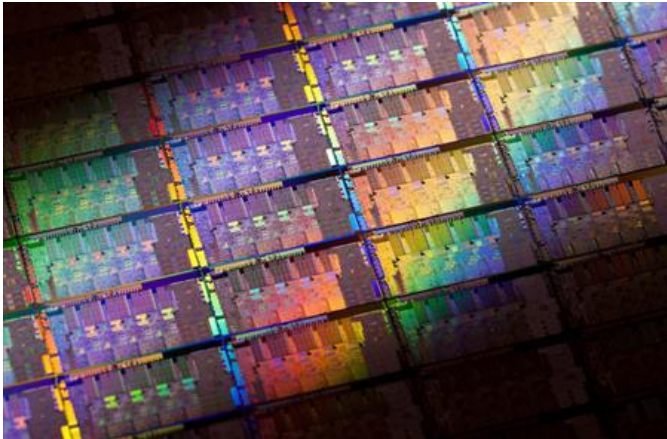


Intel Goes for Hollywood

Written by Marco Attard
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Intel's Sandy Bridge gets approval from an unexpected source-- Hollywood, Reuters reports.

Warner Bros. and other studios will offer HD content to Sandy Bridge users (at the same time as the DVDs are released) as the chips include built-in content protection.

As well as protecting IP, Sandy Bridge should improve multimedia processing, as it unites central and graphics processing on the same silicon-- resulting in faster, more energy efficient and probably more profitable hardware.

Intel says Sandy Bridge chips are even good enough for casual computer gamers, and should make low-end graphics cards obsolete.

Sandy Bridge chips will showcase at-- where else?-- Las Vegas' CES this week.

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