



## PRC Software and Service Group (SSG)

2010 04 Issue

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### Overview of MeeGo

MeeGo is an open source, Linux\* project which brings together the Moblin project, headed up by Intel, and Maemo\*, by Nokia\*, into a single open source activity. MeeGo integrates the experience and skills of two significant development ecosystems, versed in communications and computing technologies. MeeGo is available to original equipment manufacturers, operating system vendors, network operators and others, targeting a wide range of devices, including next-generation smartphones, netbooks, tablets, mediaphones, connected TVs and in-vehicle infotainment systems. Please visit [here](#) for more information. Upcoming: MeeGo1.0 will be ready in May!

### Intel® Cloud Builder

Intel® Cloud Builder — an industry enabling program designed to ease the deployment of cloud infrastructure. Developed with leading cloud independent software vendors (ISVs), the program provides a starting point to setup, deploy and manage a cloud infrastructure. The Intel® Cloud Builder program produces materials, including documented reference architectures and best known methods on how to build and operate a cloud by running the ISV software stack on a test bed hosted by Intel. Click [here](#) to get more information.

### Promo Blurbs

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### UEFI Sessions Hosted Successfully

During IDF2010, 5 UEFI sessions hosted in Beijing successfully, 5 senior engineers from Intel and 9 partners from MNC/OEM/ISV/IBV (Microsoft\*, IBM\*, HP \*,Byosoft\*, Insyde\*, and Inspur\*) show on session and sharing their experience in UEFI development and adoption.

And UEFI security practice is another successful session, has grabbed eyeballs from industry players by deep analysis on the platform security challenge/solution, Byosoft\* also introduced their leading edge product level platform security solution.

### Related Links

- [Intel China Software Center Technology Resources](#)
- [Intel Multicore Technology Website](#)
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### MeeGo-based Devices Will Be Launched in the Second Half of 2010

Apr 13, 2010, Intel Developer forum 2010(IDF 2010), with the theme of "Leading by Innovations, Sponsors of Tomorrow", opened at CNCC, and more than 2,000 developers, technology professionals, government officials and media attended.

Renee J. James, senior vice president, and general manager of SSG, delivered a keynote titled "Unlocking the Future with Intel". She described Intel's vision for a seamless cross-device experience for phones, cars and the home, providing consumers with more consistency and accessibility to their information.



After the keynote speeches, Intel and Tencent\* signed a MOU on developing innovative applications based on the MeeGo platform. In the future 30 months, both sides will work closely on specific R&D targets and MeeGo's innovative application projects.

Nowadays in China, mobile network market is growing much faster than PC market, almost at rate of 30% said by Renee. We are marching into a new era of mobile computing. Here Intel and its partners will speed up the application of MeeGo, and continue inspiring innovation of developers. The joint innovation to develop potentialities of MeeGo will bring users a whole new experience with smartphones, PDAs, mini netbooks surfing the mobile Internet.

Renee also said at IDF 2010 that products based on MeeGo operating system will be launched in the second half of this year. In addition, With Intel AppUp<sup>SM</sup> beta expanding from North of America and Europe, Intel has also launched the all-new Intel AppUp<sup>SM</sup> now. Attendees at the MeeGo Software Innovation Industry Summit, IDF 2010, reached a consensus that open source MeeGo will definitely create an all-new industrial ecological chain.

### Intel Plans New Intel® Atom™ Processor-based System-on-Chip



Doug Davis, vice president, IAG, and general manager, embedded and communications group, unveiled an upcoming System-on-Chip (SoC) for IP phones, printers and in-vehicle-infotainment systems for cars, codenamed "Tunnel Creek" at IDF2010. We have experienced mainframes, servers, PCs and cell phones time. In the future, with embedded devices becoming popular and performance's enhancing, 24-hour all day Internet will cover our whole life. It is predicted 15 billion devices will appear at that time.

The forthcoming SoC product will let other companies create PCI Express\*-

compliant devices that directly connect to the chip, which offers new flexibility for embedded applications, reduced bill of materials and performance density. With display controller and memory controller embedded, Tunnel Creek improved graphics performance up to 50%.

During the speech, a car rushed onto the platform, which loaded a new intelligent system. At that time, Chinese carmaker HawTai\* debuted its luxury sedan with Intel® Atom™ Processor and MeeGo platform in its in-vehicle-infotainment systems. "With an infotainment solution that utilizes the Intel® Atom™ processor, we are leveraging the well-established and latest Internet technologies, and re-using existing software that has been developed on MeeGo based Linux\* platform," said Mr. Wang Dian Ming, vice chairman of HawTai\* Automotive. "It saves us application development costs, and enables new services to be introduced quickly with high reliability."

The IVI system represents the rapid combination of multimedia, networking, consumer-electronic devices, and motor-dom. Now in China, Intel has entered into partnerships with HawTai\*, Hiinfo\* and Hongqi\*.

### Intel® SOA Expressway (Intel® SOAE) Entered into New Area



After successfully deployed in Healthcare and Public Security sector, for the first time, Intel® SOAE product has been adopted by customers in Education sector, in early 2010, Education Bureau of HongKou district, Shanghai has decided to use Intel®

SOAE as the integration platform for School Asset Management Application. Meanwhile, Intel® SOA product group has been held an end user seminar in Hangzhou recently, there are over 70 IT managers from Government, Retail industry joined the event, through the over 10 speaker sessions from both Intel® SOA product group and our partners,

Intel® SOAE get more attentions from various customers in Public Sectors, Retail, Finances.

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