

## **TARGETED CUSTOMER EMAIL WITH PROMO CODE**

[SUBJECT LINE] Can't-Miss HPC Insights & Inventions Abound at IDF15: Register Today!

Hello,

Coming up in August is a conference you won't want to miss. We are reaching out on behalf of Intel regarding our [Intel Developer Forum](#)<sup>1</sup> in San Francisco 8/18-8/20/2015.

[Register](#)<sup>2</sup> today and take advantage of your special HPC perks and discounts:

Use Promo Code **BUBHPC** for a \$695 Full Conference Pass

Or

Use Promo Code **CPDHPC** for a Complimentary Pick Your Day Pass

IDF will showcase the experiences of intrepid HPC pioneers who have or are in the process of full-on code modernization. Learn about scalable systems solutions while you meet the experts. Find out what's next in HPC – its hot new technologies and their impact on tomorrows innovations.

Here are a few important sessions you'll want to attend:

- **Code Modernization Roundtable** – A panel discussion with Intel Black Belt software developers. They will discuss: why parallel performance is important; the ins and outs of modernizing your code; which applications can benefit – and which can't; and how Intel can help.
- **Parallel Programming Pearls** – Inspired by the Intel® Xeon Phi™ Products Course, which dives into real-world parallel programming optimization examples from around the world. Experience the wit and wisdom of enthusiast, author, editor and evangelist James Reinders and Intel® Principal Engineer Jim Jeffers.
- **Hands-on Lab** – An introduction to programming and optimization with Intel® Xeon® and Intel Xeon Phi™ processors.
- **Code Modernization Best Practices** – A course on multi-level parallelism for Intel® Xeon® and Intel® Xeon Phi™ processors. This session with Robert Geva, Intel Principal Engineer, will provide details on the growth in hardware resources and characterize performance using different levels of parallelism
- **Software-Defined Visualization: Fast, Flexible Solutions for Rendering Big Data** - Get the latest information, from Intel® Principal Engineer Jim Jeffers, on industry progress for an open-source software-defined visualization rendering stack on Intel® Xeon® processors and the Intel® Xeon Phi™ product family without the need for specialized hardware such as GPUs.

And those are just for openers. There are many more great talks, poster chats, and keynotes at this event.

Thank you and looking forward to seeing you and your students at IDF15!

<sup>1</sup> <http://www.intel.com/content/www/us/en/intel-developer-forum-idf/san-francisco/2015/idf-2015-san-francisco.html>

<sup>2</sup> <https://idfregistration.com/index.aspx?TYPE=E&ID=7&dbGUID=0B9F4191-1C29-408A-8B61-65D7520025A8&>