Design Power

**50%**

LOWER POWER

Package Size

**70%**

REDUCTION

*Next generation purpose-built Atom architecture enables lower power and increased form factor flexibility*



# Netbooks and Entry-Level Desktops

## *Basic Computing and Internet Usage in an Affordable Package*



Netbook

- Device for the Internet on the go
- Purpose built for Internet use
- Internet Usage: Communicate, View, and Learn
- Compact form factor (7-10.2 inches)
- Basic computing



Entry-Level Desktop

- Affordable
- Purpose built for Internet use
- Internet Usage: Communicate, View, and Learn
- Range of form factors
- Basic computing

*Built with Intel® Atom™ processors*



# Operating System Choice



**Windows\* 7 Starter & Home Basic  
Windows XP Home**

**Moblin™**

*Providing Operating System of Choice for OEMs and Consumers*

# Intel® Atom™ processors for Netbooks and Entry-Level Desktops

## Extending Leadership

Low power, energy efficiency and enhanced performance  
Enabling customers to design sleeker and more attractive systems  
Enabling continued affordable system price points

## Strong Category Momentum

>80 design wins for netbooks  
>50 design wins for entry-level desktops

## Continued Intel Innovation

Low power, purpose built roadmap  
Commitment to specifically designing platforms for category

*Intel Continues to Drive Innovation*



