Computex: Intel Outlines Atom Processor Plans, Products

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At Computex today, Intel unveiled new products and features based on its low-power Intel Atom processor family, including plans to further differentiate the popular netbook category and expand into several new market segments beyond its growing PC, laptop and server businesses.

In the past 45 days, Intel and its Intel Atom processor has entered a variety of markets beyond the more than 50 million Intel-based netbooks sold in the past 2 years. Intel announced a processor and MeeGo software win with Chinese carmaker HawTai Automobile for a future in-vehicle-infotainment platform; a greater than 50-times lower platform idle power reduction with Intel's next generation Intel Atom processor platform for handheld devices including smartphones; and a collaboration with Google, Sony and Logitech to deliver a new Smart TVs experience powered by Intel Atom processors and running Android-based Google TV.

Intel recently unveiled the future Intel Atom processor-based System on Chip (SoC), codenamed "Tunnel Creek" that, for the first time, will allow other companies to connect their own custom silicon to Intel's SoC product. The Intel Atom processor also powers the Intel Reader, and the company has received more than 3,000 non-PC design inquiries - most new-to-Intel potential customers - ranging from fish finders to golf carts.

During his keynote, David (Dadi) Perlmutter, executive vice president and co-general manager, Intel Architecture Group, touched on these and other Intel efforts, which included showing off the world's thinnest

netbook running on the upcoming mobile dual-core, codenamed "Pine Trail." At just 14mm, the razor-thin codenamed "Canoe Lake" innovation platform runs cooler and is 50 percent thinner than any other netbook consumers can find on the market today. In addition, Perlmutter showed a range of other Intel Atom processor-based devices spanning energy efficient blade servers, retailing systems, presentation projectors and multiple tablets.

"Intel believes the strength of the Intel Atom franchise can help consumers realize the true potential for a common experience to enable the compute continuum," said Perlmutter. "With platforms ranging from compact and portable netbooks, to Smart TV experiences and innovative tablets designs, Intel architecture is driving innovative products based on a unique 'port of choice' software strategy."

Keynote Highlights

Citing a million PCs sold a day, Perlmutter also highlighted the momentum around the all new 2010 Intel Core processor family, including Intel Wireless Display and an overview of next-generation Intel Core processors using the Intel microarchitecture codenamed "Sandy Bridge," targeted to be in production late 2010.

Renee James, senior vice president and general manager of the Software and Services Group at Intel, joined Perlmutter onstage to discuss how software - and software choice - will help drive Intel's vision for the Intel Atom processor and a cross-device experience. This provides consumers consistency and accessibility to their content on a choice of computers and PC-like devices. James also announced that Asus will be the first OEM to ship a pre-installed, customized Intel AppUp client called "asus app store" on netbooks this fall, beginning with Windows and following with MeeGo-based systems.

Acer CEO Gianfranco Lanci discussed with Perlmutter how future Intel Atom processor-based netbooks and tablets from Acer, running the MeeGo software platform, will foster an open ecosystem of innovation.

"Acer will be ready with MeeGo-based mobile devices," said Lanci. "MeeGo's open software platform will present our customers with another choice of a friendly, easy-to-use operating system. We are pleased to collaborate with Intel in our continuous drive to provide effortless technologies that empower people at work, home - anytime, anywhere."

New Intel Atom Processors on Tap

In production now and on shelves before the winter holiday season, mobile dual-core Intel Atom processors will deliver a noticeably snappier, more responsive consumer experience in the same compact form factors, and with the same great battery life. Intel Atom processors N455 and N475 with DDR3 support for netbooks are available today and D525 and D425 for entry-level desktop PCs are expected to be available on June 21. Available to customers in early 2011, is our upcoming SoC Intel Atom processor-based platform, codenamed "Oak Trail", optimized for sleek tablet and netbook designs, delivering up to a 50 percent reduction in average power consumption with full HD-video playback and targeting software choice including MeeGo, Windows 7 and Google operating systems.

Source: Intel