

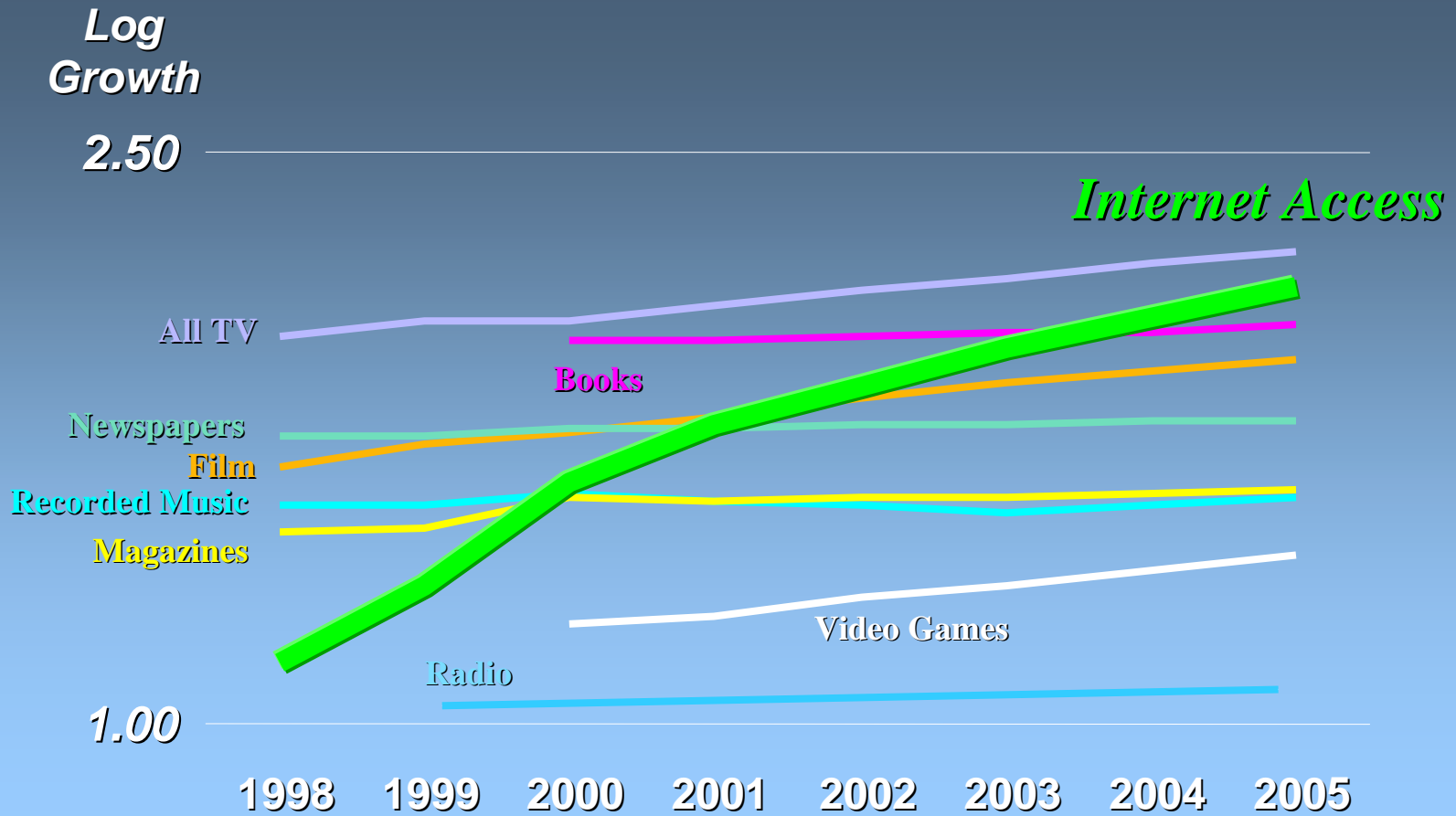


Promoting mobile content

Christoph Legutko
Wireless Standards and Regulations Manager
Intel Corporation

The Internet is the Killer App

Consumer Spend by Media, Log Rates



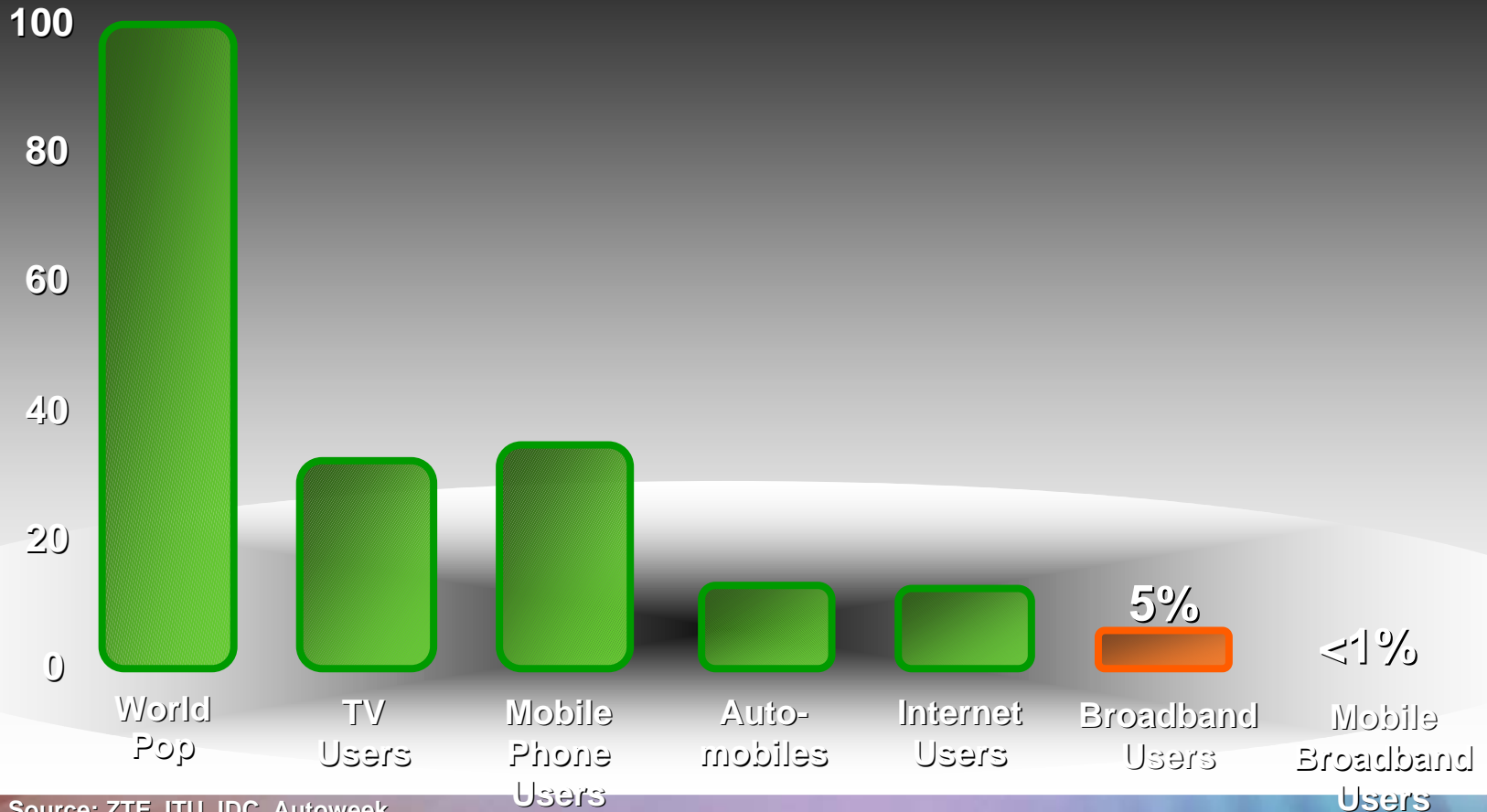
Source: Pricewaterhouse Coopers



The Broadband Opportunity is Huge

Fixed & Mobile

% of global population



Source: ZTE, ITU, IDC, Autoweek

Other names and brands are property of respective owners.



WHAT CONSUMERS HAVE



WHAT CONSUMERS

WANT



Digital Home Vision

Consumers Enjoying Entertainment
(Movies, Music, Photos, Games)
Anytime... on Any Device



**Enjoy Media
& Games from
the Couch**



**Stream Content
to Connected
Devices**



**Synch
Content to
Media Players**



**Take Media
with You &
Play Games**

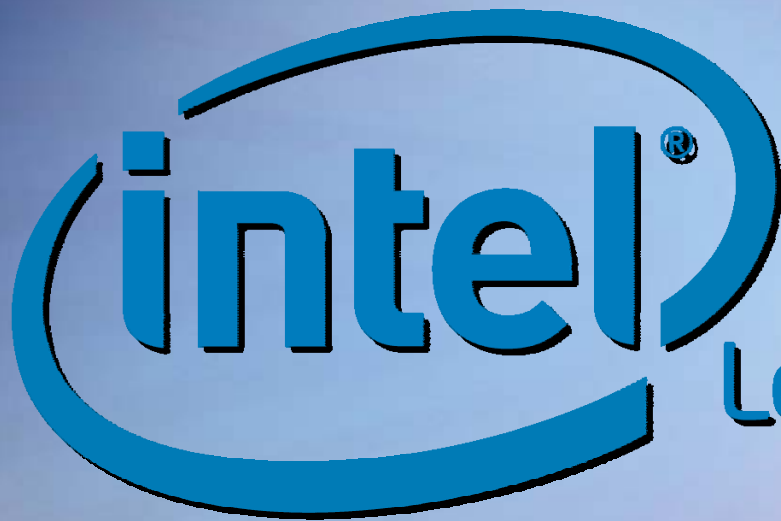


Burn-N-Go

DIGITAL ENTERTAINMENT ERA

1000s Opportunities
Investition in the excitement
Entertainment industry well positioned
Standards





Leap ahead™

