Security and Services in the Age of Transparent Computing
THROW ME THE STATUE
THE ERA OF UBIQUITOUS COMPUTING
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

76% STOP USING AN APP AFTER 3 MONTHS

Source: Vision Mobile “Developer Economics 2012”
NEXT ERA OF COMPUTING,
TRANSPARENT COMPUTING
THREE KEY ELEMENTS OF TRANSPARENT COMPUTING

A CROSS PLATFORM LANGUAGE
FLEXIBLE CLOUD
ROBUST SECURITY
HTML5
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
Stay connected to your fans with a MobBase app
Build, manage, and update your own custom app for iPhone, Android, and the mobile web

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RIVER TRAIL
PARALLEL EXTENSIONS
INTEL CLOUD SERVICES PLATFORM
Intel® Trusted Execution Technology
CLOUD TRANSFORMS IT
IMPORTANT SECURITY UPDATE

McAfee is alerting all VirusScan Enterprise customers to implement a mandatory security hotfix to ensure the latest protection. For details, visit the McAfee KnowledgeBase.

Visit the McAfee KnowledgeBase

Michael DeCesare
Co President
McAfee
THINKING ABOUT SECURITY
THINKING ABOUT SECURITY
INTRODUCING THE INTEL DEVELOPER ZONE
INTRODUCING THE
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Helping You Enhance User Experiences

Cross-platform Development

Opportunities To Grow Your Business
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THE ERA OF
TRANSPARENT
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