

Reuters: Intel to Prioritise Mobile

Written by Marco Attard
03 July 2013

Intel will speed up the mobile and wearable device chip rollout as the market moves away from PCs, new Intel CEO **Brian Krzanich** and President **Renee James** tell *Reuters* in a first press sit-down since May.



The company will also increase focus on Atom processors, giving the product line as much (if not more) priority as the Core family. Intel might even open its factories to custom-designed (including ARM-based) hardware, [just as AMD already does](#), in the face of declining PC returns.

"If there was a great customer that we had a great relationship with laptops and other mobile devices, and they said look, we'd really love you to build our ARM-based product, we'd consider it. It depends on how strategic they are," Krzanich says.

Some time back hearsay suggested Intel might start making iPhone chips for Apple.

When it comes to the mobile industry, Krzanich and James say wearables will become a "key battleground," with devices for eyes and ears (as well as wristbands and watches) to launch in the near future-- all powered, the company hopes, with Intel processors.

Meanwhile [Intel TV ambitions](#) (as spurred by former CEO Paul Otellini) appear to be on ice. The company has no finalised content deals yet, and Krzanich as puts it "we're experts in silicon, we're experts in mobility, in driving Moore's law... not experts in the content industry."

Reuters: Intel to Prioritise Mobile

Written by Marco Attard
03 July 2013

With no mention of the humble PC, the Intel roadmap appears fairly clear-- mobile devices with a dash of wearables. But will it succeed in a field it has (so far) failed to dent?

Go [Intel's New CEO Focused on Mobile Chips, Cautious on TV \(Reuters\)](#)