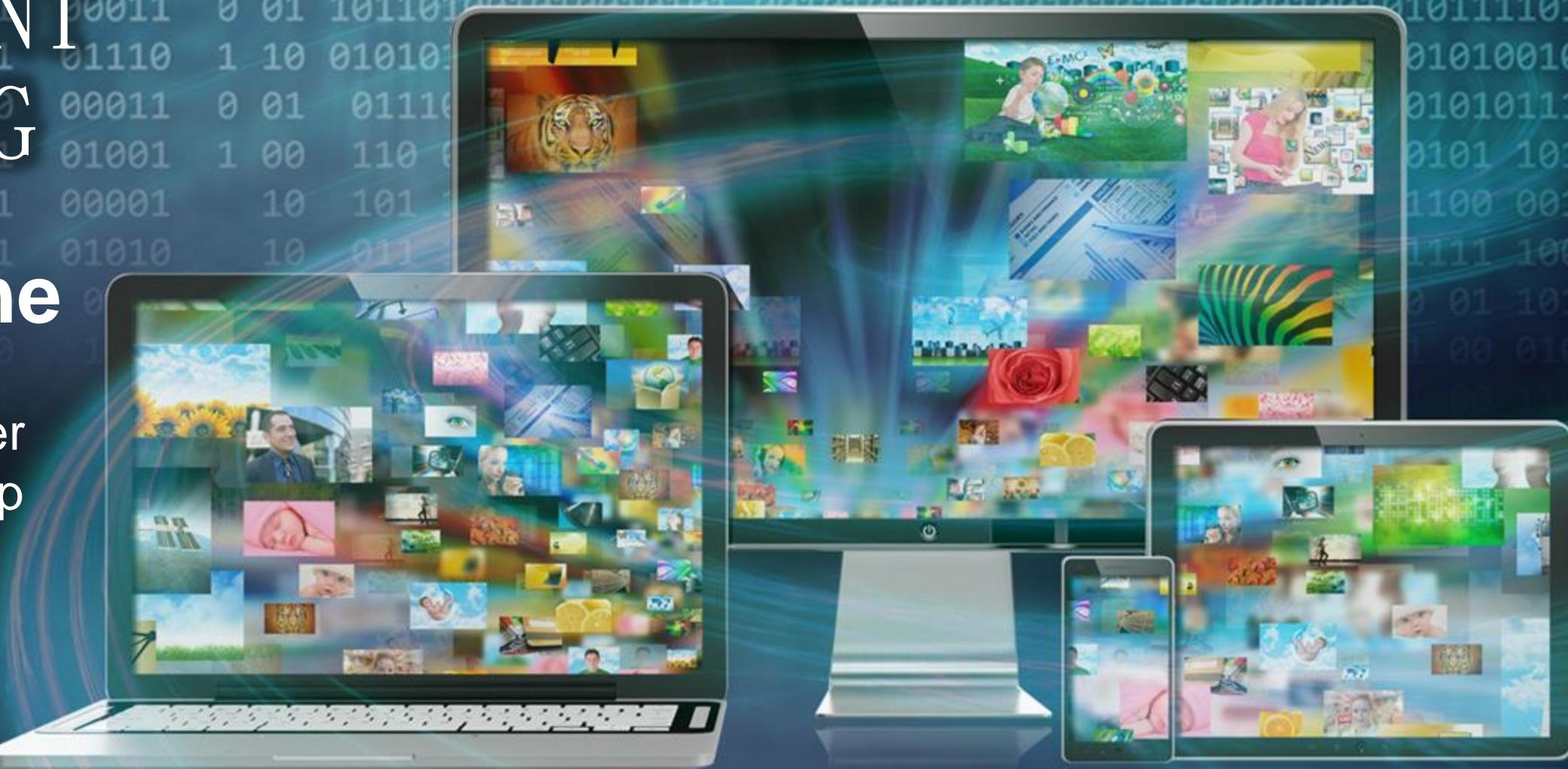


# *THE ERA OF TRANSPARENT COMPUTING*

**Michael A. Greene**

General Manager  
Platform Technologies Center  
Software and Services Group



# THE ERA OF UBIQUITOUS COMPUTING



# SOFTWARE INDUSTRY IS Changing



# 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*

Acknowledging Professor Zhang  
for his Contribution to Transparent  
Computing and collaboration with Intel.



# Intel Transparent Computing (TC) Collaboration in PRC



~2000:  
TC  
invented

2006:  
Intel cooperated  
with Prof. Zhang

2008:  
Intel-MIIT MOU

2012:  
MOU and Agreement with  
CSU  
TC Joint Lab in SJTU and  
CSU

2010:  
Intel-Aspire TC Joint  
Lab

**Prof Zhang Yaoxue - TC Inventor  
Fellow of CAE  
President of CSU  
Prof. of Tsinghua University**

A CROSS PLATFORM  
**LANGUAGE**

**FLEXIBLE  
CLOUD**

ROBUST  
**SECURITY**

*THREE KEY ELEMENTS OF  
TRANSPARENT  
COMPUTING*





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

**40%**  
OF APP DEVELOPERS  
ARE USING HTML5

ANOTHER  
**40%**  
ARE PLANNING  
TO USE HTML5



# CLOUD TRANSFORMS IT



# SECURE COMPUTING

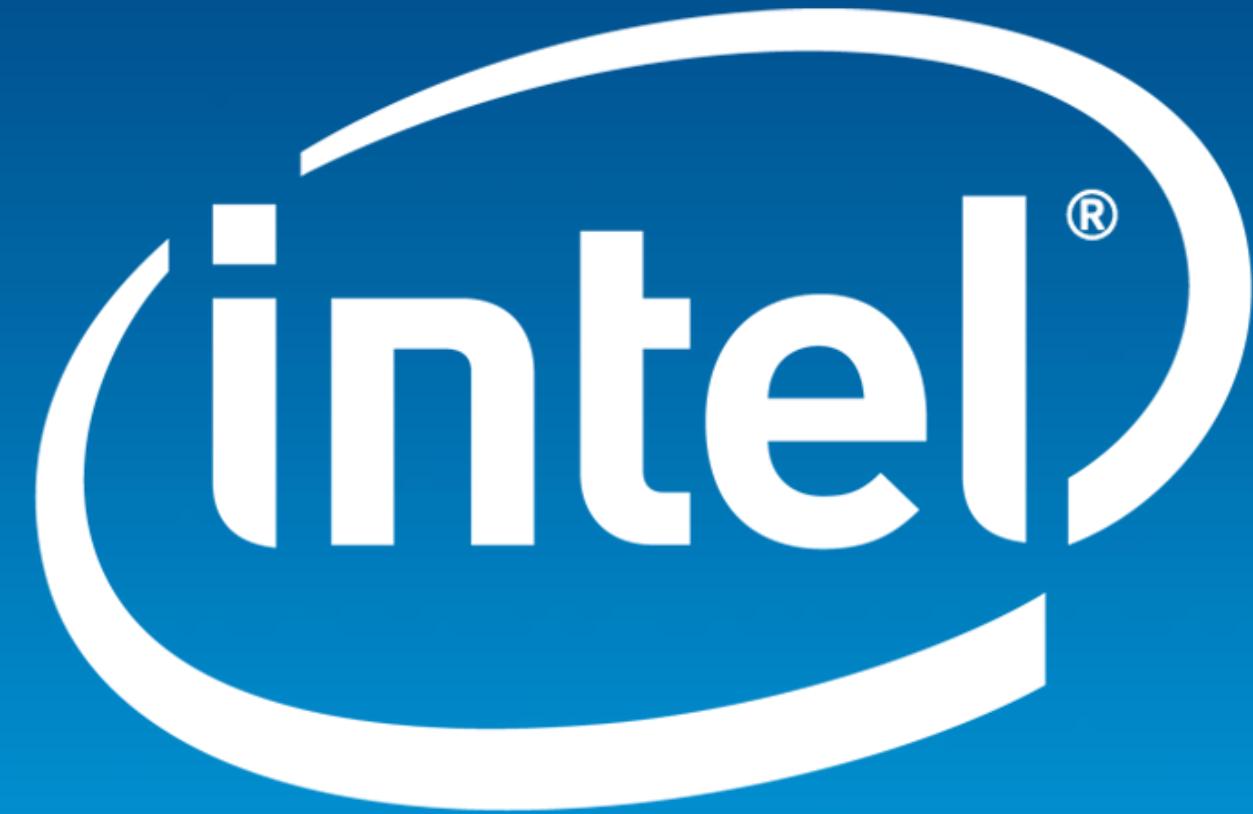


Transparent computing still seems pretty far away from where we stand today, but the future of computing is what we make it.

By collaborating together, we can embrace a new paradigm for computing, a paradigm that users want us to go solve.



# Thank You



Sponsors of Tomorrow.<sup>™</sup>

A perspective view of a long row of server racks in a data center. The racks are dark grey or black with illuminated blue and green lights from their front panels. The floor is a light-colored polished concrete. The background shows more server racks receding into the distance under a white ceiling with linear lighting fixtures.

INTEL CLOUD  
SERVICES PLATFORM

CLOUD  
TRANSFORMS IT

# Intel® Trusted Execution Technology



# Intel Today



Embedded



Networks



Data Centers



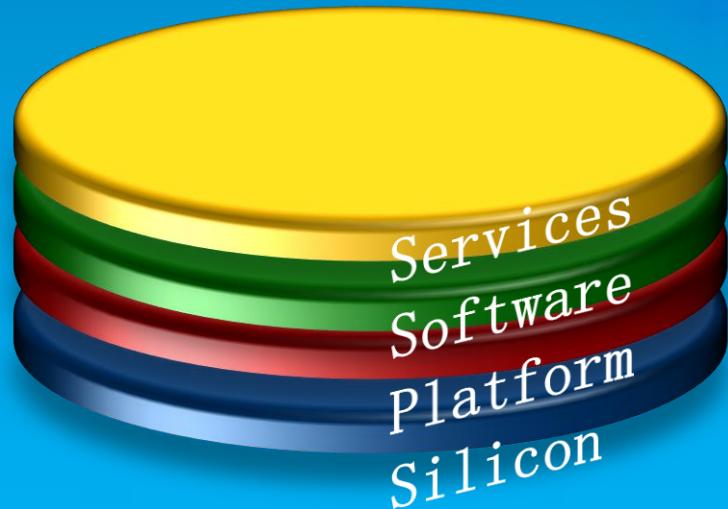
Desktop PCs



Notebooks



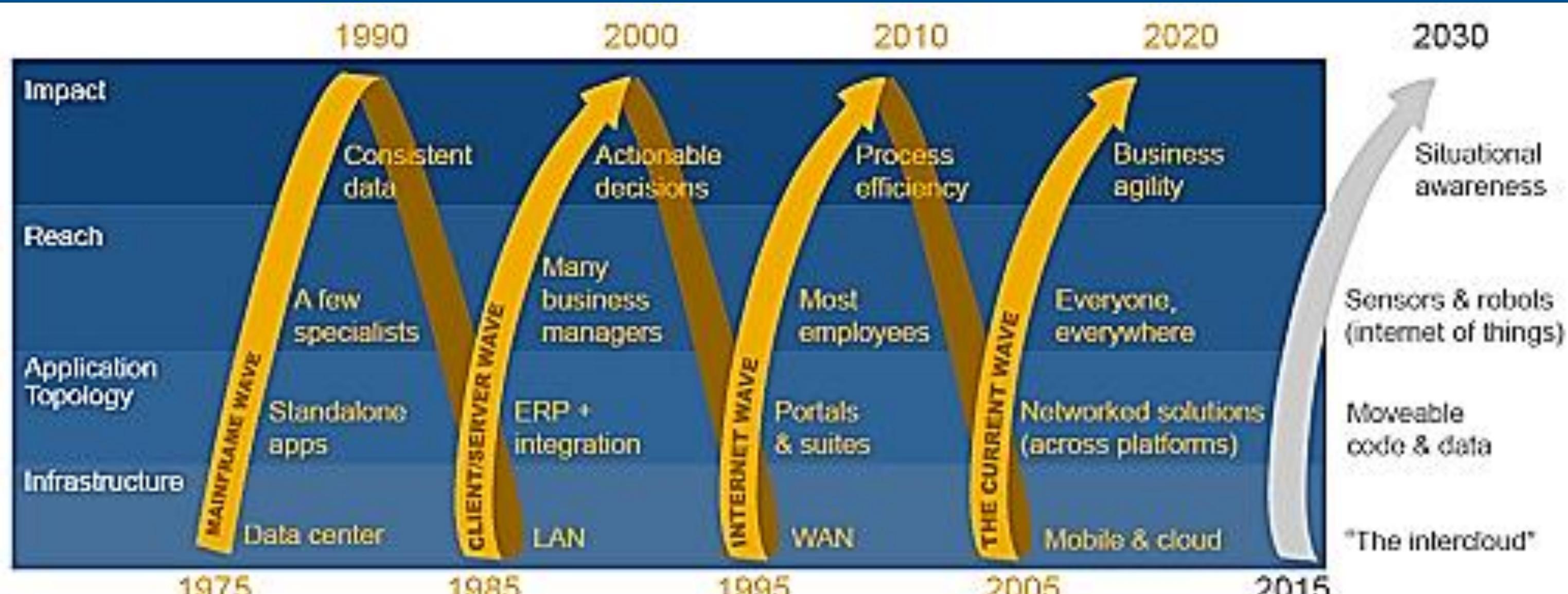
Netbooks



# Intel's Future: Delivering the Compute Continuum



# Software Industry Technology Transitions Continue...



Always On, Connected, & Communicating...  
Lots of Software Developers Required!