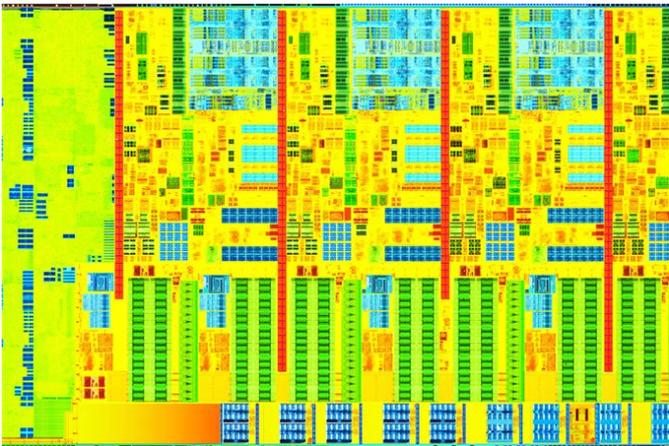


Intel Launches Haswell at Computex 2013

Written by Marco Attard
05 June 2013

Intel opens Computex 2013 with the expected reveal of the Haswell CPU lineup, processors Big Blue describes as the "first system-on-a-chip for PCs" designed for "new form factors and 2-in-1 designs."



The launch was something of a repeat of what was seen last year... only instead of Ivy Bridge, Windows 8 and crazy transforming PCs there were Windows 8.1 and crazy 2-in-1 PCs joining the 4th generation of Intel Core processor.

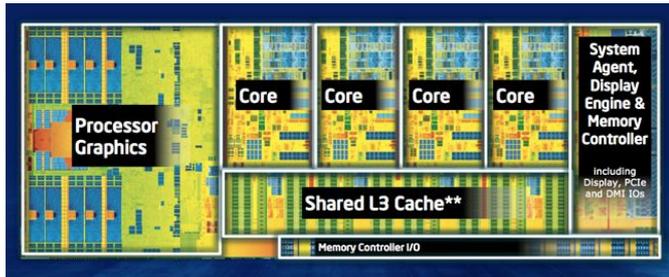
"Two years ago we talked about reinventing [notebooks] with the ultrabook and today we're talking about 2-in-1. It's PC performance and tablet-like mobility in one," Intel EVP Tom Kilroy says in his Computex keynote. "We're on the verge of ushering in an exciting new era. We believe the 2-in-1 era is the new norm."

Around 50 2-in-1 designs are already in the pipeline, ranging from the "ferris wheel" Dell XPS 12 and detachable Asus Transformer Book Trio to various "slider," "swivel" and raised hinge offerings from OEMs such as Asus, Acer and Quanta.

Amusingly enough, all the talk of 2-in-1 PCs forced Intel to later insist it has not forgotten all about the Ultrabook dream-- some Haswell-powered 2-in-1 models will also belong in the premium notebook category...

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But what does Haswell actually deliver? If one is to take Intel's words at face value, the 22nm Tri-Gate chips claim a 50% battery life improvement over Ivy Bridge, with double the graphics performance and power consumptions as low as 6W SDP ("Scenario Design Point," the newly invented Intel metric alternative to TDP) for Y-Series chips.

Reportedly such improvements result in notebooks with over 9 hours of active battery life, up to 13 days of standby mode and faster wakeup speeds.

Computex also hosted the launch of Bay Trail-- the lower-cost, lower-power Haswell alternative designed for cheaper 2-in-1 machines and tablets. Featuring 22nm technology and Silvermont architecture, the chips are found in newly announced devices such as the Asus Fonepad Note FHD 6, MeMo Pad FHD 10 and Samsung's 10.1-inch Galaxy Tab 3.

Go [4th Generation Intel Core Ushers New Wave of 2-in-1 Devices](#)

Go [Intel Readies Bay Trail for Holiday 2013 Tablets and 2-in-1 Devices](#)