



## Intel Software in China Intel China Software Center (ICSC)

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### Highlight



- Intel Developer Forum 2009 Beijing will be Held on April 8
- Intel will Increase Investment in China ISVs
- Intel and LG Announced Collaboration on First Moorestown-based MID



mobile & Internet linux project

### China Moblin Community User Group Offline Activities

China Moblin community was established in 2008. In 2009, the community will focus on the sharing of development experience & case study about Moblin software platform.

This year, China Moblin community will organize a series of user group activities with subjects, providing a study and sharing platform for all the Chinese Moblin technology fans. Renowned experts from Intel and partner vendors will be invited to give lectures and interact with developers.

For now, China Moblin community has held the first activity at the end of Feb, targeting at the new Moblin V2.0 software platform. Hundreds of developers registered for it and experts from Intel and Flag-Linux delivered brilliant speeches at the seminar.

Click [here](#) to view the lecture videos and download the handouts.

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### SOG Training Advance

#### Training 1

Course : Multi-core Programming  
Time : Mar. 20-21, 2009  
Place : Jiaxing

#### Training 2

Course : Multi-core & HPC  
Time : Mar. 23-24, 2009  
Place : Shenzhen

### Related Links

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### Intel Developer Forum 2009 Beijing will be Held on April 8



IDF 2009 Beijing is scheduled to be held in Beijing on April 8, 2009. The theme of this year's forum is "Join together faithfully, foster bright future with innovations". Intel Vice-president and Intel China President Ian Yang said that enterprises should make even more efforts into developing innovative products and services to prepare them for the next economic boom amidst the global economic recession and IDF 2009 Beijing has been entrusted with a much more challenging mission than ever before, adding that Intel will team up with China's IT industry to boost China's economy with innovations and wisdom of this whole industry. Intel SSG will deliver sessions about Moblin, parallelism, UEFI technology and some other software tools.

Come hear industry news, learn about trends, and discover opportunities to integrate what is discussed into your projects.

#### Reasons to attend IDF:

- Hear breaking news from senior Intel leaders in the three Forum Keynotes.
- Access up to 25 hours of invaluable training with updates on processors, mobile products, software, standards, servers, research and more.
- Discuss technology with sponsors and exhibitors at the Technology Showcase.

[Learn more information](#) and [register](#) for IDF immediately.

### Driving Local Innovation & Industry Upgrading - Intel will Increase Investment in China ISVs

Shortly after the Spring Festival, Intel signed an agreement with Enjoyor. Under this agreement, Intel Capital will make investment into this Chinese smart transport and digital medical technology supplier. Besides, Intel will strengthen tech and business cooperation with Enjoyor, to help the company improve innovations capabilities and expand market. The cooperation will drive China's development in digital healthcare and traffic intelligence, then further to help industry users realize upgrading and innovation.

In order to adapt to new changes this year, Intel will not only increase investment in China, but also adjust the investment strategy. Along with China's governmental stimulus plans, Intel now focuses more on local industrial informationization, notably the emerging digital healthcare and traffic intelligence industries. Intels support to local ISVs will help them build up self-innovation capabilities and bring more application solutions to the market.

Mercedes Ho, director of Developer Relations Division and Strategic Business Development, part of SSG, believes that information technology will be the driver in industrial upgrading and renovation, which can lead to a win-win situation between local ISV partners and customers. Such as Intel and Electronics Enjoyor cooperation in these two areas, the most direct effect is to hasten the creation of more and more advanced information technology related products and solutions. And Intel will follow this direction in collaboration with local ISVs.

### Intel and LG Announced Collaboration on First Moorestown-based MID



At the 2009 Mobile World Congress (MWC), Feb. 16-19 in Barcelona, Spain, Intel and LG Electronics (LG\*) announced they would be collaborating on a MID based on Intel's Moorestown hardware platform and the Moblin v2 Linux-based software platform. The LG\* MID is expected to be one of the first Moorestown designs to hit the market, and is expected to deliver the best Internet experience in a pocketable device while also supporting cellular voice capability.

The joint collaboration brings together the performance and compatibility of Intel's Moorestown platform—reducing platform idle power consumption well in excess of 10 times versus today's Intel® Atom™ processor-based MIDs—with LG Electronics\* system-level expertise and service provider relationships.

"Moorestown" is the code name for Intels second generation MID platform, which consists of a system-on-a-chip (code-named "Lincroft") that integrates a 45nm Intel® Atom™ processor core, graphics, video, and memory controller. The MID platform also includes an input/output (I/O) hub (code-named "Langwell") that includes a range of I/O blocks and supports various wireless solutions.

Moorestown will be accompanied by a new Moblin v2 software platform, which is based on the Linux operating system to deliver visually rich PC-like Internet and media experiences on Intel® Atom™ Processor-based devices—including MIDs, netbooks/nettops, in-vehicle infotainment (IVI), and embedded systems—along with cellular phone