



Intel Software in China
Intel China Software Center (ICSC)

August 30 2009 Issue NO. 08

Highlight



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- Intel Successfully Hosted 2009 UEFI College Training with SJTU
- Intel Software Supports Local ISVs, Fueling China's Economic Revitalization

Intel Bob Liang: Practice Innovation at Proper Time



Dr. Bob Liang

In the latest Digital Business Times, Dr. Bob Liang, General Manager of Intel Asia-Pacific R&D Ltd, discussed R&D and innovation mechanism of Intel. Intel Joint Path-finding effectively bridges the communication gap between R&D unit and product unit. Bob Liang told the interviewer although Intel's innovative mechanism can hardly be copied, Intel's culture "Only the Paranoid Survive" could be used for reference.

In high-tech companies, there seems to be a "communication gap" between R&D and product team. If not properly solved, two results come out. One is no innovation product, and the other is that new products cannot accommodate to the market. In Intel, the intermediate region between R&D and product teams was once called "Death Valley". A few years ago, in order to overcome the problem, Intel got a solution named "Joint Path-finding" mechanism. It is Intel Asia-Pacific R&D Ltd who assumes the responsibility.

Dr. Liang introduced how "Joint Path-finding" works in the interview. "joint" refers to two teams jointly deploy resources, establish commercialization of research outputs team, and set accomplishment target. 'Path-finding' means select proper technologies and realization solutions, and link up with road map stages of related product, according to the direction assessment of certain products." "There are plenty of ways to implement 'Joint Path-finding', such as establishing co-lab of R&D and product unites, and R&D team belonging to product department and so on. Each project gets a monitor point. The project's next step is determined by review and approval work at the monitor point."

The problem of innovation lies in market opportunity, not technology. Sometimes the product is all right, but it's too early to estimate market demand. To judge a product should not fully rely on the success of its business. Correct judgment of market needs is always the key point.

Intel Successfully Hosted 2009 UEFI College Training with SJTU

On August, 4-6, 2009 UEFI Colleges Training was successfully delivered at Shanghai Jiao Tong University, hosted by Intel Asia-Pacific R&D Ltd and School of Information Security Engineering of Shanghai Jiao Tong University. 50 faculties from 23 top universities of China attended the training.



Dr. Honesty Young, CRO of Intel Asia-Pacific R&D Ltd, introduced Intel and its development to the teachers and stressed Intel's efforts on education and cooperation society responsibility. It's a tradition for Intel to collaborate with universities and colleges. He expressed the hope that by working together with universities, Intel would drive the growth of UEFI in China, as UEFI is a key tech in the development of IT industry. During the seminar, engineers from Intel discussed and exchanges opinions with faculties on NT32, and research work of DUET platform, UEFI driven, UEFI network application. The teachers also took a tour in Intel Asia-Pacific R&D Ltd, which located in Zizhu Industrial Park.

It's the second time of Intel and School of Information Security Engineering of SJTU host UEFI training together. Present teachers think the seminar is well prepared. The new training way (combine theories and experimentation) could not only help popularize UEFI in China, and is more conducive to introducing new technology to college education. Enthusiastic feedbacks from participants are received, and most hope UEFI trainings like this would be held more often in the future.

Intel Software Supports Local ISVs, Fueling China's Economic Revitalization



Director Mercedes Ho

On August 13, 2009, Intel held a media briefing to showcase the major cases of how Intel helps China's ISV partners optimize their solutions for key industries and contributes to China's industry upgrading and economic construction.

Mercedes Ho, Director of Intel Software & Services Group Developer Relations Division APAC, kicked off the briefing and delivered a speech on Intel's overall software strategy and its efforts/achievements in helping local ISVs. Intel has made commitment and huge efforts in working with China's software industry and fueling China's industry upgrading

Later, 4 key cases are presented to the medias. They are NARI* on intelligent power grid, Taiji* on public healthcare emergency system, TongTech* on expressway toll system and Kingdom* on securities trading system. They all fully show by taking Intels tech advantages, partners have got great improvement in independent innovation capability and competitive advantage. Intel hopes to share more cases with local ISVs by utilizing Intels strength in hardware, software and global successful case studies.

Watch Videos at Moblin 2.0 Seminar Online!



With the latest version Moblin V2.0 beta launched in June, Intel and CSDN Moblin community have organized a Moblin V2.0 Seminar for all the Chinese Moblin fans to discuss the new fancy features of Moblin V2 beta. Renowned experts from Intel and partner vendors will be invited to give lectures and interact with developers. Through the seminar has been over, Moblin fans who missed it could visit this link

<http://subject.csdn.net/moblinyth/> to watch all the videos at the seminar, learn experts' mind about Moblin and exchange ideas with others.

More info about Moblin, please visit Moblin.org and MoblinZone

"IT Marketing Training for College Students" series is launched

Intel Academic Community has launched a new topic series with the subject "IT Marketing Training for College Students". Senior managers who are responsible for marketing and distribution channels in Intel would share information and knowledge on marketing and its personnel training.

- Click [here](#) to read the special insights on *career development of IT engineers* of She Hui, Director of Intel China Strategy Development Group
- Click [here](#) to read the special insights on *how marketing skills strengthen people's soft skills* of She Hui
- Click [here](#) to read the special insights on *soft skills* of She Hui
- Click [here](#) to read the special insights on *issue of employment of college students* of She Hui



2009 "Intel Cup" Multi-core Programming Contest has hit peak of competition. The names of contestants who have got the tickets to final round have been announced on August 12th. The best 10 contestants would be invited to Beijing to attend the closed final round held on 21 August. Winner names would be announced soon! Click [here](#) to check the names who's made to final and gain more details!

SSG Training Advance

Training 1

Course : Multi-core Programming for Academia
Time : August, 13-17, 2009
Place : Weihai

Related Links

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

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