

# Intel's Atom Software Strategy Execution through MeeGo and AppUp

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## Abstract

Intel® Atom™ processors enable a wide range of devices for everyone—from new customers to repeat customers. Intel® Atom™ processors power four distinct types of devices. Whether traveling or just moving around the house, customers will want to stay connected by using a reliable device. Make sure they go home with the right device for their needs.

MeeGo significantly expand the global market opportunities for developers with several more devices from smartphones to TVs

The Intel AppUp Developer Program and Intel AppUp Center is an end to end economy. Consumers have access to a rich catalog of applications. They have access to Intel's store, but eventually co-branded OEM and Service Provider stores as well. They can buy apps once and run on up to 5 devices.

The Intel AppUp Center will enhance product and service offerings for OEMs and service providers, allow them to remain competitive across all segments and generate revenue.