

Companion Computing
GETS PERSONAL



It's about having CHOICES



Clamshell



Slate



Dual Screen



Slider



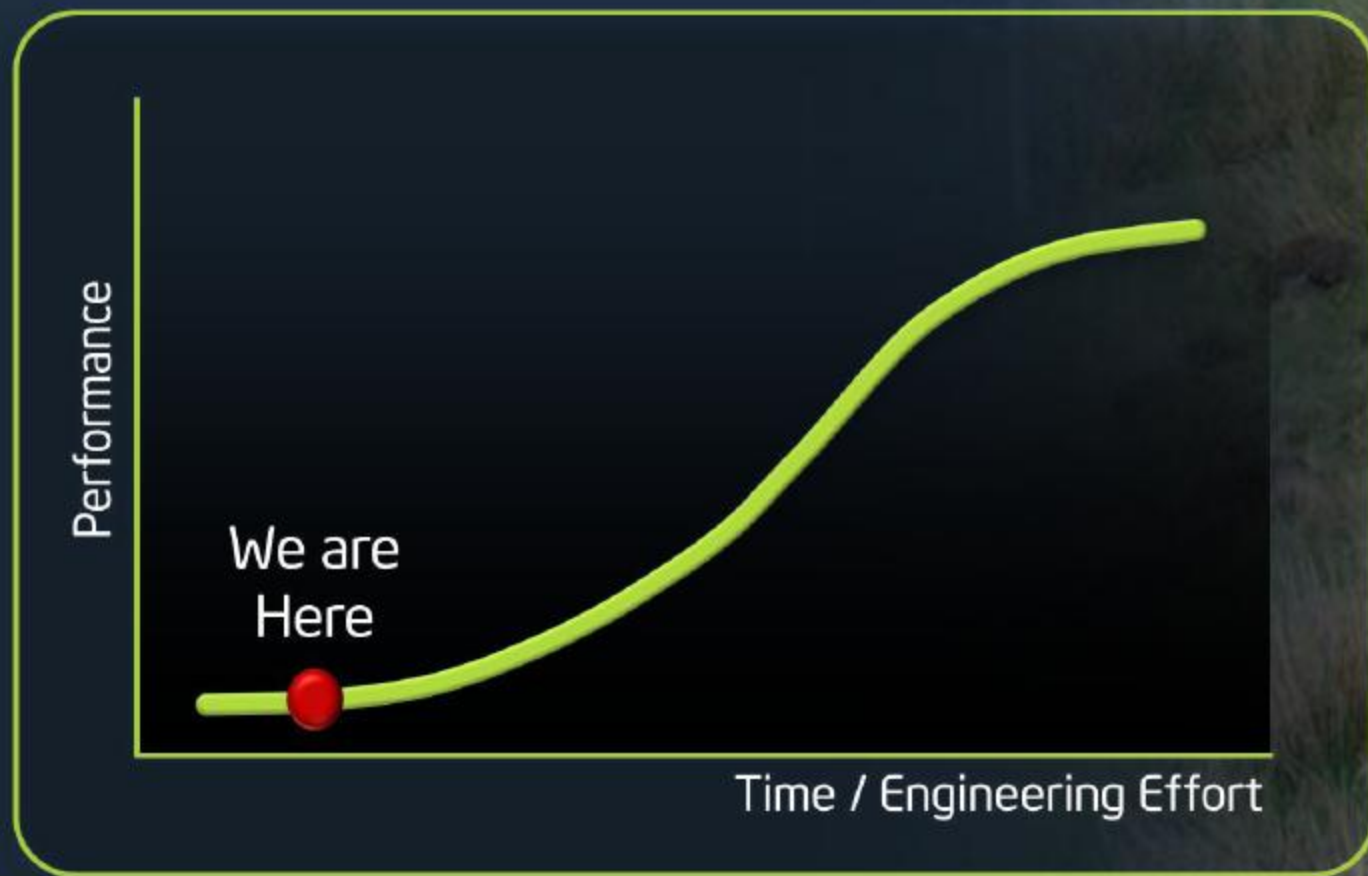
Convertible



Detachable



EARLY STAGES of Companion Computing



Tablet Market 2011



One Size Fits All

Tablet Market 2012+



Slate



Slider



Convertible



Detachable

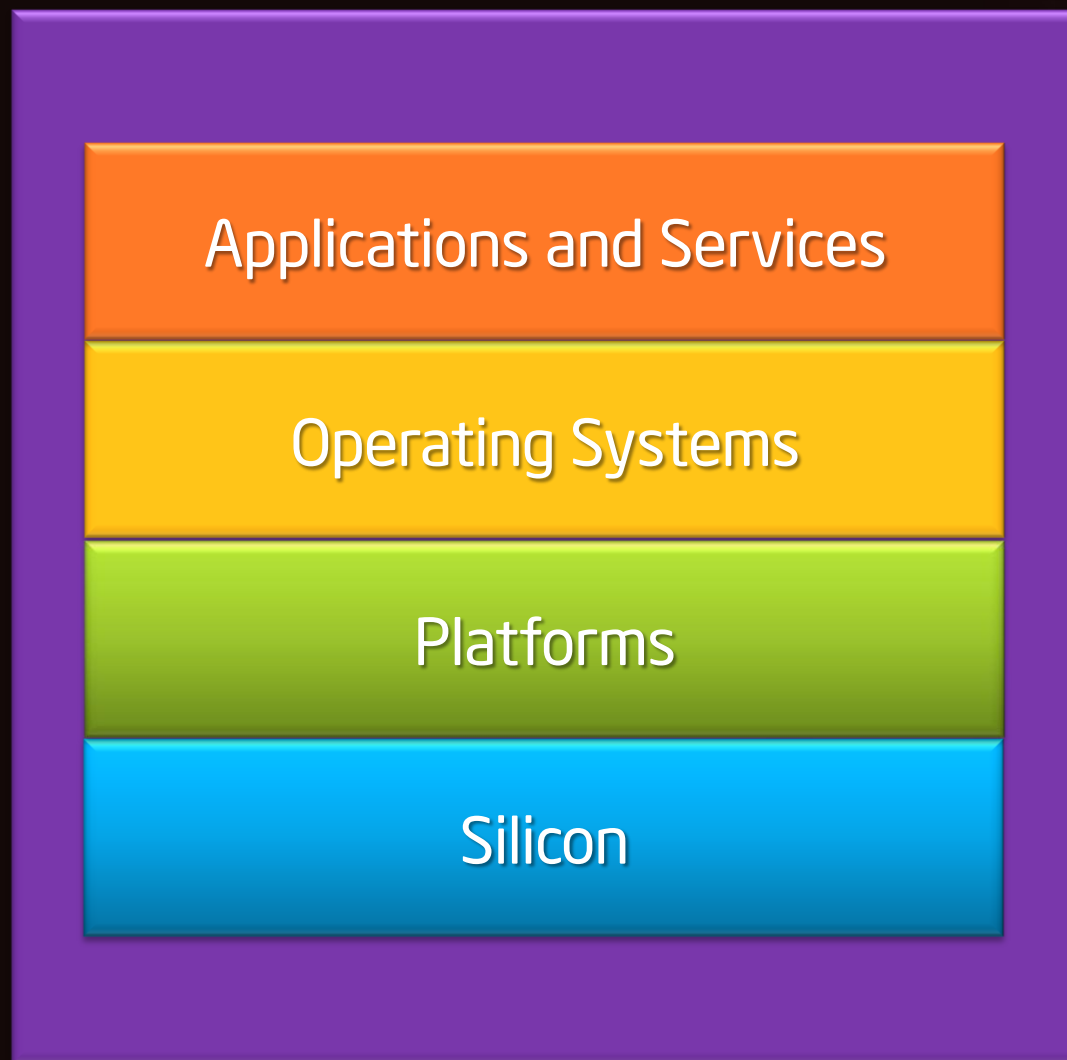


Dual Screen

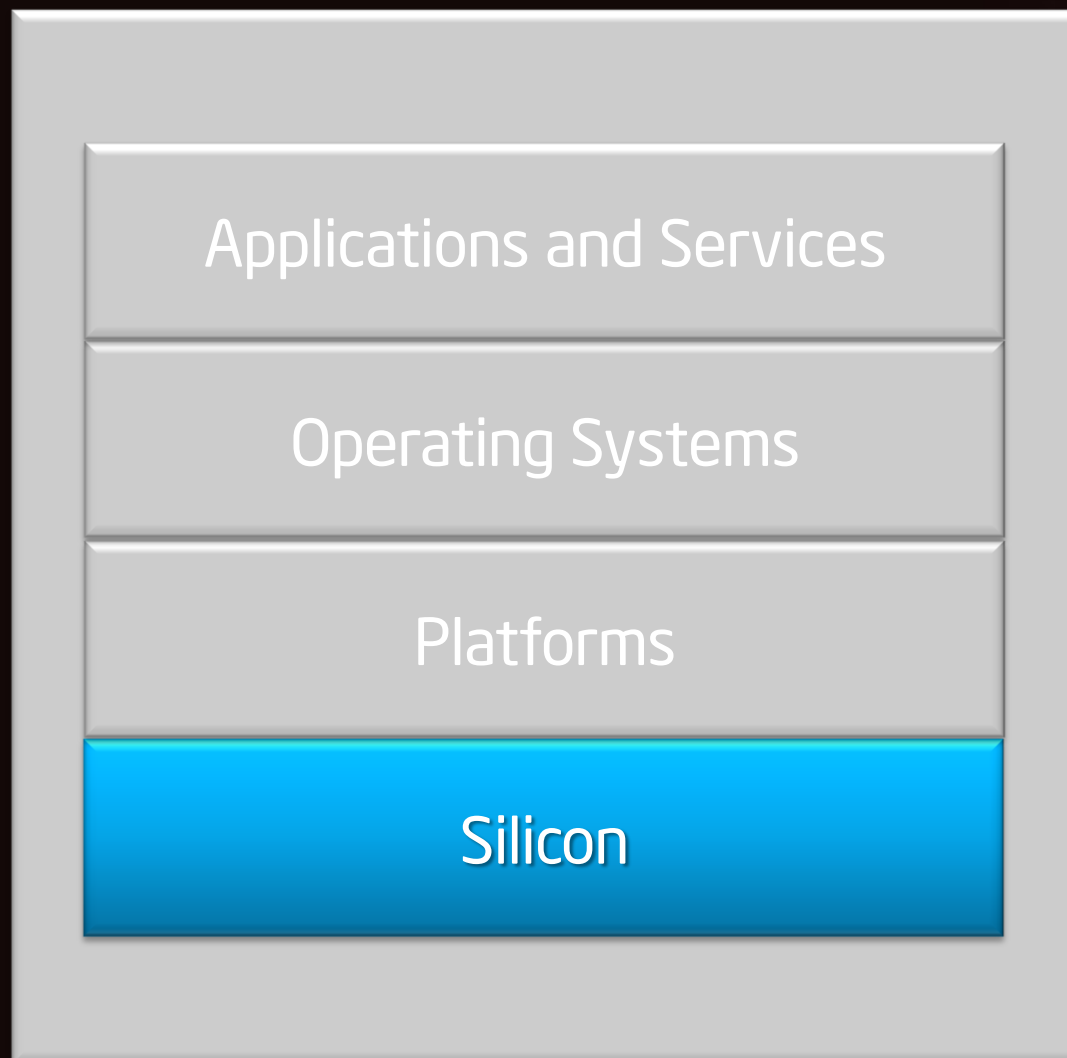


**Innovative Form Factors
Optimized for End-User Experience**

The User EXPERIENCE

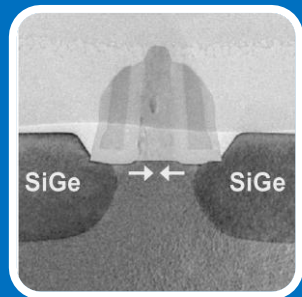


The User EXPERIENCE



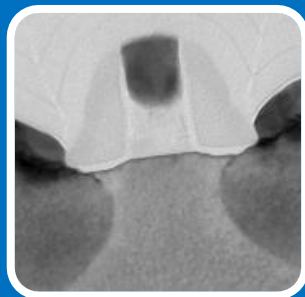
Process Technology Leadership

2003
90 nm



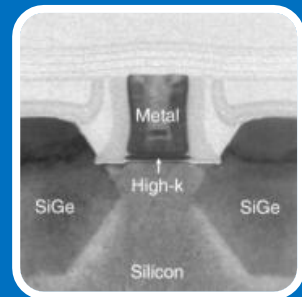
Invented
SiGe
Strained Silicon

2005
65 nm



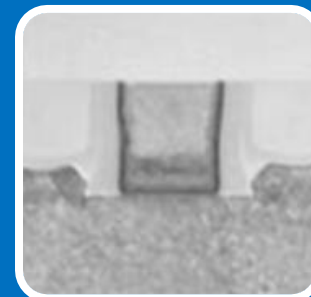
2nd Gen.
SiGe
Strained Silicon

2007
45 nm



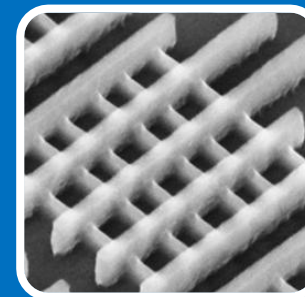
Invented
Gate-Last
High-k
Metal Gate

2009
32 nm



2nd Gen.
Gate-Last
High-k
Metal Gate

2011
22 nm



First to
Implement
Tri-Gate

STRAINED SILICON

HIGH-k METAL GATE

TRI-GATE

22 nm

A Revolutionary
Leap in
Process Technology

37%

Performance Gain at Low
Voltage*

>50%

Active Power Reduction at
Constant Performance*

OPTIMIZED EXPERIENCE



Intel®
Wireless
Display



Always
Updated



Advanced
Imaging



PC
Sync



THANK YOU

