Supporting innovation by delivering intelligence and security from device to cloud

Florin Raclariu
Market Development Manager
Intel Romania & Bulgaria
History of Intel

Back in 1968, two scientists, Robert Noyce and Gordon Moore, founded Intel with a vision for semiconductor memory products. By 1971, they had introduced the world’s first microprocessor. Since then, Intel has established a heritage of innovation that continues to expand the reach and promise of computing while advancing the ways people work and live worldwide.
### Mission
Utilize the power of Moore’s Law to bring smart, connected devices to every person on Earth.

### Vision
If it is smart and connected, it is best with Intel.

### Growth Strategy
Our highest shareholder value will come from a strategy that uses our core assets to move into profitable, complementary markets.

*Other brands and names may be claimed as the property of others.*
The world is rapidly changing!

40% of top F500 in 2000 are no longer here in 2010

The average lifespan of a S&P 500 company in the 20’s was 67yrs ... today it is 15 yrs

In 1996 Kodak was valued at $28B and employed 140k people, 2012 bankrupt

In 2012 Instagram was valued at $1B/13 employees

Innovate or ...
“If the Internet were a movie, We’d still be in the opening credits”
A New Era of Integrated Computing

Task-Based Computing

Lifestyle Computing

Integrated Computing
Everything is getting smart

Need for common human to machine interaction

50B such devices by 2020*

*Figure as of 2020

HUMANS & TECHNOLOGY OUR VISION
1971: 2,300 transistors; 2015: 1 billion transistors
Delivering Energy Efficient Computing and Communications
From Devices to the Data Center

IoT/Wearables
Ultra-mobile
Client
Data Center
The *INTERNET of THINGS* is…

- **MOBILE**
- **HOME**
- **INDUSTRIAL**

Network Infrastructure

* IDC Research

- 2B Devices 2006
- 15B Devices 2015
- 50B* Devices 2020

* Optimized on Intel Architecture
Consumer IoT Leads the Way...

...B2B IoT Rapidly Following
FREEING COMPUTERS
## Technologies to Transform the Business User Experience

<table>
<thead>
<tr>
<th>Feature</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No Wires</strong></td>
<td>Intel Pro WiDi, Connect Center, Wireless Docking, Wireless Charging</td>
</tr>
<tr>
<td><strong>No Passwords</strong></td>
<td>Hardened Biometrics, Multifactor Authentication, Context-aware security</td>
</tr>
<tr>
<td><strong>Seamless, Immersive Collaboration</strong></td>
<td>Location Based Services, Voice Enabled Meeting Assistant, Life-like HD voice/video chat</td>
</tr>
</tbody>
</table>
Intel Pro Wireless Display for Wireless Meetings

**User Experience**
- Connect quickly
- Present wirelessly
- Hand-off easily
- Avoid "Sensitive Content"

**Manageability**
- Manage remotely
- Control network utilization
- Identify WiDi in the environment

**Security**
- Block bridging to WLAN
- Restrict access to WiDi
Moving to the “Password-Free” Workplace

From...
...I have too many passwords
...I use the same password for everything
...I write down my password because it’s so hard to remember
...I never lock my system

To...
Hardened biometrics
Tap to login
Multi-factor authentication
Proximity based device lock
Geographic digital fence
No Password VPN

User-centric user authentication without complex passwords.
Interfaces for computing devices have evolved very little in 30 years

What comes next?
Introducing Intel® RealSense™ technology

- A combination of hardware and software to enable human-computer interaction on a PC.

- Uses natural intuitive user interfaces beyond the mouse, keyboard and touch including:
  - Speech
  - Gesture
  - Hand and finger tracking
  - Facial recognition
  - Augmented reality
  - 3D scanning and printing
IoT Ignition Labs

Germany, UK, Sweden and Turkey

Demonstrating real deployable solutions

Collaboration space to develop new solutions

Accelerating new designs and deployments
Cisco Powered Intel Inside

Internet of Things

Cisco® IOx/FOG  Networking  Cisco UCS®  Services & Solutions

Encryption — Trusted boot — Virtualization — SDN/NFV

THE INTERNET OF THINGS IS...
THANK YOU
Legal Disclaimer

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT. A "Mission Critical Application" is any application in which failure of the Intel Product could result, directly or indirectly, in personal injury or death. SHOULD YOU PURCHASE OR USE INTEL'S PRODUCTS FOR ANY SUCH MISSION CRITICAL APPLICATION, YOU SHALL INDEMNIFY AND HOLD INTEL AND ITS SUBSIDIARIES, SUBCONTRACTORS AND AFFILIATES, AND THE DIRECTORS, OFFICERS, AND EMPLOYEES OF EACH, HARMLESS AGAINST ALL CLAIMS COSTS, DAMAGES, AND EXPENSES AND REASONABLE ATTORNEYS' FEES ARISING OUT OF, DIRECTLY OR INDIRECTLY, ANY CLAIM OF PRODUCT LIABILITY, PERSONAL INJURY, OR DEATH ARISING IN ANY WAY OUT OF SUCH MISSION CRITICAL APPLICATION, WHETHER OR NOT INTEL OR ITS SUBCONTRACTOR WAS NEGLIGENCE IN THE DESIGN, MANUFACTURE, OR WARNING OF THE INTEL PRODUCT OR ANY OF ITS PARTS.

Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined". Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information.

The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request. Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order. Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or go to: http://www.intel.com/design/literature.htm

Code names featured are used internally within Intel to identify products that are in development and not yet publicly announced for release. Customers, licensees and other third parties are not authorized by Intel to use code names in advertising, promotion or marketing of any product or services and any such use of Intel's internal code names is at the sole risk of the user. Intel, the Intel logo are trademarks of Intel Corporation in the United States and other countries.

Other names and brands may be claimed as the property of others. Copyright ©2014 Intel Corporation.