



Intel Software in China Intel China Software Center (ICSC)

2009 Essay 1

Highlight



- | PRC SSG Media Briefing: IT Trends & Focus in 2009
- | “Moblin.org - Create Mobile Internet Future ”
——Intel Keynote at SD2C 2008
- | Intel® Software Partner Program & Intel® Business Exchange Won Awards in China

PRC SSG Media Briefing: IT Trends & Focus in 2009



December 19, 2008, a year-end media briefing was held by Intel Software and Services Group (SSG) to recap 2008 highlights and share IT trends and PRC SSG focused areas in 2009. Mercedes Ho, director of Developer Relations Division and Strategic Business Development, part of SSG, addressed a concise presentation about efforts in 2008 and 2009 plan with vivid case sharing and 3rd party endorsement.

Looking back in 2008, Intel SSG PRC has gained fruitful achievements. We successfully held Intel Developer Forum (IDF); shared the lasted Intel platform technologies with the ecosystem; promoted Software Park cooperation program, introducing Intel's advanced platform and software technology to small- and middle-size software companies; booted Intel® Business Exchange and set up partner relationship with many ISVs to help their product go to market. Furthermore, a series of courses was launched by Intel Software College to help cultivate Chinese talents.

When talking about 2009's IT trends, Ms. Ho pointed out that, people would spend more and more time on the Internet, which could lead the popularity of cloud computing. And the value-added service in SaaS and cloud computing will attract more users for small- and middle-size enterprises; in addition, state-owned enterprises and telecommunication companies will be key factor to drive IT development. The 4000 Billion Program, launched by the government, will boost consumption and bring new business to IT industry. “Service is the key issue for now”, Ms. Ho highlighted, “Moblin, Cloud Computing Service with security, International Programme for the Development of Communication using virtualization technology, and multi-core and energy saving technologies will be the main areas Intel make efforts to. Actually, no matter what technology Intel focus, Intel will grow and develop together with China.”

“Moblin.org - Create Mobile Internet Future ”
——Intel Keynote at SD2C 2008



December 4-6th 2008, Software Development 2.0 Conference (SD2C 2008) was held in Beijing, which lit a technical flare in such a cold winter. Crowds of developers, implementers and architects gathered to share their experience and learn advanced technologies. Intel participated in the Conference as a Gold Sponsor.

Danny Zhang from Intel Open Source Technology Center delivered a keynote entitled “Moblin-Create Mobile Internet Future”. He mentioned that enormous mobile computing in the future would base on mobile Internet devices (MIDs), netbooks, nettops, and embedded devices. Intel® Atom™ processor brings the opportunities of smaller size and lower power consumption devices. Moblin is a transparent and self governing Open Source Community, center of the Moblin universe, which develops the Core Stack Optimized for Intel® Atom™ Processor Technology. Moblin focuses on the software development and provides developers a lot of resources and tools, to create mobile internet future.

For more information , please refer to moblin.org, [CSDN moblin](http://CSDN.com)

Intel® Software Partner Program & Intel® Business Exchange
Won Awards in China

At the end of 2008, Intel SSG has received plenty of good news and awards. Intel® Software Partner Program won the “Editors’ Choice Award 2008” and the “First Choice Solution of Optimized Platform Award”. As well, The Intel® Business Exchange won “Channel Value-added Gold Award”.



The Intel® Software Partner Program is an online program designed for Independent Software Vendors (ISVs) developing commercial applications on Intel platforms and technologies. The program offers ISVs access to a portfolio of resources and tools that support the key stages of the business life cycle from planning, to development as well as marketing and sales.

In support of development members get access to a variety of technology-enabling tools like code samples, developer resource kits, development rebates on Intel processor-based systems and online technical forums.

The Intel® Business Exchange (IBX) is a comprehensive online marketplace that SSG's Developer Relations Division (DRD) launched to demonstrate Intel's commitment to bridge the gap between independent software vendors (ISVs) and channel partners, as well as provide Intel® Software Partner Program members increased opportunities to reach SMB customers.

Through ISPP and IBX program, the SSG China team has fostered the local software ecosystem while quickly building close partnership with local application developers. Particularly, IBX that has been implemented for nearly one year plays a key role in assisting ISVs to accelerate the time to market. So far IBX has enrolled over 300 ISVs.

Intel® XML Software Suite Won Best SOA Tool Award



The Intel® XML Software Suite won the Best SOA Tool award at the 14th International SOA World Conference and Expo 2008 West in San Jose, Calif.

Intel® XML Software Suite is a software library that helps developers deliver the maximum XML processing performance for any Enterprise, SOA, SaaS, and Web 2.0 based applications.

The latest offering, Intel® XML Software Suite 1.2, optimizes XML application performance, takes full advantage of Intel Architecture, lowers total cost of ownership and allows developers to quickly and easily incorporate technologies for a faster time to market.

Intel® XML Software Suite 1.2 can be [downloaded here](#). To get the XML Benchmark Tool, [download it here](#).

Intel® Xeon® Processor Helps Crystal CG* Build a First-Class Animation Rendering Platform

The entire rendering platform based on Dawning's TC2600 blade servers, which support Intel® Xeon® 5000 processor series, and deliver superior computing performance and reliable stability. TC2600 blade servers have boosted rendering platform flexibility. Such servers can meet the performance requirement for high density computing to process massive data. In addition, the extensive product line of Intel® Xeon® 5000 processor series can satisfy the changing business demands of Crystal CG*.

Intel® Xeon® processor plays a vital role in Dawning's “cluster rendering” system. It is operation reliable; performance excellent; and easy to expansion.

Click [here](#) to download the Case Study file; [here](#) to learn more about the case.

SSG Training Advance

Training 1

course : Intel Virtualization & Multi-core
instructor : Chen Bruce
time : Jan. 8, 2009
place : Jinan

Training 2

course : Intel Multi-core & AMT Technology
instructor : Chen Wise, Li Duofeng
time : Jan. 14, 2009
place : Nanjing

Related Links

[Intel China Software Center Technology Resources](#)
[Intel Multicore Technology Website](#)
[Intel® Platform](#)

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