SOFTWARE INDUSTRY Is Changing
INNOVATION
MARKET
COST
AVERAGE APP REVENUE

$1,200 - $3,900 PER MONTH

33% OF ALL APPS MAKE

$100 - $500 PER MONTH

63% OF ALL APPS MAKE

< $5,000 PER MONTH

Source: Vision Mobile
MARKETING ACCOUNTS FOR 50% OF PRODUCTION COSTS

STOP USING AN APP AFTER 76% 3 MONTHS

Source: Vision Mobile “Developer Economics 2012”
ACKNOWLEDGING PROFESSOR ZHANG
FOR HIS CONTRIBUTION TO TRANSPARENT COMPUTING AND COLLABORATION WITH INTEL.
2006: Intel cooperated with Prof. Zhang

2008: Intel-MIIT MOU

2010: Intel-Aspire TC Joint Lab

2012: MOU and Agreement with CSU

TC Joint Lab in SJTU and CSU

~2000: TC invented

Prof. Zhang Yaoxue - TC Inventor
Fellow of CAE
President of CSU
Prof. of Tsinghua University
THREE KEY ELEMENTS OF TRANSPARENT COMPUTING

A CROSS PLATFORM LANGUAGE
FLEXIBLE CLOUD
ROBUST SECURITY
INITIATIVES AND TRENDS THAT MOVE US TOWARD TRANSPARENT COMPUTING
40% of app developers are using HTML 5. Another 40% are planning to use HTML 5.
CLOUD TRANSFORMS IT
SECURE COMPUTING
Transparent computing still seems pretty far away from where we stand today, but the future of computing is what we make it. By collaborating together, we can embrace a new paradigm for computing, a paradigm that users want us to go solve.
Thank You
Sponsors of Tomorrow.
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Intel’s Future: Delivering the Compute Continuum

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- Networks
- Data Centers
- Smartphones
- Tablets
- Netbooks
- Notebooks
- Embedded
- Desktop PCs
- TVS
- Gadgets
Software Industry Technology Transitions Continue…

Always On, Connected, & Communicating…
Lots of Software Developers Required!