

Intel Atom Processor Developer Program for Mobile Devices to Spur New Wave of Applications

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To encourage the creation of innovative applications for Intel Atom processor-based products, Intel Corporation today launched the Intel Atom Developer Program for independent software vendors (ISVs) and developers.

The program provides a framework for developers to create and sell software applications for netbooks with support for handhelds and [smart phones](#) available in the future. Through the program, developers seeking to reduce overhead and streamline the creation of new applications may also license development tools and application modules directly from other independent developers and ISVs.

"We want to fuel the growth of [Intel](#) Atom-based products designed for the mobile lifestyle," said Renee James, corporate vice president and general manager, Intel Software and Services Group. "The netbook has become one of the most popular consumer devices in the market today, but its true potential has been limited by applications that are not optimized for its mobility and smaller screen size. The Intel Atom Developer Program provides a great opportunity for developers to create useful and inventive applications that will unlock a netbook's potential while opening a new sales and distribution channel."

To provide the broadest choice of applications across platforms, the Intel Atom Developer Program will support multiple operating systems and

run-time environments. Run-times enable developers to use a single code base to support multiple device platforms and avoid extensive reprogramming, thereby reducing development costs and time-to-market. Run-times such as Microsoft Silverlight allow developers to access multiple classes of customers and deliver rich applications for Windows and Moblin-based environments using a single toolset, Visual Studio and the .NET Framework.

The program offers a streamlined and transparent process that will take the developer from application creation through testing and, finally, to the go-to-market stage. Intel is working with [netbook](#) original equipment manufacturers (OEMs) and other partners to create application storefronts through which validated applications will be sold.

Developers can learn more about the program, APIs, validation process and application store framework through appdeveloper.intel.com.

[Applications](#) for ISV and software developer memberships are currently being accepted. Members will be given access to tools and resources that will aid the pre-development process. The Intel Atom Developer Program software development kits will be available to members in late fall.

Source: Intel ([news](#) : [web](#))

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