



Intel Software in China Intel China Software Center (ICSC)

2007 Essay 1

Highlight



- Intel - ECS strategic cooperation signing ceremony
- Intel Offers Simple And Easy-To-Use System Recovery Tool
- Moe - Intel Internship Base

Intel - ECS strategic cooperation signing ceremony



Intel and ECS held a signing ceremony about Intel System Recovery Tool (SRT) being used in ECS products. Intel, ECS, Dalian Vice Mayor, OEM partners (Haier and Founder), ISV partner (Byosoft) attended the signing ceremony which showed Intel's strong ecosystem in both hardware and software industry. Wee Theng Tan, Dalian Vice Mayor and the ECS executive delivered speeches. Minerva Yang and the ECS executive signed the agreement and then there was an open discussion with executives from Haier, Founder and Byosoft followed by media Q&A. More than 50 media attended the signing ceremony including IT, vertical, online, government, TV and radio media. Minerva had one TV interview with Dalian TV, as well as one radio interview with Dalian Radio Station after the signing ceremony.

Intel Offers Simple And Easy - To - Use System Recovery Tool



June, 21st, 2007-Intel Corporation announced the availability of an integrated backup-and-restore utility, it is a tool embedded in motherboards. Designed for market place, Intel® System Recovery Tool (Intel® SRT)

features a user-friendly interface and simplified process flow that common users could easily protect their systems and data. Intel® SRT embedded in the motherboard BIOS; users can backup or restore data without boot or recovery disks with it. Users simply press a hotkey to stop the operating system, and then back up and restore the system and personal data from a few clicks

With Intel® SRT, system integrators and original equipment manufacturers can provide more comprehensive products to their customers, from individuals who want to safeguard their system and personal data, to small businesses that want to conveniently create and restore consistent software configurations on their business computers.

Moe - Intel Internship Base



Wen-Hann Wang, Zizhu Site General Manager and Zhang Yaoxue, Director of Higher Education Department, Ministry of Education (MOE), co-opened the MOE - Intel Internship Base in Intel Zizhu Site, Asia Pacific Research and Development Ltd. on June 29, 2007.

Over 100 attendants including Interns and regular employees, MOE officials and university professor representatives have witnessed the grand opening and plaque unveiling ceremony.

With the establishment of the MOE - Intel Internship Base, Intel demonstrates its determined and unremitting efforts to support China's talent education development. The engagement with MOE is to regulate Intel's internship program in China, make it bigger impact and therefore to support Intel's Research and Development growth in China.

With programs like MOE - Intel Internship Base, Intel has already built a good partnership with almost 50 universities in China, collaborating on course development, on research and development efforts and particularly on talent education.

2007 Intel Multi - core Technology Forum

"2007 Intel Multi - core Technology Forum" will be held by Intel University at Dalian on July 12-13, 2007, which is to share the multi-core technologies with expertise and professors from universities, to renew and reform Intel curriculums more quickly, to strengthen the communication and cooperation among Intel and universities.

Executives from MOE, Intel vice president Dr. Wang Wen-hann, Intel Academician Geoff Lowney, expertise from Intel and professors from more than 40 universities will be invited to the forum. Topic speeches, technology lectures, and symposiums will be delivered for technical exchanges and experience sharing. We wish all of you will receive a lot.

The 5th China Digital Entertainment Expo & Conference

The 5th China Digital Entertainment Expo & Conference is going to be held at the Shanghai New International Expo Center on July 12th -15th, 2007. Following the E3 in the U.S., and the Tokyo Game Show in Japan, China Joy is designed to become another great event for the world's game industry. It is meant to strengthen domestic game supervision in China, actively regulate the Chinese market, and rigorously fight against piracy, in order to encourage and support the development and the sales of legal game products. Intel will continue to attend China Joy and play a great role in it.

The China International Digital Entertainment Forum is one of the four forums during China Joy, it will be held at Golden Ballroom in Sofitel Jinjiang Oriental Pudong Shanghai on July 11th, 2007. Chris Thomas, Deputy General Manager of great China, will give a speech. It is an idea-exchange and discussion platform for the world's game developers, publishers, operators and investors. Government officials from related government departments will be invited to introduce relevant policies; and world-famous industry people will also be present to exchange their experiences.

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