



НОВОЕ ПРЕДЛОЖЕНИЕ НА РЫНКЕ: СОЗДАНИЕ ТРЕНДА



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

What We Do



Silicon Process

Platform Architecture

Market Creation

Intel Employees

Technology Has Changed the Way We Interact With Our World



2009
1 Atom-based Netbook
\$400



1981
348 IBM PCs
\$1,392,000

Source: Rugged PC Review, Intel

Empowering the Future with Intel Architecture

Building out the Computing Continuum



Application Distribution Channels

Developer Programs and Support

Unified Operating Environment

A Single, Unified Operating Environment for Intel® Architecture

A Broader Foundation for Software Deployment



Unified Operating Environment

Meego

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

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





Software and Services Group

Building new opportunities in software and services on Intel platforms



