

## Intel Dumps Viiv Brand

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Intel is "scaling back" Viiv (pronounced VIVE and rhymes with LIVE), the PC platform that was supposed to bring digital entertainment to the living room. The chip maker has stopped promoting the technology in its original form, and instead will use a modified version of the brand on entertainment-oriented PCs, labelled "Intel Core 2 with Viiv technology."

Intel drops the idea of promoting the Viiv brand (announced with so much fanfare at CES 2006) on Internet video programming and living-room devices that connect to TV sets.

What's on Intel's mind now?

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