

# **Intel® Centrino™ Mobile Technology Innovation Enhances Consumer And Business Mobile Lifestyles**

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SANTA CLARA, Calif., May 10, 2004 - Intel Corporation is shipping three new Intel® Pentium® M processors, boosting the performance of Intel® Centrino™ mobile technology to enhance the way people work, play and communicate without wires. The new chips are the first mobile processors built on Intel's 90-nanometer (nm) manufacturing technology, and feature faster clock speeds, design enhancements and more on-die cache memory for better performance.

The Intel Pentium M processor, in conjunction with the Intel® 855 chipset family and the wireless communication capability of the Intel® PRO/Wireless network connection family+, make up Intel's Centrino mobile technology. Intel Centrino mobile technology delivers outstanding mobile performance and wireless LAN capability, while enabling extended battery life in thinner and lighter notebook PCs. Today, more than 150 laptop PC designs are based on award-winning Intel Centrino mobile technology, and more than 32,000 hotspots are included in Intel's worldwide Wireless Verification Program, which tests the compatibility of various access point devices and wireless service providers with common configurations of notebooks built on Intel Centrino mobile technology.

"Wireless mobile computing has clearly resonated with business users, driving Intel Centrino mobile technology to become a mainstay in enterprise IT deployments," said Anand Chandrasekher, Intel vice

president and co-general manager of the Intel Mobile Products Group. "Now with higher-performing platforms, a growing ecosystem of software and services, and exciting consumer advertising and retail programs underway, Intel Centrino mobile technology is poised to extend the 'unwired' lifestyle beyond the enterprise to consumers at home and on the road."

**Advanced Technology Maximizes Mobile Performance and Productivity**  
Formerly codenamed Dothan, the Intel Pentium M processors 735, 745 and 7553 are built on Intel's industry-leading, high-volume 90nm manufacturing process technology - the most advanced semiconductor manufacturing process in the industry. The 90 nm process produces smaller, faster transistors and uses Intel's strained silicon technology to give its transistors a speed boost, resulting in higher performance headroom. Intel is the first in the industry to put strained silicon into production and all of Intel's 90-nm products are manufactured on 300-mm wafers, which provide more than double the capacity of the earlier 200-mm wafers.

Based on Intel's mobile micro-architecture, the new processors boost performance by up to 17 percent (as compared with the previous generation processor), with 2 MB of integrated, power-managed Level 2 (L2) cache, micro-architectural enhancements and frequencies up to 2 GHz.<sup>1</sup> With the new processors and the recently introduced Intel PRO/Wireless 2200BG network connection, Intel Centrino mobile technology enables improved high-definition video playback, faster application response, better multi-tasking and higher bandwidth wireless data transmission.

Socket-level compatibility with the previous Pentium M processor generation allows OEMs to build the new components into existing system designs. Compatibility also means that enterprises that take advantage of Intel's Stable Image Platform Program can benefit from the

higher performance of the new processors without changing their original system image for Intel Centrino mobile technology based systems.

All three processors support Enhanced Intel® Speedstep® Technology, which helps optimize application performance and power consumption to enable longer battery life.

### Intel Centrino Mobile Technology Unwires Consumers

According to industry analyst firm IDC, mobile PC sales are growing dramatically, with sales to consumers representing the fastest-growing sub-segment. From families that want to stream movies room-to-room in the home to kids playing high-speed, wirelessly networked games to students doing homework on campus or at a public hotspot, the latest Intel Centrino mobile technology-based notebooks provide the freedom and flexibility to compute and communicate in more places than ever.

As the "unwired" lifestyle gains in popularity among consumers, new services and content are becoming available to allow consumers to enjoy digital media in new and exciting ways. For example, this summer visitors to Universal CityWalk will be able to view live, streaming TV from OnAir Entertainment via a high-speed 802.11g wireless network. Another example can be found this year in the American Pavilion of the Cannes Film Festival, where high-definition trailers and a movie will be streamed wirelessly via 802.11g and 802.11a networks to Intel Centrino mobile technology-based laptops.

Earlier this year, Intel kicked off a worldwide advertising campaign for Intel Centrino mobile technology targeted at the fast-growing mobile PC consumer market segment. The global campaign consists of television, print, online and outdoor elements. Intel is also working with retailers such as Best Buy, Circuit City, CompUSA and Office Depot to enhance in-store merchandising and increase retail staff training on Intel Centrino

mobile technology during the second half this year.

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