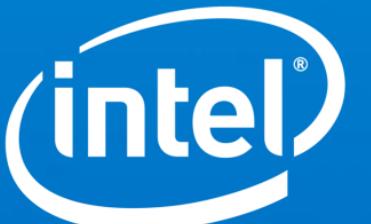


IDF2012

INTEL DEVELOPER FORUM

Security and Services in the
**AGE OF TRANSPARENT
COMPUTING**



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THROW ME THE STATUE





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A CONFERENCE FOR
YOU

THE ERA OF UBIQUITOUS COMPUTING



SOFTWARE INDUSTRY



INNOVATION MARKET COST



AVERAGE APP REVENUE
\$1,200 - \$3,900
PER MONTH

33%
OF ALL APPS MAKE
\$100 - \$500

PER MONTH

63%
OF ALL APPS MAKE
<\$5,000
PER MONTH

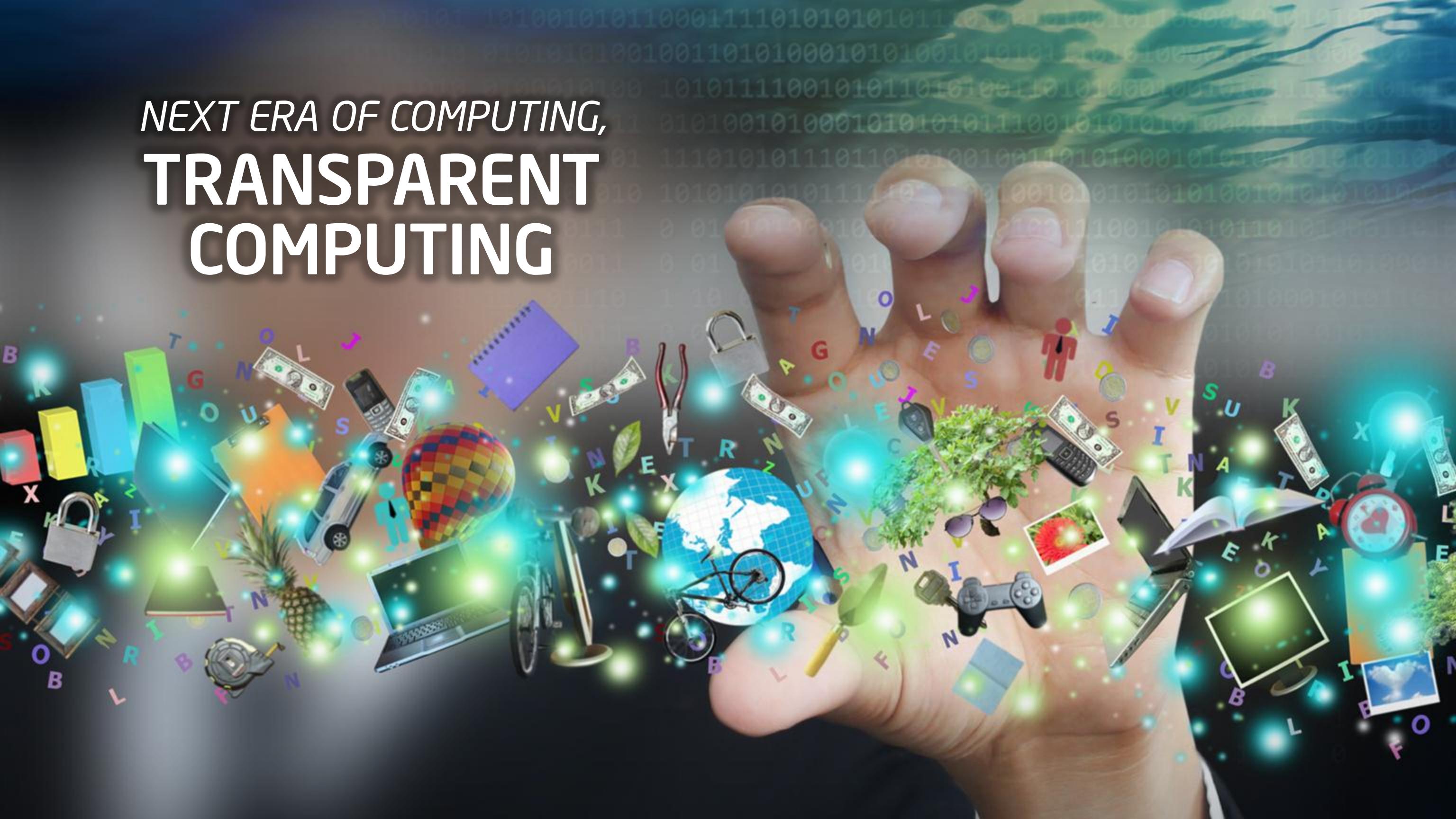




MARKETING ACCOUNTS FOR
50%
OF PRODUCTION COSTS

76%
STOP USING AN APP AFTER
3 MONTHS

NEXT ERA OF COMPUTING, TRANSPARENT COMPUTING



A CROSS PLATFORM
LANGUAGE

FLEXIBLE
CLOUD

ROBUST
SECURITY

THREE KEY ELEMENTS OF
TRANSPARENT
COMPUTING



HTML5





INITIATIVES AND TRENDS THAT MOVE US TOWARD **TRANSPARENT COMPUTING**



40%
OF APP DEVELOPERS
ARE USING HTML 5

ANOTHER
40%
ARE PLANNING
TO USE HTML 5

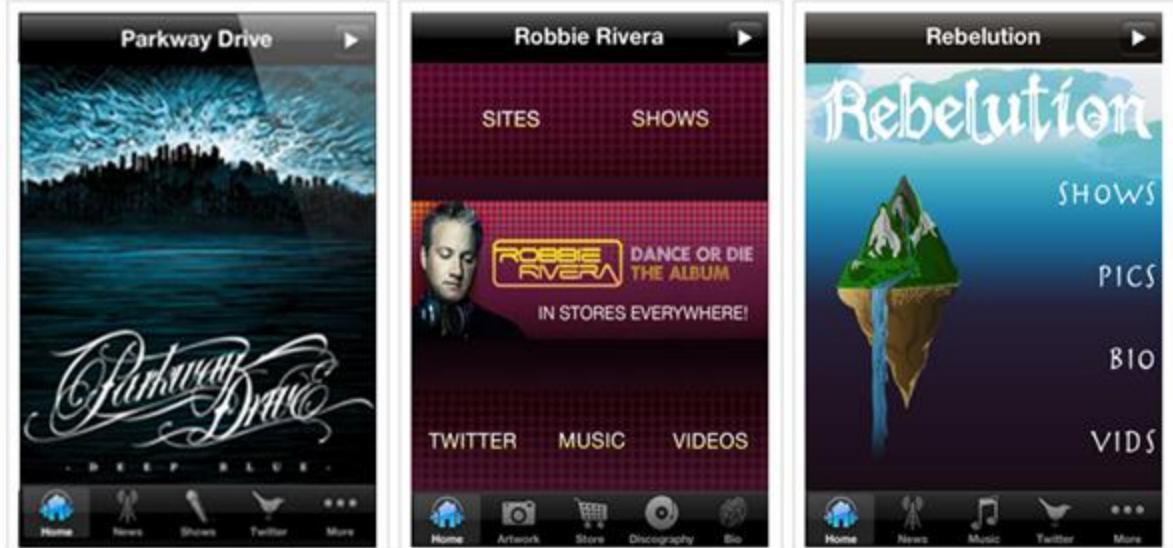


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RIVER TRAIL

PARALLEL EXTENSIONS



A photograph of a data center aisle showing several rows of server racks. The racks are dark grey or black with illuminated front panels displaying various status lights and icons. The perspective is looking down the aisle, with the floor reflecting the ambient light. In the background, more server racks are visible under a ceiling with recessed lighting. A large, semi-transparent overlay of white binary code (0s and 1s) covers the right side of the image, extending from the top to the bottom.

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CLOUD TRANSFORMS IT



EMC²

SECURE COMPUTING



SECURE COMPUTING



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IMPORTANT SECURITY UPDATE

McAfee is alerting all VirusScan Enterprise customers to implement a mandatory security hotfix to ensure the latest protection. For details, visit the McAfee KnowledgeBase

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ded solutions
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port ▶



THINKING ABOUT SECURITY



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facebook Lou Ballock Timeline - 2012 - Highlights

Lou Ballock June 1 2012

feet
(noun)
a device used for
finding Legos in the
dark

Lou Ballock June 1 near Panchiao, Taipei, Taiwan

Taipei rush hour

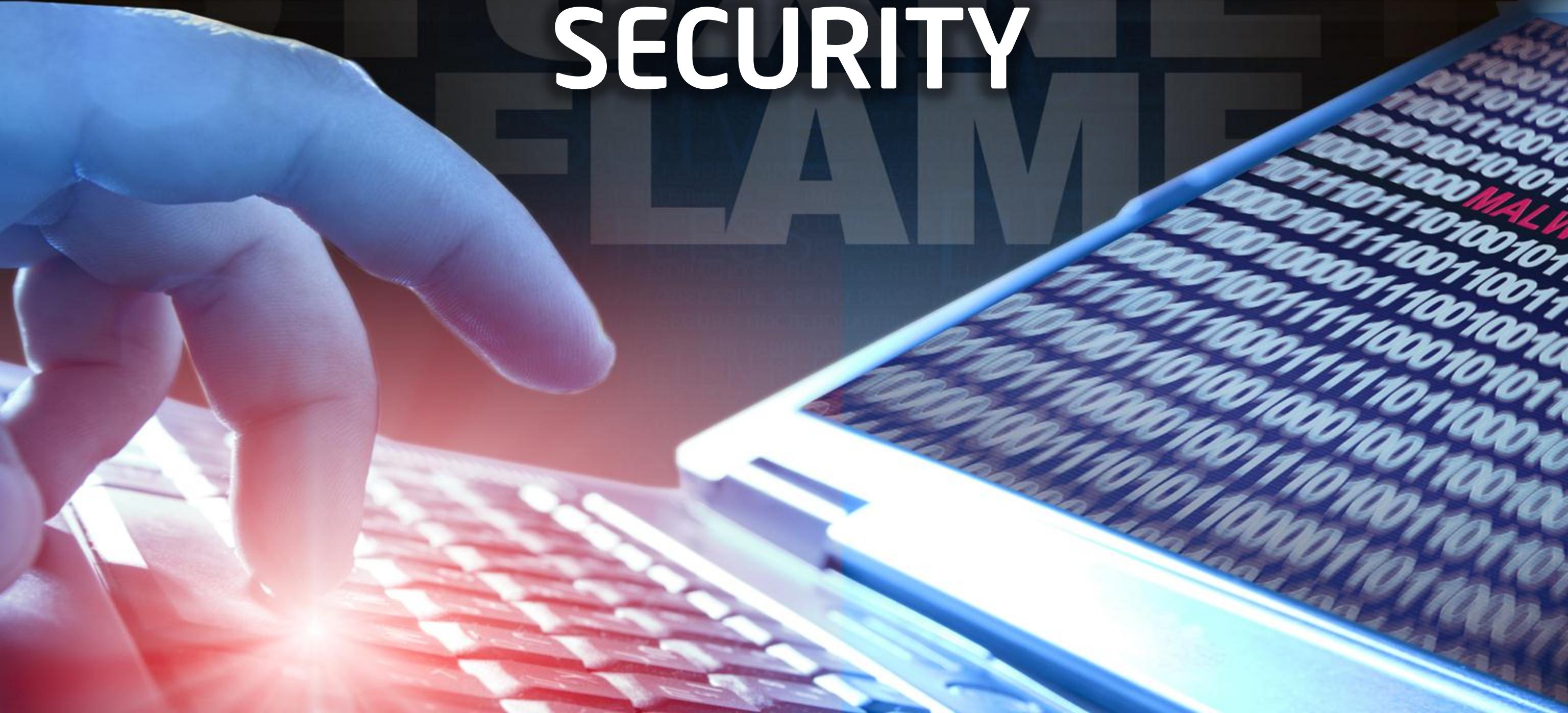
Lou Ballock added 4 photos to the album Mobile Uploads

Lou Ballock took a photo with Instagram June 3 2012

2 more balloons and Pat floats away.
<http://instagram/p/LZ38eYkpriC/>



THINKING ABOUT SECURITY





INTRODUCING THE INTEL DEVELOPER ZONE



The image shows a hummingbird hovering above a laptop. The laptop screen displays the Intel Developer Zone website. The website has a blue header with the Intel Software logo and navigation links for Communities, Resources, and Developer Tools. Below the header is a search bar and a user profile section. The main content area features a large banner with the text "Welcome to the Intel® Developer Zone" and "Unleash your competitive edge. Get the tools and resources to develop, market and sell your software." It includes sections for Ultrabook™, Android*, and Business. The right side of the website shows a dashboard with recommendations and navigation tabs for My Profile, My Organization, AppUp, and My Services.

Intel® Cloud API

INTEL® DEVELOPER ZONE

What can we help you find today?

UserFirst Name (3) | Dashboard | Logout

Communities | Resources | Developer Tools

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User Experiences



Cross-platform
Development



Opportunities To
Grow Your Business



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★★★★★ 517

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Glow

★★★★★ 45

Free



Alchemy
Classic

★★★★★ 123

Free



My Little
Artist

★★★★★ 0

Free

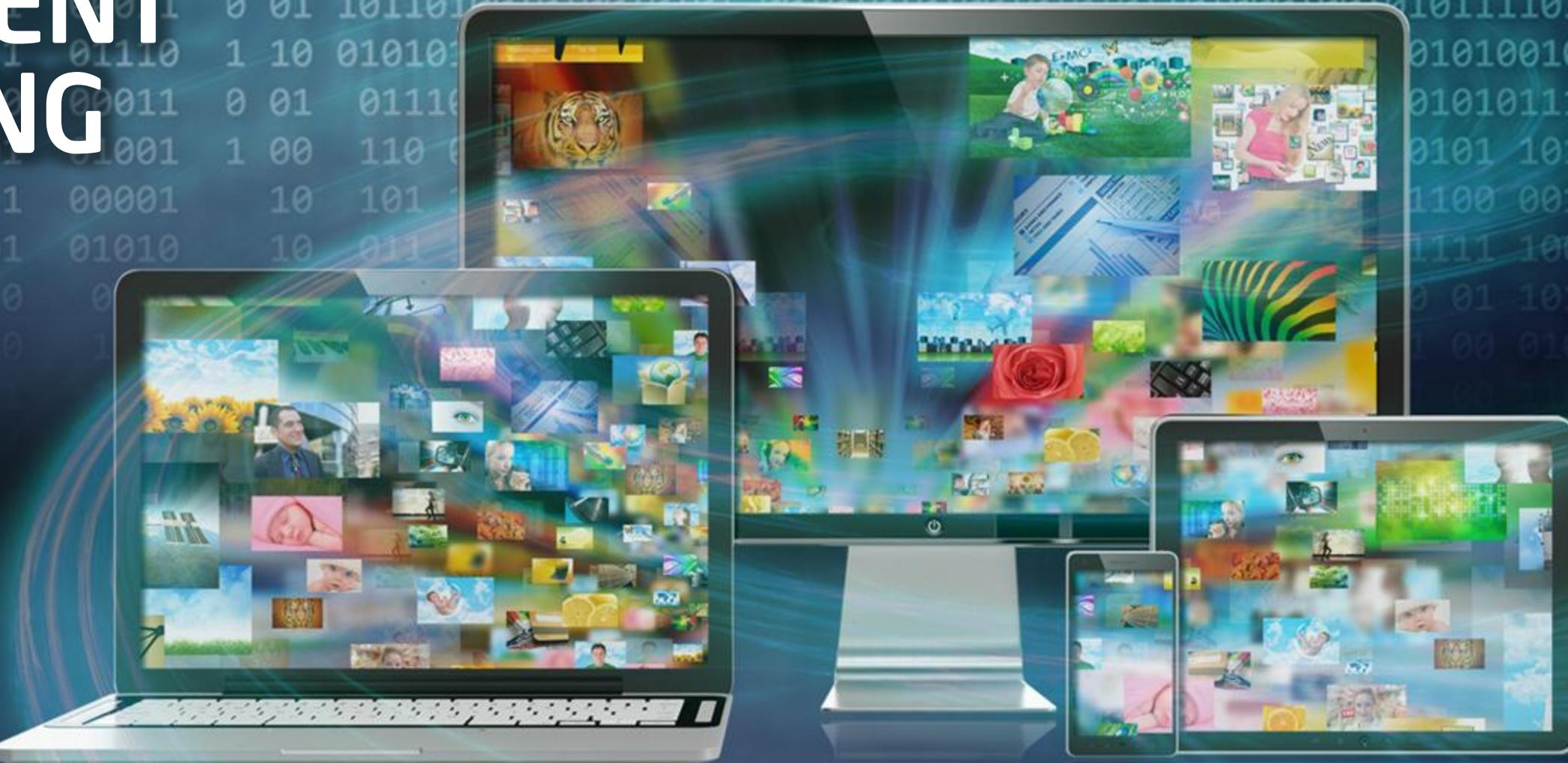
Other brands and names are the property of their respective owners

CROSS-PLATFORM DEVELOPMENT

www.intel.com/software



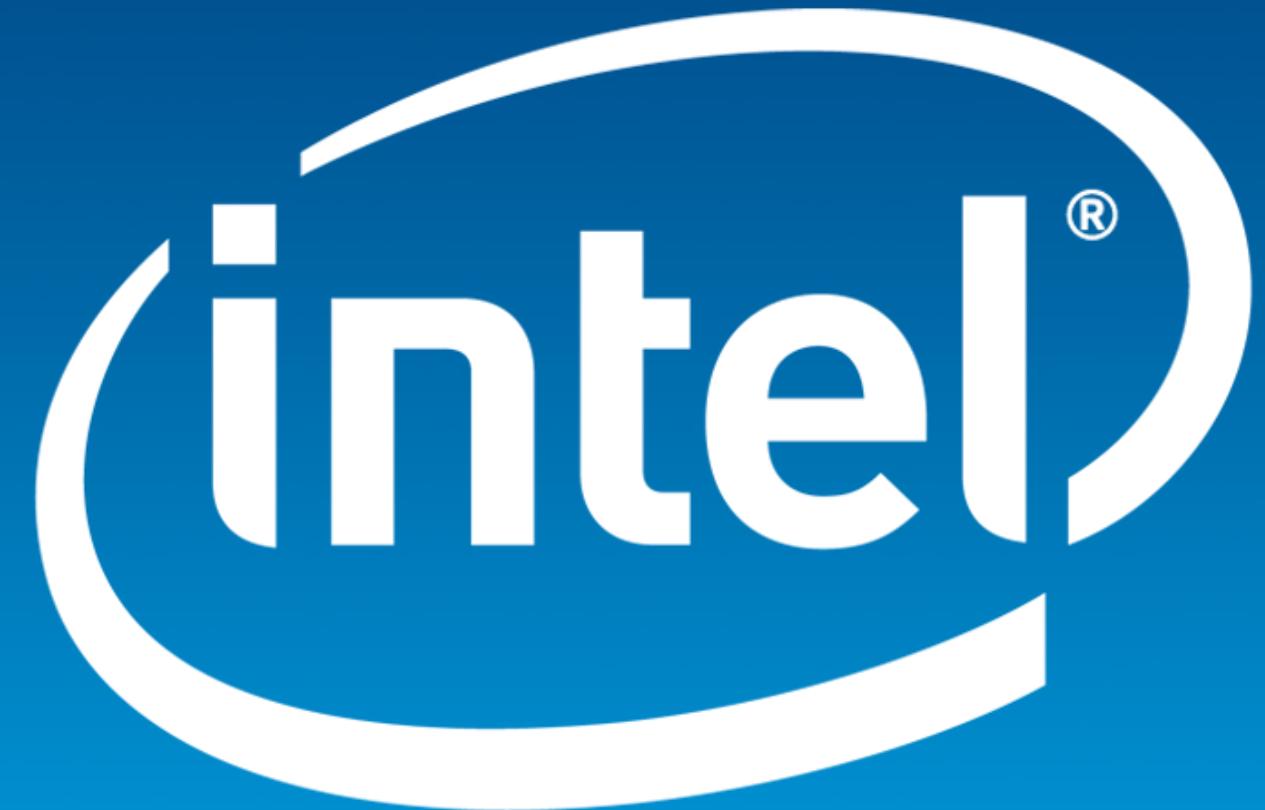
THE ERA OF TRANSPARENT COMPUTING



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