



Paul Goossens
Director of Infotainment
Strategic Business Development, Intel Corporation

Geneva, 5-7 March 2008



Digital Lifestyle Shifts to the Automotive World

Enablers

- Availability of digital content
- Integration of Consumer Electronics devices

Infotainment Opportunities

- Entertainment
- Information & Communication
- Driver Assist

Car Becomes a Safe to Use, Connected Node on the Network

The Fully Networked Car
Geneva, 5-7 March 2008



Wireless Global Deployment

	'04	'05	'06	'07	'08	'10	'12
WiMAX							
Trial Networks	10	25	250	400			
Mobile WiMAX Trials			~10	120			
Proj. Pop Covered					150M	650M	1.3B
WiMAX Subscribers			.2M	1.2M	8M	20M	35M
3G Subscribers			155M	270M	373M	651M	900M

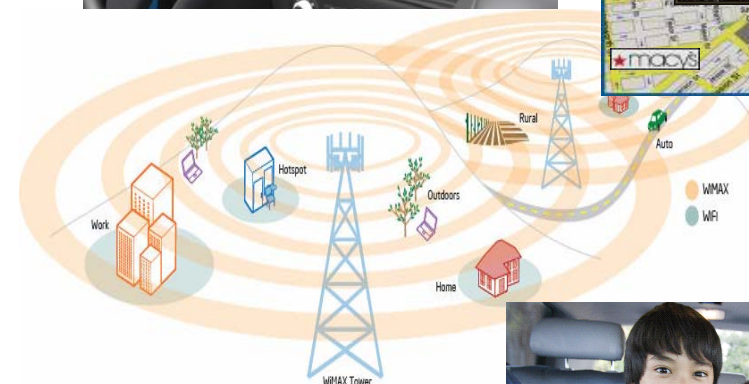
Source: In-Stat, 2007

The Fully Networked Car
Geneva, 5-7 March 2008



Broadband Uses and Market Expansion this Year

- o Vehicle Position, navigation tightly coupled to location based services
- o Vehicular communication infrastructure
 - VII
 - SAFESPOT / CVIS
 - Japan testing RF
- o Internet, connectivity on the go
 - In-car gaming
 - Social networking
 - BMW ConnectedDrive*
 - Harman Power Connect*



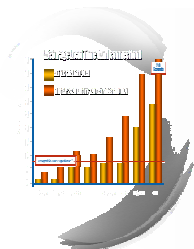
The Fully Networked Car
Geneva, 5-7 March 2008



What's Needed For Broadband Connected Car



Always Connected:
Responsiveness & visualization



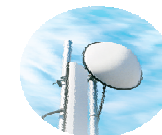
Mobile Performance:
Responsiveness & visualization



Software Compatibility:
For the User and Developer



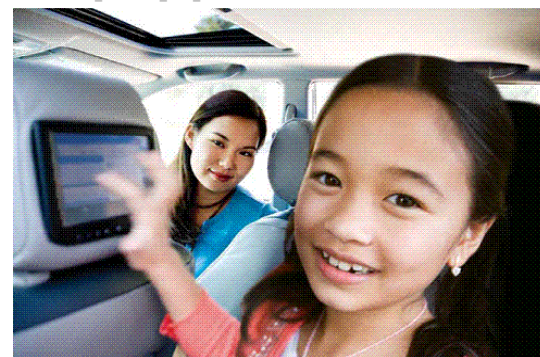
Full Web + Media Content:
Consumption & Creation On The Go



Wireless Broadband



Equipped Vehicles

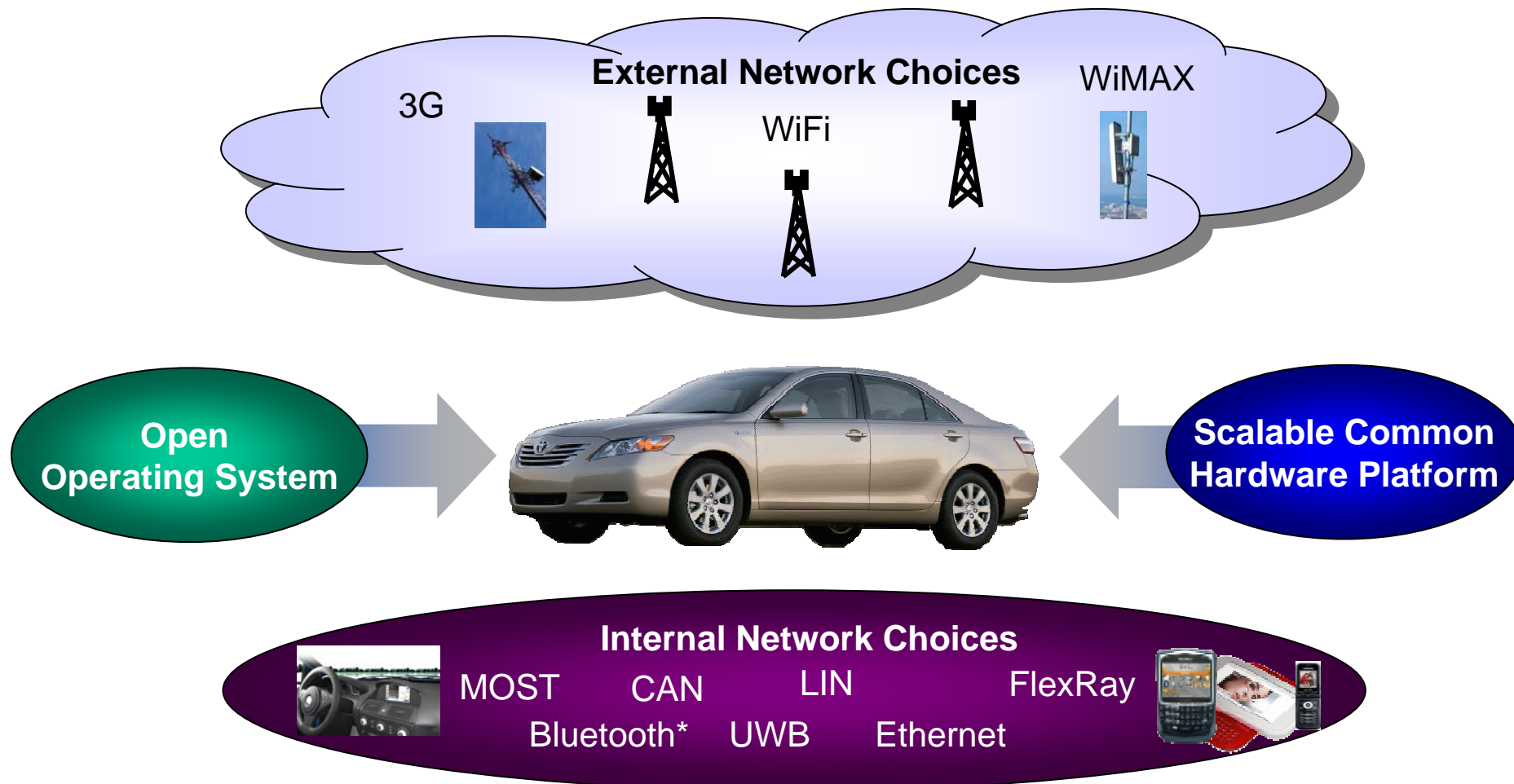


Personalized Internet

The Fully Networked Car
Geneva, 5-7 March 2008



Open Platform Provides Optimal Solution



Standards for Improved TCO and TTM

The Fully Networked Car
Geneva, 5-7 March 2008



How Intel is Bridging the Lifestyle to the Car

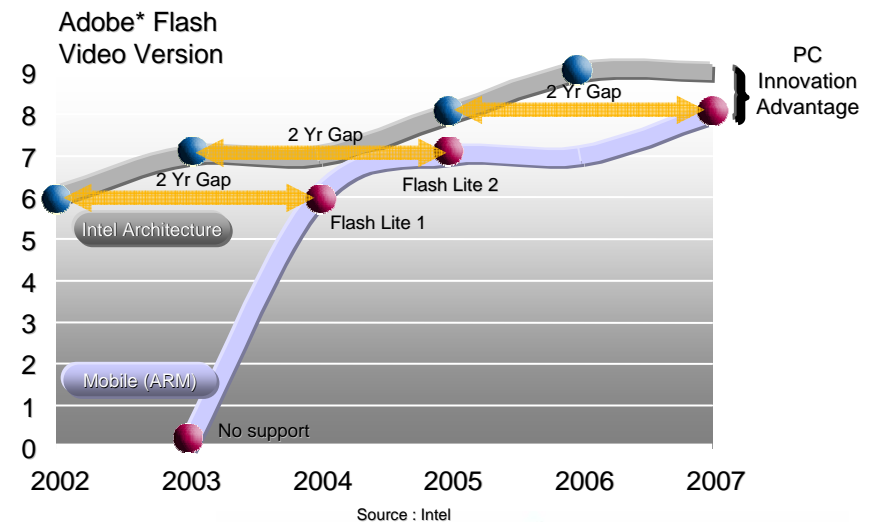
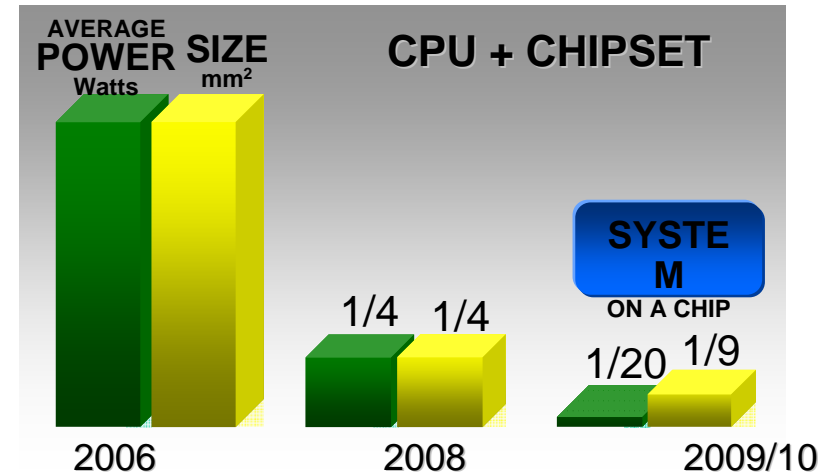
Investing in processes, products

- 45nm Process
- Low power, high performance
- Re-use of MID architecture in vehicles further enabling total Mobile Internet
 - Software and hardware
- Commitment to automotive boundary conditions

Enabling choice among operating systems and applications

- Linux
- QNX
- Microsoft

... more to come



The Fully Networked Car
Geneva, 5-7 March 2008

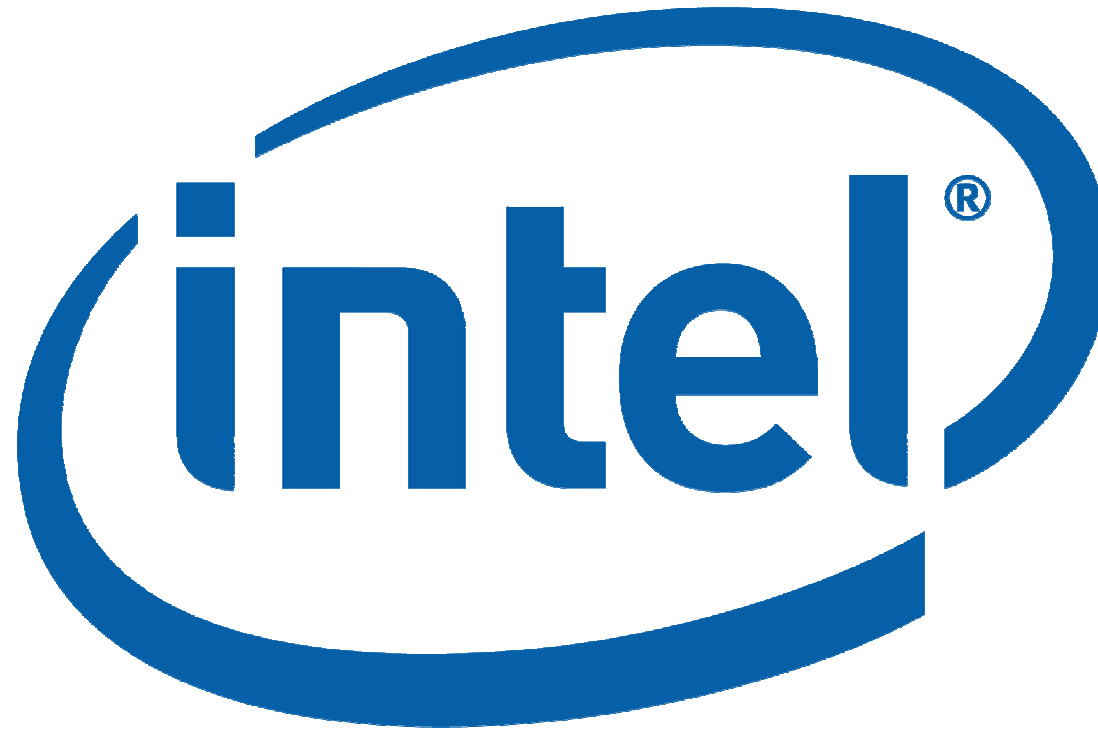




Broadband Connected IVI
Communication
Productivity
Entertainment

The Fully Networked Car
Geneva, 5-7 March 2008





Copyright © 2007, Intel Corporation. All rights reserved.
Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and other countries.
*Other names and brands may be claimed as the property of others.

The Fully Networked Car
Geneva, 5-7 March 2008

