

will.i.am teams up with Intel

January 25 2011



Technology fan will.i.am, pictured in 2010, the frontman of The Black Eyed Peas, is teaming up with US computer chip giant Intel.

Technology fan will.i.am, the frontman of The Black Eyed Peas, is teaming up with US computer chip giant Intel.

"I just became the Director of Creative Innovation for [Intel](#)," will.i.am said in a message on his Twitter feed @iamwill on Tuesday.

"Every beat I make is made with Intel. And now were partners," he said.

Intel said the hiring of will.i.am was "an extension of his insatiable fascination with technology."

"Will.i.am will engage in a multi-year, hands-on creative and technology collaboration with Intel," the company said in a statement, and is

"already working on music expressly for Intel."

"Nearly everything I do involves [processors](#) and computers, and when I see an Intel chip I think of all the creative minds involved that help to amplify my own creativity," will.i.am said.

"Teaming up with the scientists, researchers and computer programmers at Intel to collaborate and co-develop new ways to communicate, create, inform and entertain is going to be amazing," he said.

(c) 2011 AFP

Citation: will.i.am teams up with Intel (2011, January 25) retrieved 8 May 2024 from <https://phys.org/news/2011-01-william-teams-intel.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
