Smart World 2014

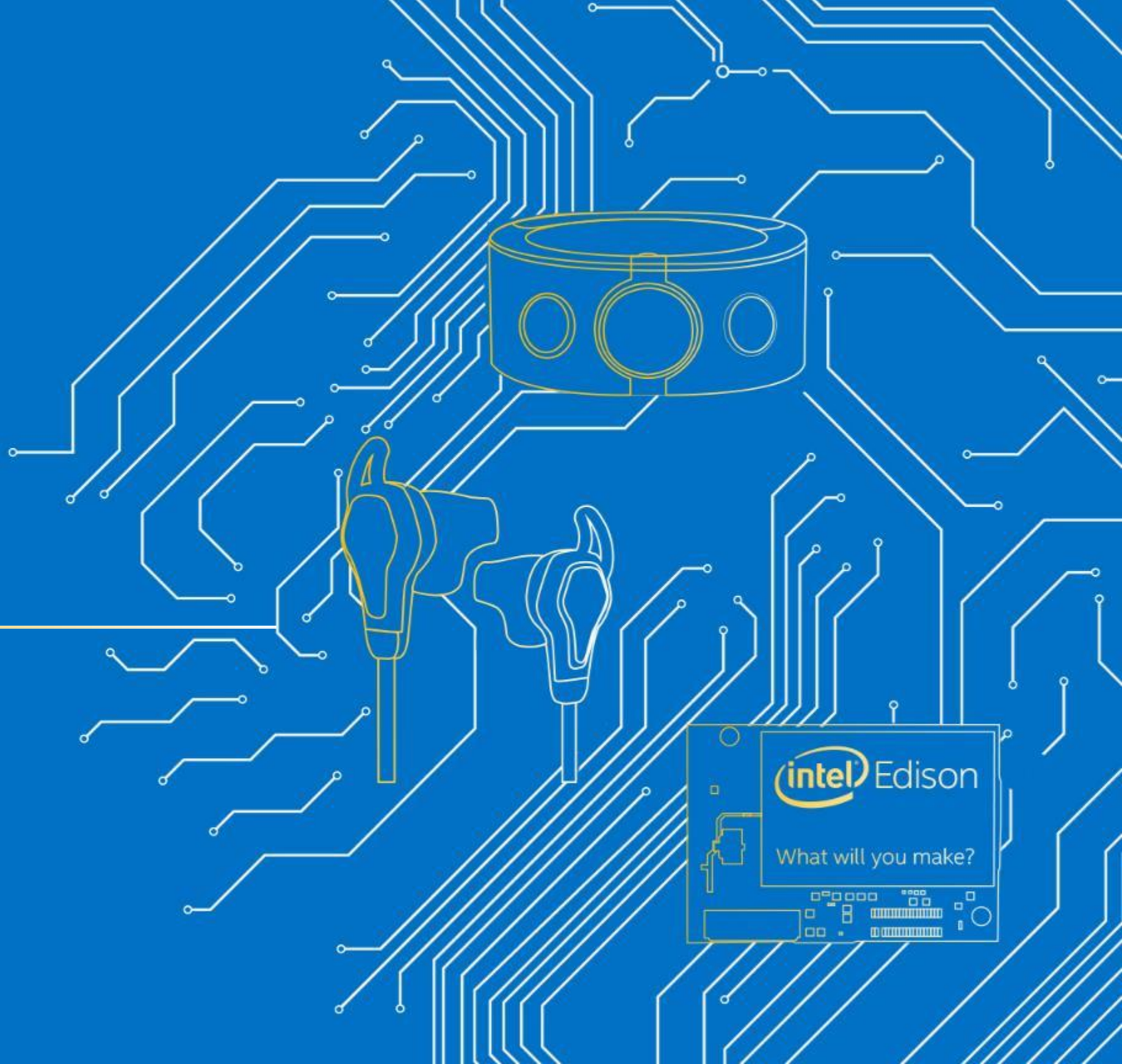
Malmö

The Next Revolution in Computing

Lowering barriers to entry to IOT and wearable with Intel Edison™

Yorick Schetgen

IOT and Wearable products & Solutions
Intel EMEA



Making Everything Smart

ROBOTICS

ATM

MEDICAL DEVICE

DIGITAL SIGNAGE

MEDICAL IMAGING

MEDICAL IMAGING

HOME AUTOMATION

PRINTER

MANUFACTURING

INDUSTRIAL PC

NETWORK APPLIANCES

TRANSPORTATION

ROUTING & SWITCHING

ENTERPRISE VOIP

GAMING

IP CAMERAS

MEDICAL IMAGING

KIOSK

TRANSPORTATION

AEROSPACE

ENERGY &
UTILITIES CONTROL

POINT OF SALE

WIRELESS
INFRASTRUCTURE

MILITARY

IN-VEHICLE
INFOTAINMENT

Intel Confidential

THE BIG

OPPORTUNITY

CONNECTED DEVICES GROWING AT 300%[3]

DATA GROWING AT 2X PER YEAR

DATA GROWTH BY 2016 – 90% UNSTRUCTURED[2]

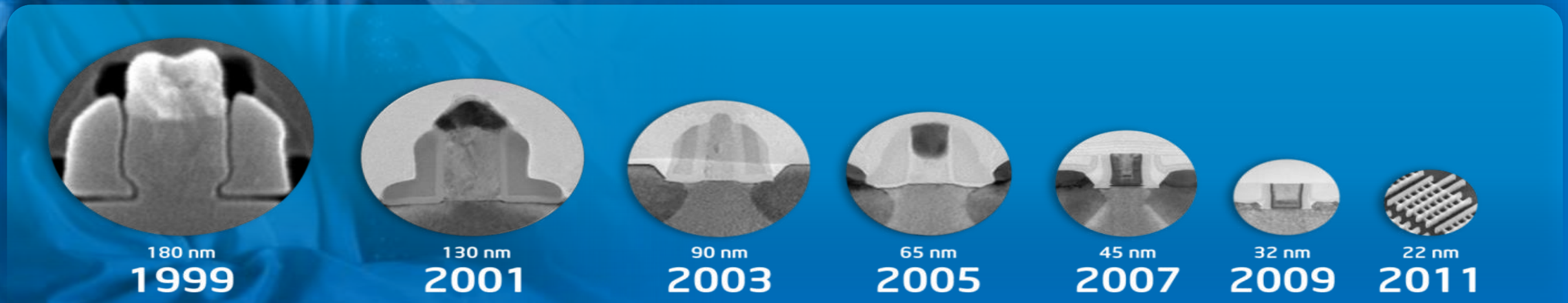
[1]IDC, Intel, United Nations
[2]IDC Digital Universe Study, December 2012
3- McKinsey Global Institute

INTEL CONFIDENTIAL

Predictable Silicon Track Record

Executing to
MOORE's LAW

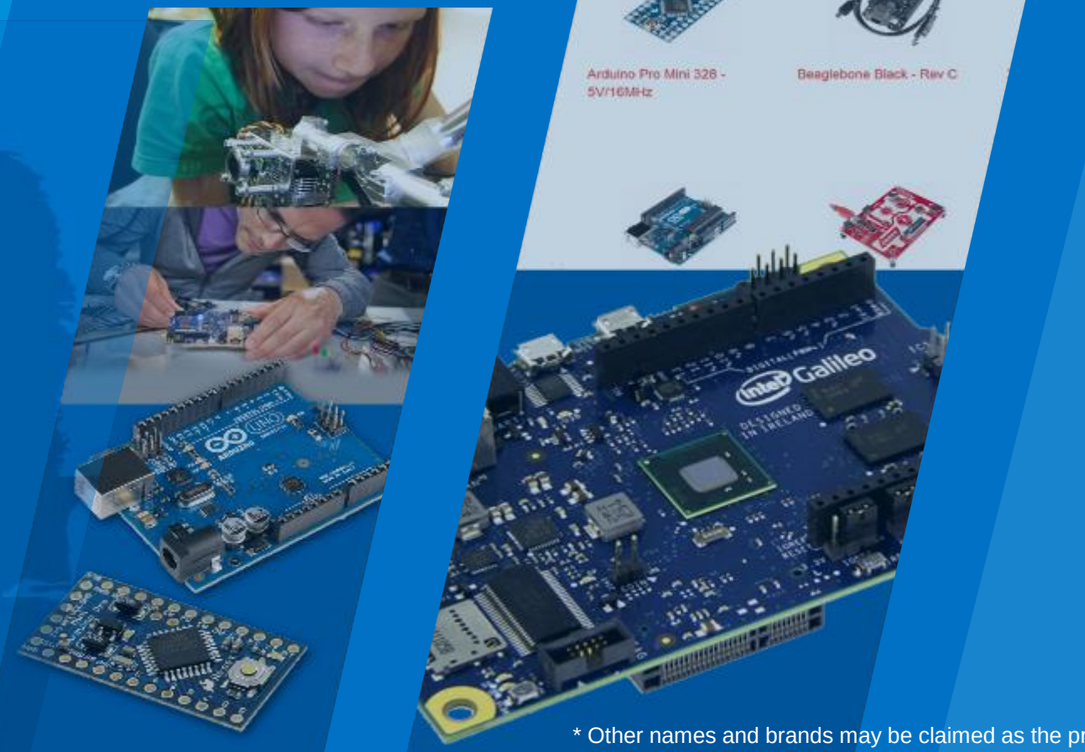
Enabling new devices with higher functionality and complexity while controlling power, cost, and size



INTEL CONFIDENTIAL

CALLING ALL INVENTORS
ENTREPRENEURS AND DREAMERS

Tinkering with consumer electronics has become mainstream

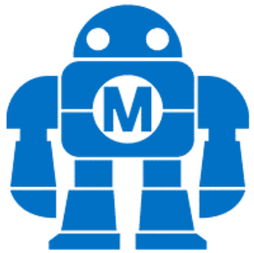


Not surprisingly, some makers are going pro

* Other names and brands may be claimed as the property of others.

CALLING ALL INVENTORS
ENTREPRENEURS AND DREAMERS

Maker

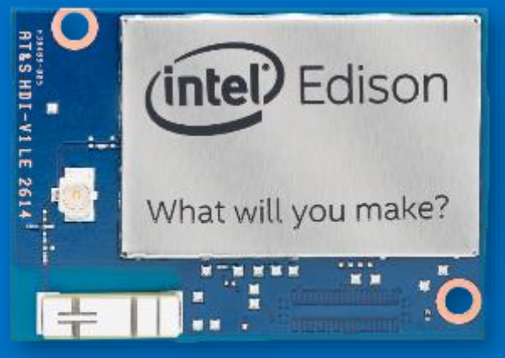


Pro-Maker & Entrepreneur

Consumer IoT

Light Ind. IoT

INTEL EDISON
SMALL AND POWERFUL



intel inside ATOM

Intel® Atom®
SoC 22nm

1GB
LPDDR3

4GB
eMMC Storage

Dual Band
Wi-Fi and BT 4.0

40 I/Os via a
70 pin connector

#IDF14

INTEL EDISON
MORE THAN JUST A MODULE

10101110101011101110010101101001001110 10

Expansion Boards

Broad Software Support

Connecting To The Cloud

Community Based Support

10101110101011101110010101101001001110 10

EXPANSION BOARDS

Intel Expansion Boards

Partner Expansion Boards

Built to Order Expansion Boards

INTEL EXPANSION BOARDS

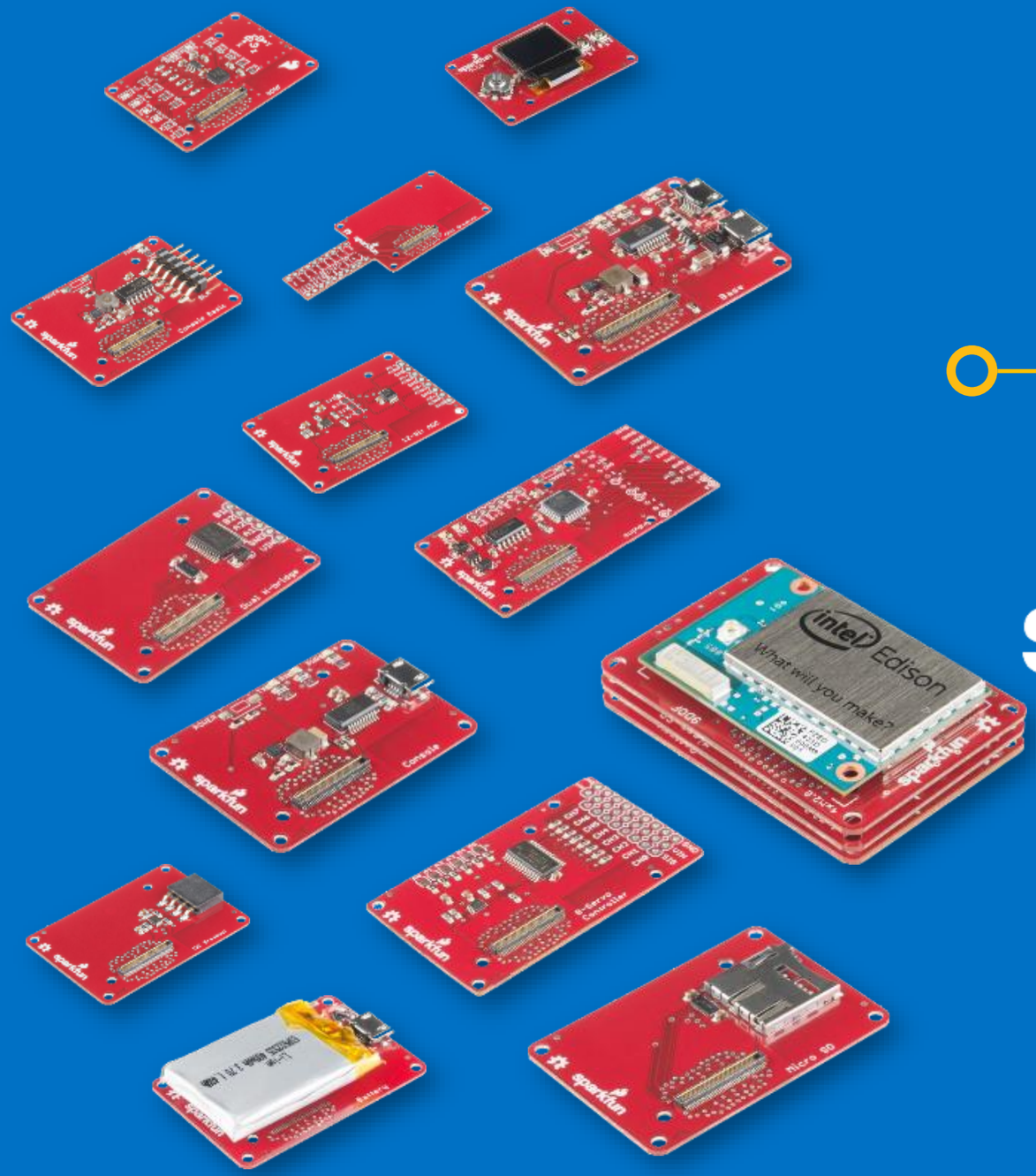
10101110101011101110010101101001001110101010111011100101011010010011101010

Arduino Board

Mini Breakout Board

10101110101011101110010101101001001110101010111011100101011010010011101010

#IDF14



PARTNER EXPANSION
B O A R D S

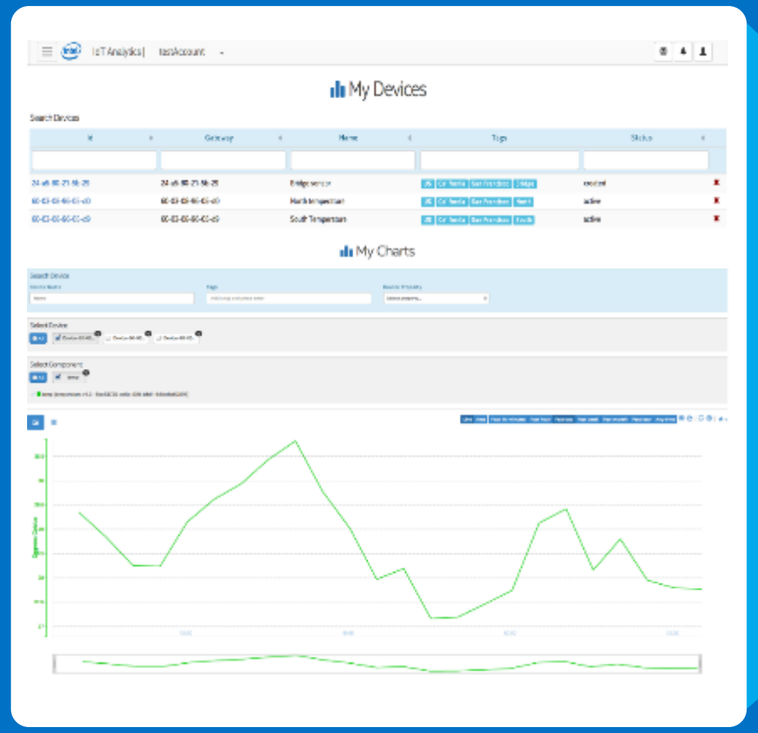
sparkfun
ELECTRONICS

14 Sparkfun Blocks

* Other names and brands may be claimed as the property of others.

CONNECTING IT ALL
WITH THE CLOUD

http://software.intel.com/iot



FROM CONCEPT TO
REAL APPLICATIONS

intel *Internal Development*

40 UNIQUE PROJECTS

10 COUNTRIES WORLDWIDE

70 EDISON BETA UNITS

+80 INTERNAL MAKERS

External Development Partners

3DR

Trossen Robotics

ANOUK WIPPRECHT

Magnitude.io
Powered by Curiosity

sparkfun ELECTRONICS

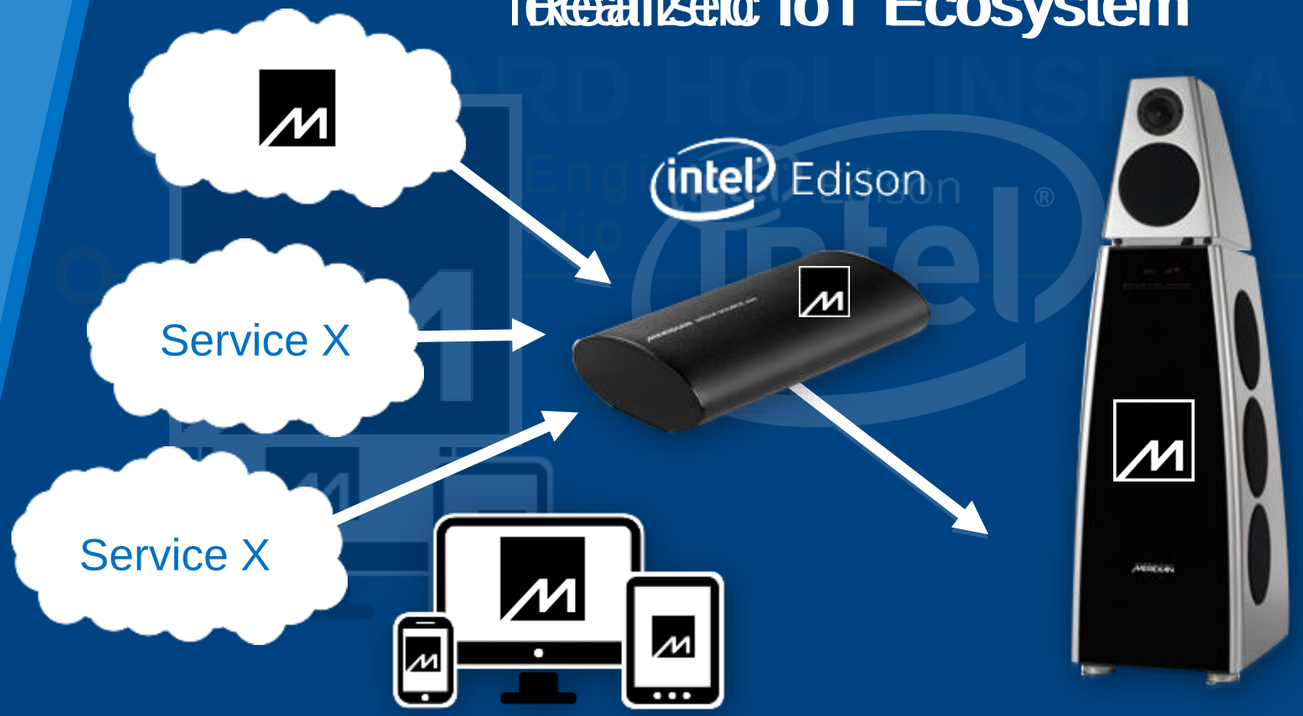
* Other names and brands may be claimed as the property of others.

CHRIS ANDERSON

3D ROBOTICS

#IDF14

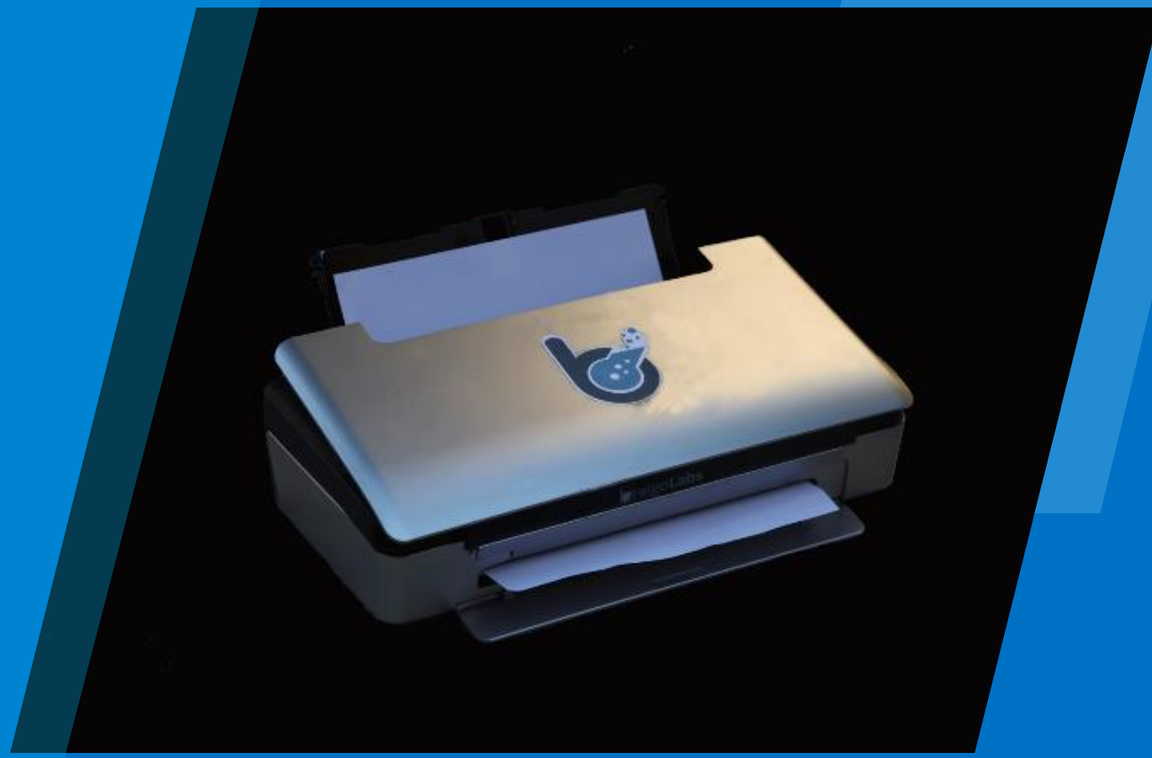
Realized IoT Ecosystem



#IDF14

* Other names and brands may be claimed as the property of others.

BRAILLE PRINTER

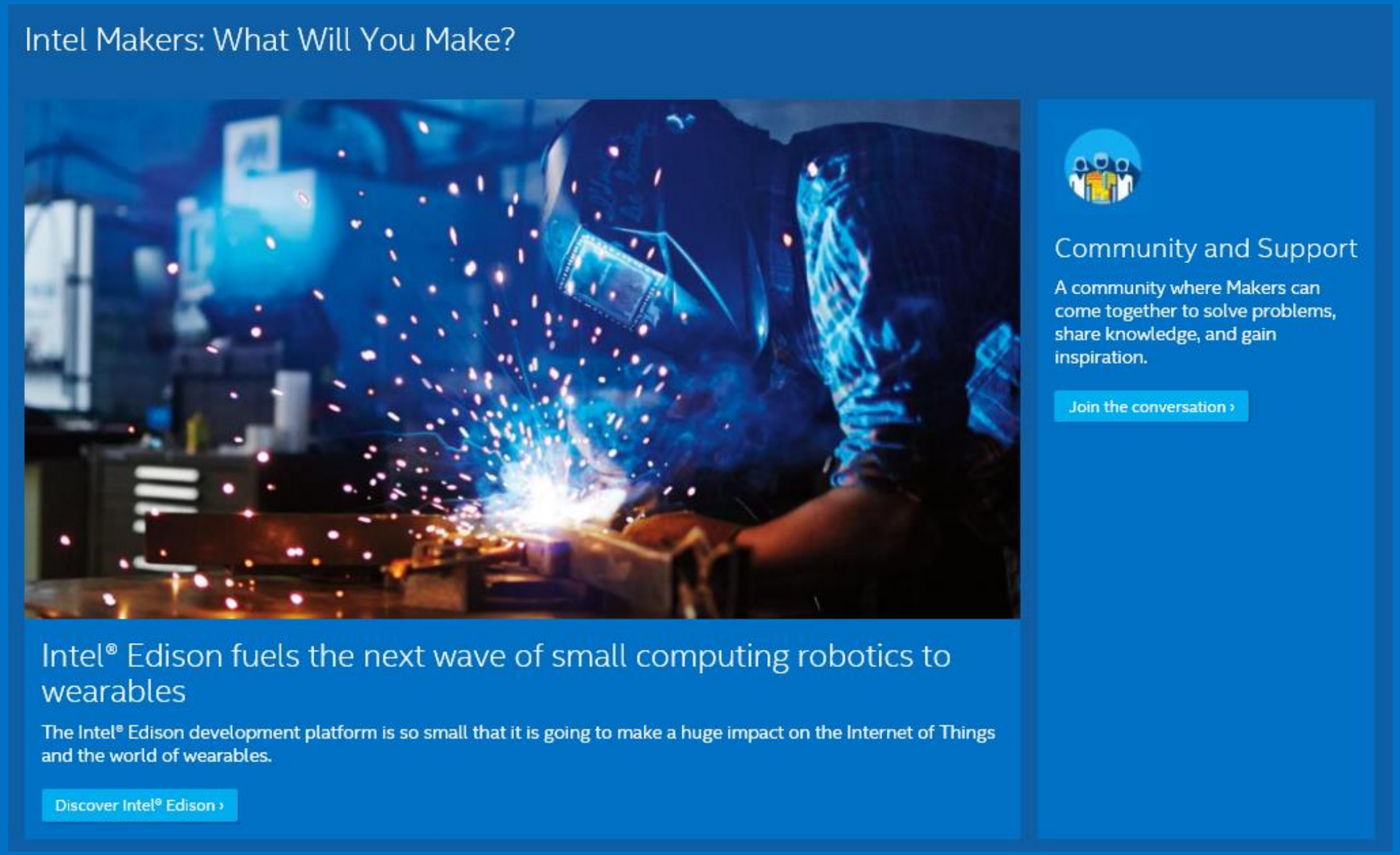


Anouk Wipprecht

E D I S O N D R E S S

WHAT WILL YOU MAKE?

Join the Edison community on maker.intel.com



Smart World 2014

Malmö

Legal Disclaimer

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT.

A "Mission Critical Application" is any application in which failure of the Intel Product could result, directly or indirectly, in personal injury or death. SHOULD YOU PURCHASE OR USE INTEL'S PRODUCTS FOR ANY SUCH MISSION CRITICAL APPLICATION, YOU SHALL INDEMNIFY AND HOLD INTEL AND ITS SUBSIDIARIES, SUBCONTRACTORS AND AFFILIATES, AND THE DIRECTORS, OFFICERS, AND EMPLOYEES OF EACH, HARMLESS AGAINST ALL CLAIMS COSTS, DAMAGES, AND EXPENSES AND REASONABLE ATTORNEYS' FEES ARISING OUT OF, DIRECTLY OR INDIRECTLY, ANY CLAIM OF PRODUCT LIABILITY, PERSONAL INJURY, OR DEATH ARISING IN ANY WAY OUT OF SUCH MISSION CRITICAL APPLICATION, WHETHER OR NOT INTEL OR ITS SUBCONTRACTOR WAS NEGLIGENT IN THE DESIGN, MANUFACTURE, OR WARNING OF THE INTEL PRODUCT OR ANY OF ITS PARTS.

Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined". Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information.

The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request.

Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order.

Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or go to: http://www.intel.com/design/literature.htm

Code names featured are used internally within Intel to identify products that are in development and not yet publicly announced for release. Customers, licensees and other third parties are not authorized by Intel to use code names in advertising, promotion or marketing of any product or services and any such use of Intel's internal code names is at the sole risk of the user.

Intel, the Intel logo are trademarks of Intel Corporation in the United States and other countries.

Other names and brands may be claimed as the property of others.

Copyright ©2014 Intel Corporation.