

Intel Bets on Ultrabooks

Written by Marco Attard
17 August 2011

Intel pushes the "Ultrabook" concept further, releasing its reference designs and creating an Ultrabook fund worth \$300 million.



Ultrabooks will come in 2 types-- an 18mm thick model with a 11 - 13" screen, and a 21mm thick model with a 14 - 17" screen.

Intel promises Ultrabook price points will be more mainstream than those of Apple's Macbook Air models, making them more attractive to customers.

Meanwhile the Ultrabook fund will invest directly in Intel's OEM partners and over the next 3-4 years-- specifically in companies working on user interfaces (via sensors and touch), battery technology and storage capacity gains.

Ultrabooks to see release this year will carry 2nd generation Intel Core processors and will hit the market by Q4 2011.

"Ivy Bridge" will follow the first Ultrabook generation in 2012, carrying "improved power efficiency, smart visual performance, increased responsiveness and enhanced security," and "Haswell" in 2013 should improve on power consumption and thermal design points.

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