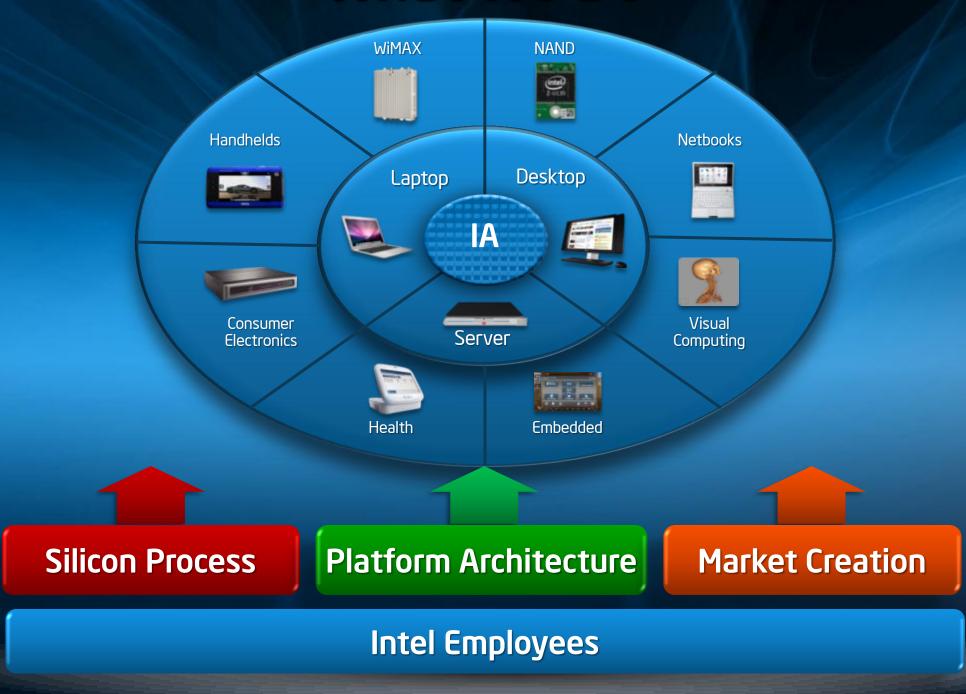
### НОВОЕ ПРЕДЛОЖЕНИЕ НА РЫНКЕ: СОЗДАНИЕ ТРЕНДА



Андрей Матвеев, Директор по маркетингу Intel в России и других странах СНГ

## What We Do



#### Technology Has Changed the Way We Interact With Our World



Source: Rugged PC Review, Intel



### Empowering the Future with Intel Architecture Building out the Computing Continuum

Internet Data Center



**Application Distribution Channels** 

**Developer Programs and Support** 

Unified Operating Environment

#### A Single, Unified Operating Environment for Intel<sup>®</sup> Architecture A Broader Foundation for Software Deployment



## **Ultra Mobility Group**

Driving Intel's growth by building a vibrant business in the next generation handheld market segment with low power Intel Architecture-based products



## **Embedded and Communications Group**

Delighting customers and growing the business by delivering an enhanced IA technology portfolio for adjacent embedded and communications market segments



# **Digital Home Group**

TEM

WE

CB

AV

Delighting consumers by delivering the advancements for next-generation consumer electronics with rich, interactive Internet content and traditional broadcast programming







Software

# Software and Services Group

Building new opportunities in software and services on Intel platforms



