

**2018** ATEA  
**BOOT**  
**CAMP**

**Välkommen**

**Intel**  
**Anders Hüge**



T H E F I X E R S

# Transformative Technology from Intel

Anders Høge  
Intel



**WHY INTEL**



# A HISTORY OF PC INNOVATION



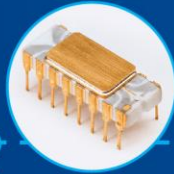
Ever since Morris Tanenbaum launched the Silicon Age with the fabrication of the first silicon transistor at Bell Labs in 1954, the PC has undergone a transformative evolution. From the revolutionary Intel 4004 release to game-changing Ultrabook™ and 2 in 1, Intel has been at the center of PC innovation throughout its 50-year history, and through ongoing collaboration with the ecosystem, Intel will continue to redefine the PC experience.



1968

## THE DAWN OF THE MOUSE

The first mouse makes its debut, changing the way people would interact with computers forever.



1971

## HONEY... I SHRUNK THE COMPUTER

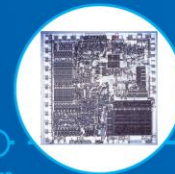
Intel launches the first ever commercial microprocessor, the Intel 4004, enabling computers to finally get smaller.



1975

## COMPUTING GETS PERSONAL

The first personal computer hits the market in 1975. The Altair 8880, based on the Intel® 8080 CPU, finally brings computing to the masses.



1978

## THE 8086 REVOLUTION

The 8086 gives rise to the x86 architecture, which will eventually become Intel's most successful line of processors.



1980'S

## LUGGABLE

The first truly portable PCs and laptops hit the market with the Osborne 1.



2003

## A WIRELESS WORLD

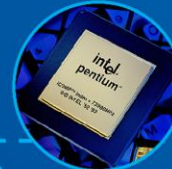
The Intel® Centrino® processor launches, bringing integrated wireless to laptops.



1996

## GET ON THE BUS!

Intel leads a group of 7 tech giants to develop USB (Universal Serial Bus), changing connectivity forever and paving the way for Thunderbolt™ (2011), which would offer even more flexible and versatile connection options.



1993

## THE NAME GAME

The Intel® Pentium® line of processors launches, ditching the traditionally used numeric naming system for good.



1991

## INTEL INSIDE

Intel becomes a household name with the launch of Intel Inside® campaign, changing the way consumers think about PCs, as they begin to consider power as a key purchase point.



2006

## BUSINESS BAKED IN

The Intel® vPro™ platform launches, with features specifically for business PC users from the silicon up.



2007

## BRINGING THE INTERNET TO EVERYONE

As computer companies compete to deliver smaller, more user-friendly laptops, the Netbook is born, bringing easy access to the internet to everyone and everywhere.



2011

## LAPTOPS SLIM DOWN AND BEEF UP

Intel introduces a new category of PC called the Ultrabook™, using low-power processors and drives to reduce bulk without compromising battery life.



2012

## ERA OF THE 2-IN-1 PC BEGINS

PCs are revolutionized again with 2 in 1 hitting the market in late 2012.



2018

## THE NEXT GENERATION

Intel's first processor to package a GPU directly onto the CPU along with dedicated High Bandwidth Memory. EMIB technology reduces the silicon footprint making the 8th Gen Intel® Core™ processor with Radeon™ RX Vega M Graphics perfect for small form factors—an indication of more innovation to come.

# TRANSFORMING BUSINESS



## INTEL VISION

Accelerate workplace transformation with leadership IT capabilities and solutions

## MODERN BUSINESS DEMANDS



Higher Productivity



Better Collaboration



Trusted Devices



Reduced OpEx

Intel is transforming computing endpoints to meet the needs of businesses today and tomorrow



**PRODUCTIVITY**



**PROTECT & MITIGATE  
SECURITY THREATS**



**WHY  
REFRESH**



**WORKPLACE  
TRANSFORMATION  
&  
ATTRACT TALENT**

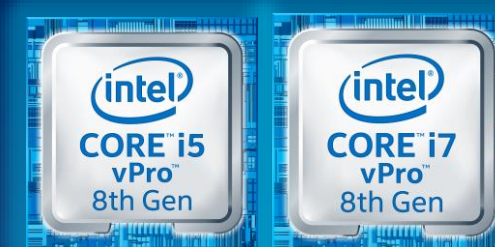


**SIMPLIFY DEVICE  
MANAGEABILITY**

# 8TH GEN INTEL® CORE™ VPRO™ FOR BUSINESS



**SIGNIFICANT BETTER**  
**PERFORMANCE VS 7<sup>TH</sup> GEN**



**BETTER BATTERY LIFE<sup>3</sup>**

**+ 2 MORE CORES**  
**(4 CORES)**  
**+ 2X THREADS**  
**(8 THREADS)**

1. See Legal Notices & Disclaimers section for system configuration/workload details for SYSMARK2014 SE
2. See Legal Notices & Disclaimers section for system configuration/workload details for Office Productivity and Multitasking Workload
3. See Legal Notices & Disclaimers section for system configuration/workload details for BATTERY LIFE



# THE INTEL® vPRO™ PLATFORM

The Foundation for Business Computing

## PERFORMANCE



Keep employees productive

Avoid problems

## STABILITY



## SECURITY

Protect your business

Lower operational costs

## MANAGEABILITY



MORE INFO: [www.intel.com/vpro](http://www.intel.com/vpro)

# INTEL® AUTHENTICATE TECHNOLOGY

Hardware-based Multi-Factor Authentication

HP Client Security  
Suite



HARDENED FACTORS



## PROTECT FACTORS, CREDENTIALS, POLICIES, AND DECISIONS IN THE HARDWARE

WORLD-CLASS PARTNERSHIP | WORLD-CLASS IDENTITY PROTECTION

MORE INFO: [www.intel.com/authenticate](http://www.intel.com/authenticate)

# MICROSOFT WINDOWS\* 10

Better with Intel® Core™ vPro™ Processors

Achieve more and transform  
your business with Windows 10  
on the latest Intel processors



**Better security**

**Better manageability**

**Better platforms for PC refresh**

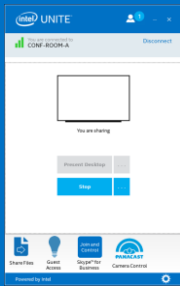
## MICROSOFT INNOVATIONS

## INTEL DIFFERENTIATION

## WHY REFRESH

- Other names and brands are property of their respective owners

# SMART CONFERENCE ROOMS: INTEL UNITE®



**EASY & FAST**  
WIRELESS CONTENT SHARING

Enhances Productivity

Broad Device Support

Helps Protect Sensitive Content



**OPEN & ADAPTABLE**  
MEETING ROOM PLATFORM

Flexible Architecture

Unified Communications Plugins

Enterprise-Ready

# INTEL UNITE® - HOW IT WORKS

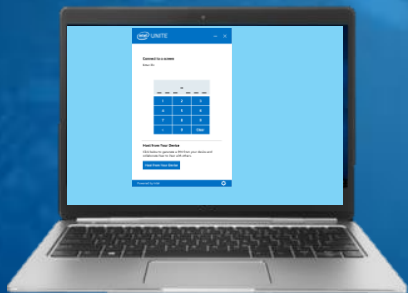
Easily view or share content with the hub's display and other in-room or remote participants (Windows\* client UI shown)

## Flexible Ways to Join & Participate

**In Room with Hub:** Launch the Intel Unite® application and enter the 6-digit PIN shown on the room display.

**Attending Remotely:** Share the pin or integrate with Outlook

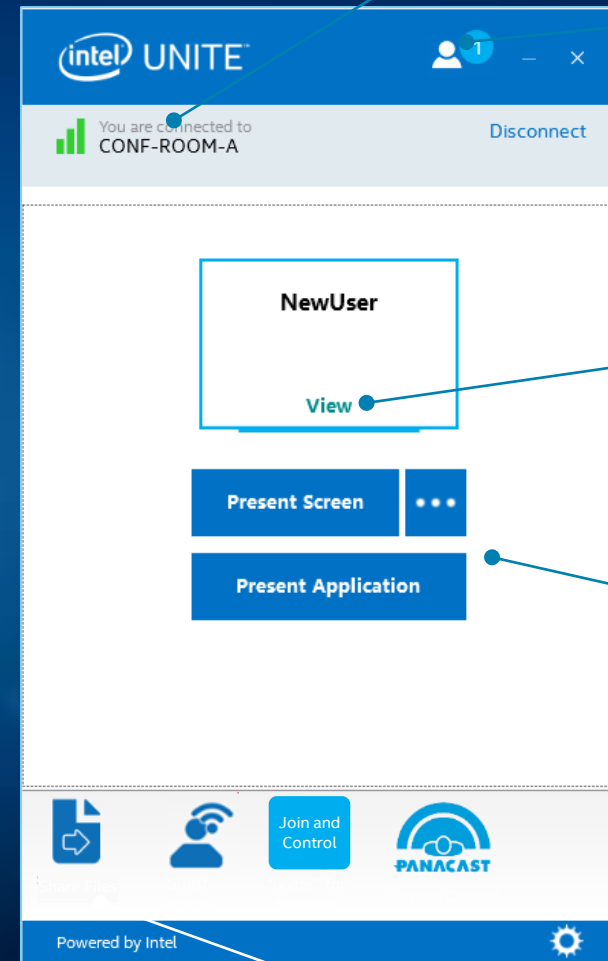
**Guests:** Join via a temporary hub WiFi hotspot



PIN entry screen



- 6-digit PIN
- Configurable size, font and color
- Configurable background .jpg or .png image
- Editable user instruction text



Know where you're sharing content

See who is connected

View content shared by others

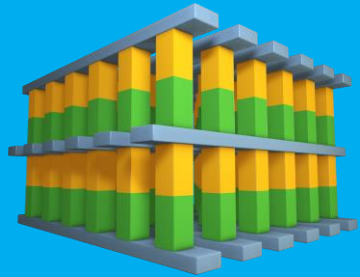
Share screen to room & participants

Quickly share a file with other participants

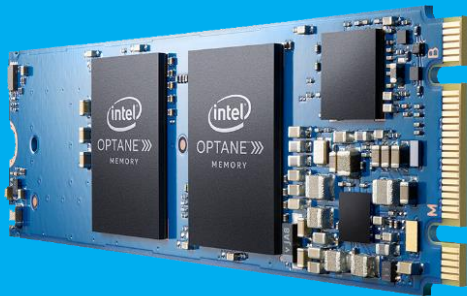
<sup>1</sup>Display of video content with accompanying audio for in-room participants only, at up to 1080p with 25-30fps. For hardware encoding and best experience quality, client PC requires 3rd gen Intel Core processor or newer, with Intel graphics, running Windows 7, 8.1 or 10. Non Windows-based clients and remote participants can use software-based encode/decode for video; however, performance is subject to the abilities of their system and network.

# INTEL® OPTANE™ MEMORY

An Adaptive Caching Technology for Accelerating System Performance



3D XPOINT™



MORE INFO: [www.intel.com/optane](http://www.intel.com/optane)

## ACCELERATE WORKLOADS

## USER & BUSINESS BENEFITS

## BUSINESS DESKTOPS, NOTEBOOKS & WORKSTATIONS

1 SYSmark 2014 SE (Responsiveness Sub score) – Benchmark from the BAPCo\* consortium that measures the performance of Windows\* platforms. SYSmark\* tests four usage scenarios: Office Productivity, Media Creation, Data/Financial Analysis, and Responsiveness. SYSmark\* contains real applications from Independent Software Vendors such as Microsoft\* and Adobe\*. Measurements made on a computer with an Intel Core™ i5 processor and a 1 TB hard disk drive; measurements made with and without a 16 GB Intel Optane™ memory module. Benchmark results were obtained prior to implementation of recent software patches and firmware updates intended to address exploits referred to as "Spectre" and "Meltdown". Implementation of these updates may make these results inapplicable to your device or system.



**PERFORMANCE, SECURITY AND MANAGEABILITY MATTER**



+



**HP AND INTEL ARE CLOSELY ALIGNED ON THE KEY INDUSTRY TRENDS, AND THE INVESTMENT AREAS TO CAPITALIZE**



**WINDOWS\* 10 RUNS BEST ON THE LATEST INTEL PLATFORMS**

• Other names and brands are property of their respective owners

1 Intel® Virtualization Technology for IA-32, Intel® 64 and Intel® Architecture. Intel® Virtualization Technology for Directed I/O. Trusted Platform Module.

**2018** ATEA  
**BOOT  
CAMP**

# Tack för mig

Intel

Vill du veta mer, registrera dig vid utgången.

Betygsätt gärna passet i appen.

REJTA  
MITT PASS  
I APPEN



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