



## PRC Software and Service Group (SSG)

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### Highlight



- Renée James: Creating the Experience Continuum on Intel® Architecture
- Intel is Working on Context Awareness Computing
- Paratera\* interviewed Warren He on up-coming book "Release the Potential of Multi-core, Guide for Developing in Parallel with Intel® Parallel Studio"



### MeeGo Developer Day Achieved Success

On 14<sup>th</sup> September, 2010, the second day of IDF, the MeeGo Developer Day was held successfully in San Francisco. As the first presenter, Sunil Saxena introduced the MeeGo architecture and talked about how we define MeeGo compliance. The second speaker Bill Pearson gave a tech session on Intel AppUp™ and the Intel AppUp™ Developer Program to help developers focus on making money, and low friction deployment. Developers can create applications or components that they can sell to other developers. In addition to revenue from selling applications, Intel also provides the Million Dollar Development Fund. After that, Rajiv Ranganath gave us an overview of Qt\*, which has over 350,000 commercial and open source developers. Qt\* is a cross-platform application and UI framework, and uses standard C++ but makes extensive use of a special pre-processor to enrich the language. With the direction in the industry moving from keyboard / mouse to direct touch manipulation, this is a big area of focus now for Qt\*. Now, Qt\* is also focused on cross-device APIs to enable application development for MeeGo running across various devices. Dawn Foster focused on several aspects of the MeeGo Community. He talked about how people can get involved with technical and non-technical contributions and he said the number of MeeGo.com members increased to 12,600 from 9000 end of at the end of June. At last, Bob Spencer and Horace Li gave out a tech session on developing MeeGo Apps and web run time.

### Renée James: Creating the Experience Continuum on Intel® Architecture

Intel Developer forum 2010(IDF 2010) was held at Moscone Center West, San Francisco from Spet.13 to Spet.15, 2010. This year, besides 5 keynote speeches, deep technical session, industry insight, lead products attracted eyeballs of the developers, technology professionals and media, and this IDF is almost a wonderful technical feast.



On Spet.14, the second day of IDF, Renée James, Senior Vice President, General Manager, Software and Services Group, Intel Corporation addressed a speech with the title of "Creating the Experience Continuum on Intel® Architecture". Along with the rapid development of technology, the ways people express how they feel are changing, and how can we create the best experience for users? The answer is on Intel architecture.

Renée said, Intel's software strategy has always been to ensure that we have support for building those experiences on IA and provide with a complete range of products and developer support. For users' experiences, there are three factors, performance, visual computing, connected devices, and Intel is working on the various software solutions. Renée also mentioned that now Intel has 7,900,000 developers from 235 countries in network, 22,800 ISVs in the Intel Software Partners Program, and 2,209 universities that are teaching Academic Program. Besides, Intel has a whole suite of tools, more than 90 products available today and leadership graphics support to improve the experience for developer and change the game for consumers.

After that, Renée introduced Intel® AppUp™ developer program and so far in the program the number has reached 450,000. Intel supports both Windows\* and MeeGo applications. In this IDF, MeeGo is still in the spotlight. Renée showed the demos during her keynote, and more innovative solutions demoed in the showcase, such as in-vehicle infotainment devices, netbook, tablets and media phones. Creating the experience continuum on Intel® architecture is not a wonderful vision only.

### Intel is Working on Context Awareness Computing

During the three days in IDF, Intel showed the Sandy bridge, embedded technology, high performance computing, Intel® Atom™, MeeGo, and also shared the trade of future technology and innovation.

Intel Vice President, Director of Intel Labs and Intel Chief Technology Officer and Senior Fellow Justin Rattner delivered a keynote speech with the theme of "Context: How it Will Really Change Everything" on Spet.15. He talked about how context changes everything and what Intel do in this field. Context awareness is unfamiliar words for people, but we have used ourselves' context awareness to make decisions all the time.

With the improving of the technology, devices have got more powerful processing capability, better connectivity and innovative sensing functions. Fusing hard sensing with soft sensing could do more complicated reasoning and help users to make decisions. Intel is working on context awareness technology and has made some progresses. To provide an example, Justin was joined onstage by Tim Jarrell, vice president and publisher of Fodor's Travel. Jarrell showed Fodor's experimental Personal Vacation Assistant running on a mobile Internet device. The PVA uses a context sources such as personal travel preferences, previous activities, current location and calendar information to provide real-time travel recommendations to vacationers and can even generate a travel blog with photos and videos during the trip.

"While we're developing all of these new ways of sensing, gathering and sharing contextual data, we are even more focused on ensuring privacy and security as billions of devices get connected and become much smarter." Justin said. "Our vision is to enable devices to generate and use contextual information for a greatly enhanced user experience while ensuring the safety and privacy of an individual's personal information. Underlying this new level of security are several forthcoming Intel hardware-enabled techniques that dramatically improve the ability of all computing devices to defend against possible attacks."



At last, Justin showed the high level application of sensing technology, human-machine interaction. This ultimate form of sensing would be the direct understanding of human thought by machines. In a joint project with Carnegie Mellon University and the University of Pittsburgh, Intel Labs is investigating what can be inferred about a person's cognitive state from their pattern of neural activity.

We could see that context awareness technology dose have great value.

### AppUp Elements 2010 Held Successfully



Renée James, Senior Vice President, General Manager, Software and Services Group, Intel Corporation announced Intel® AppUp™ center for netbooks released in her IDF keynote speech on Sept. 14<sup>th</sup>.

The Intel® AppUp™ center includes both free and paid apps for entertainment, social networking, gaming and productivity, optimized for a netbook's mobility and screen size. Best Buy in the U.S., Croma in India, and Dixons in England will offer netbooks with the Intel® AppUp™ center preinstalled allowing users quick and easy access to applications. Besides, to encourage consumers to purchase apps, Intel® AppUp™ center also provides "try before you buy" solutions.

The next day, over 385 people attended the first annual AppUp Elements 2010—an event exclusively for Atom developers. Attendees joined hands-on labs, expert panel discussions and an all night "Coder Challenge" and learned how to develop applications for AppUp and how to submit applications to Intel AppUp™ for validation.

**Intel AppUp™ developer program, [Join Now!](#)**

### System Optimization Technology Center



With the IT industry growing into an

With the integration of hard and soft sensing, context awareness will bring whole new market opportunities, and Intel will provide the lead technology to help improve people's daily life.

#### **Paratera\* interviewed Warren He on up-coming book "Release the Potential of Multi-core, Guide for Developing in Parallel with Intel® Parallel Studio"**

One day in June, 2010, Paratera\* interviewed Warren He on up-coming book "Release the Potential of Multi-core, Guide for Developing in Parallel with Intel® Parallel Studio". At the beginning of the interview, Warren said he has led Intel software and service customer response team from 2005, they plays a role in giving server vendors and end users including universities, Chinese Academy of Sciences, public computing, scientific computing, oil industry , meteorology, manufacturing industry and Baidu\*, Alibaba\*, Tencent\* technical support on high performance and Internet application optimizing, and focus on optimizing performance, developing in parallel and designing hardware/software solutions for larger scale, distributed parallel computing on Intel® Architecture.

Then, with journalist's request, Warren talked about Intel's software. He said from several aspects, we always need some function software including specifications of Bios、Driver, USB based on silicon, some of them called system software and the others called tools(developing tools). Intel's software actually is a multi-layered software stack, improving hardware's performance.

After that, Warren gave a deep introduction around Intel® Parallel Studio, which provides Microsoft\* Visual Studio\* C/C++ developers a comprehensive tool suite that includes an innovative threading assistant, optimizing compiler and libraries, memory threading error checker, and threading performance profiler and also supports Intel® Parallel Building Blocks.

When asked "what is the difference between Intel® Parallel Studio and Microsoft Visual Studio\* 2010, which already has parallel computing features" , Warren said, Microsoft\* is always a great partner of Intel, and Intel is very happy that Microsoft\* launched Winds Server2008 R2 based on Windows\*, but on the client side, Visual Studio\* is still deficient. So far, only Intel® Parallel Studio can integrate optimizing compiler and libraries, memory and threading error checker, threading and performance profiler with Microsoft Visual Studio\* on Linux\*, high computing field. And Microsoft Visual Studio\* can't provide uncertain threading error checking itself. Intel hopes more software vendors could integrate Intel® Parallel Studio with their software technology, or they can develop new technology of parallel programming to take full advantage of Intel multi-core processor.



exciting era that data centers and handy devices seamlessly work together to offer fancy and convenient user experiences over the cloud, traditional optimization for a single machine reaches its limitation to fully exploit the system potential. Bearing the belief that end-to-end system optimizations are playing a critical role on ensuring the quality of services delivered over the cloud, we are moving towards building a world class end-to-end system optimization center that offers unique value to Intel and Intel customers

Our daily job includes workload construction/analysis and performance/power optimization for both servers and client devices. On server side, we particularly pay attention to the workload characterization and performance/power analysis on large scale clusters, on top of both native machines and virtualized environments. On client side, besides optimizing for Atom-based devices we are also work on developing JVM and micro runtime system.

To know more, please visit here.

#### **Notice on Forthcoming SSG Training**

##### **Training 1**

Course: Embedded and MeeGo Training

Time: Sep 9, 2010

Place: Shanghai Zhangjiang

SWP/Shanghai

##### **Training 2**

Course: Multi-threading Programming:

Technology & Tools

Time: Sep 8, 10, 2010

Place: Tencent\*/Shenzhen

##### **Training 3**

Course: Threading Games for

Performance

Time: Sep 14, 2010

Place: Tencent\*/Shenzhen

##### **Training 4**

Course: Embedded University Faculty

Workshop

Time: Oct 13-15, 2010

Place: Xiamen University/Xiamen

#### **Related Links**

[Intel China Software Center](#)

[Technology Resources](#)

[Intel Multicore Technology Website](#)

[Intel® Platform](#)

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