

**OUR SMALLEST  
ANNOUNCEMENT EVER.**

**Noury Al-Khaleedy**  
GM, Nettop & Netbook Computing



# Demand for the Internet Continues to Grow



Consumers worldwide are increasingly embracing the Internet

Affordability remains a key barrier to the Internet becoming ubiquitous



\*Other brand and names are the property of their respective owners



# Significant Market Opportunity For Netbooks and Nettops



## Emerging Markets

Majority of households surveyed in emerging markets have zero PCs

Opportunity: First time buyer, primary device

## Mature Markets

Minority of households surveyed in mature markets have > 1 PC

Opportunity: N<sup>th</sup> time buyer, secondary device

**Segment expected to grow to over 100Mu by 2011**



*\*Survey limited to major cities in Emerging Markets and do not represent all emerging market populations*

Source: 2004-2006 Intel Consumer Tech Metrics Overview; Q4 2006 Results; Mercury Research, Jan 2008; Gartner Quarterly, Dec 2007; IDC Research, Dec 2007



# Introducing the Intel® Atom™ Processor



## For Netbook and Nettop Platforms

- New low-power architecture designed from the ground up to enable simple, purpose-built devices for the Internet
- Manufactured using Intel's industry-leading Hi-K Metal Gate 45nm process technology

**Available Today!**



# A New Category of Devices

Want the "Best Internet Experience in Your Pocket"?

Get a Mobile Internet Device

MID: Infotainment, On The Go



Want Simple and Affordable Internet Use?

Get a Netbook or Nettop

Internet use

Target SPP

Netbook: ~\$249-349

Nettop: ~\$199-299



Want a Richer, Fuller Experience?

Get a Notebook or Desktop

Entertainment, Productivity and Multitasking



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# Nettops and Netbooks Are Ideal For the Internet and Content Consumption



## *Communicate*

Email  
Instant Message  
Voice Over IP (VOIP)  
Social Networking

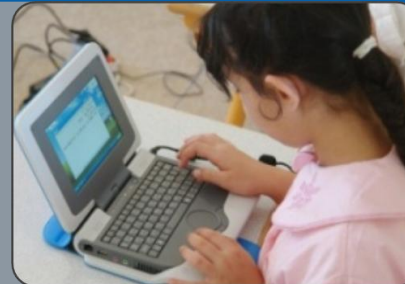
## *Watch & Play*

Photo Viewing/Sharing  
Video Streaming  
Basic Online Gaming



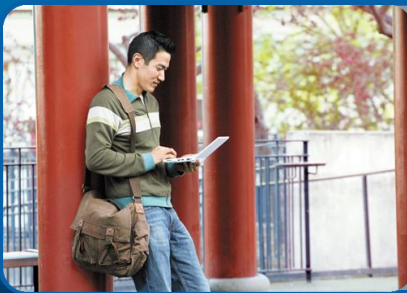
## *Learn*

Research  
Homework & Studying  
Internet (Safe) Browsing  
Language Learning



## *Browse*

Surf the Web  
Read the News  
Search for Information



## *Listen*

MP3  
Streaming Audio



# Strong Industry Momentum For Nettop and Netbook Platforms

**GIGABYTE**<sup>™</sup>  
TECHNOLOGY

**FUJITSU** COMPUTERS  
**SIEMENS**

**ASUS**<sup>®</sup>  
Rock Solid · Heart Touching

**TCL**  
创意感动生活  
The Creative Life

**MISU** 微星科技  
MICRO-STAR INTERNATIONAL  
innovation with style<sup>☆</sup>

**ECS** ELITEGROUP *Shuttle*<sup>®</sup> **BIOSTAR**<sup>®</sup>  
WWW.BIOSTAR.COM.TW **FOXCONN**<sup>®</sup> *iMedia*

*Microsoft*<sup>®</sup> **MEDION**<sup>®</sup>  
WWW.MEDION.DE **PEGATRON**  
PEGATRON · UNIHAN CORPORATION *acer* **LINPUS**<sup>™</sup>

**JETWAY**  
Tech. On The Move

*lenovo* 联想

xandros<sup>®</sup>

**MITAC**  
MITAC INTERNATIONAL CORP.

**TOSHIBA**

**HASEE** 神舟 **PCPartner**<sup>®</sup> **ubuntu** **FC** **HEDY**. 七喜