



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

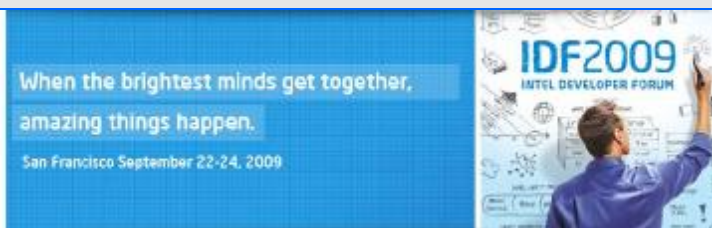
September 30 2009 Issue NO. 09

### Highlight



- **Renee James: Developing for the Continuum of Intel Platforms**
- **Intel China Academic Forum 2009 was Successfully Held in Beihai**
- **Enabling High-Performance Video Encoding, Decoding, and Preprocessing**

#### Renee James: Developing for the Continuum of Intel Platforms



During Oct. 22-24, Intel Developer Forum was successfully held in San Francisco, gathering brilliant minds to meet, collaborate, and learn from one another.

On Oct. 23<sup>rd</sup>, Renee James, corporate vice president and general manager of Intel's Software and Services Group, delivered a [keynote](#) entitled "Developing for the Continuum of Intel Platforms". During this keynote, Ms. James unveiled the Intel® Atom™ Developer Program. This effort encourages independent software vendors and developers to create mobile applications. Intel is partnering with manufacturers, including Acer\* and ASUS\*, to create multiple application stores where applications and application building blocks for Intel-based netbooks and handhelds will be sold.

"The Intel® Atom™ Developer Program will drive new innovative applications for consumers and new revenue streams for software developers," said James. "The new program facilitates the creation of applications that consumers can use with confidence knowing they were optimized and validated for Intel® Atom™ processor-based devices."

Demonstrating industry momentum for netbooks and the Moblin\* operating system, James announced the Dell\* Inspiron Mini 10v with Ubuntu Moblin Remix Developer Edition pre-installed will be available starting Sept. 24. James also announced that ASUS\* and Acer\* have launched and Samsung\* planning to launch Moblin\* version 2-based netbook devices. Multiple operating system vendors, including Canonical\*, CS2C\*, Linpus\*, Mandriva\*, Novell\*, Phoenix\* and Turbolinux\*, announced production-ready Moblin\* version 2-based operating systems are now available.

#### Intel China Academic Forum 2009 was Successfully Held in Beihai

Intel China Academic Forum 2009 was successfully held in Beihai, Gangxi in August, with the subject of "Join Hands to Create Education's Future". Professors from over Chinese 100 universities, officers from MOE, managements of Intel global and China, technical specialists and student representatives attended this academic & technical summit. Participants shared Intel's latest technological innovation and industry trends with participants, focused on the achievements of Intel® Higher Education Program, and discussed the development of collaboration among industries, universities and research institutes.



Since held in 2003, Intel China Academic Forum has become a collaboration and communication platform among industry, universities and research institutes. This year's forum is much larger than before, and discussed around cutting-edge technologies like "multi-core computing", "embedded chips", Intel shared the 2009 development plan of Higher Education Program, including building up embedded union labs based on Intel® Atom™ Processors with universities and holding 2010 Intel Cup Contests. Please visit [here](#) to download presentation slides.

#### Enabling High-Performance Video Encoding, Decoding, and Preprocessing

The [Intel® Media SDK 1.0](#) beta, unveiled at Siggraph 2009 by the Software and Services Group (SSG), is another notch in Intel's visual-computing belt and is designed to win the hearts and minds of the world's top media and digital content software developers. This software development library exposes the media acceleration capabilities of Intel® platforms for decoding, encoding, and video preprocessing. Already, leading companies such as Corel\*, Cyberlink\*, Sonic\*, and more are using the SDK to help realize the value of our hardware and will soon pass improved features and apps on to their customers.

##### Tuning video applications for Intel architecture

The Intel® Media SDK was created to help media developers take advantage of the hardware acceleration in Intel's integrated graphics chipsets. Getting to silicon features and utilizing our hardware capabilities for media has not been easy. SSG engineers worked close with top media independent software vendors (ISVs) to understand their biggest pinpoints to define the Media SDK feature set. Developer benefits include:

- Optimized routines for delivering maximum video performance on a variety of platforms
- Improved productivity for development teams through greater efficiency
- Built-in future proofing of video applications with support for upcoming platforms

#### Registration for Moblin\* Road Show!



Moblin\* v2 is an optimized open source Linux software stack and technology framework that delivers a visually rich internet and media experience on Intel® Atom™ processor-based devices including MIDs, netbooks/nettops, in-vehicle infotainment and embedded systems.

##### Why you should attend this event:

Discover how you can earn revenue with Moblin\* applications  
Learn the latest features of Moblin\* v2.1

Prepare for the new Moblin\* User Interface (UI) for Mobile Internet Devices (MID)

Ride the momentum of the Moblin\* ecosystem - OSV products, OEM designs & end user success stories  
Network with the ecosystem (OSVs, ISVs, ODMs, OEMs and Service Providers) to develop more business

##### Schedule:

**Beijing:** Oct. 19<sup>th</sup>, 2009. Royal King Hotel

**Shanghai:** Oct. 21<sup>st</sup>, 2009. Shanghai Mart, conference room NO.5.

**Shenzhen:** Oct. 23<sup>rd</sup>, 2009. Shangri-la Hotel, Guangzhou Hall

Please visit [here](#) for registration.

#### Intel Launched Intel® Atom™ Developer Program

To encourage the creation of innovative applications for Intel® Atom™ processor-based products, Intel Corporation launched the Intel® Atom™ Developer Program for independent software vendors (ISVs) and developers on Sep 22.

The program provides a framework for developers to create and sell software applications for netbooks with support for handhelds and smart phones available in the future. Through the program, developers seeking to reduce overhead and streamline the creation of new applications may also license development tools and application modules directly from other independent developers and ISVs. For more info, please visit [here](#).

#### SSG Training Advance

##### Training 1

Course : IT Channel Sales Marketing  
Time : Mid October, 2009  
Place : Beijing

##### Training 2

Course : Programming on Embedded Platform  
Time : October, 21-23, 2009  
Place : Hangzhou

#### Related Links

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

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