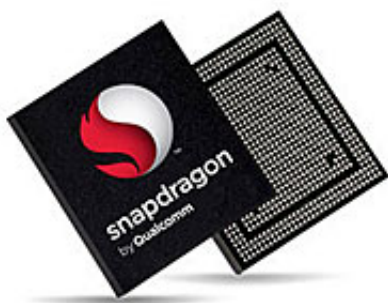


Qualcomm Snapdragon chipset heads for tablets, TVs

January 11 2012, by Nancy Owano



(PhysOrg.com) -- Qualcomm used the CES event in Las Vegas yesterday to showcase its Snapdragon S4 line of chips, expected to ship in devices later this year. A key highlight was the company's demo of LTE-speed connectivity with the Snapdragon S4 chip on a tablet running Windows 8. The company's keynote by its CEO Paul Jacobs set the tone that the overall goal is to have Qualcomm Snapdragon chips put the company on the map not just as smartphone chip makers primarily but as a brand that carries weight in tablets, notebooks and other computing devices. The Snapdragon line is promoted as enabling good wireless speeds and superior connectivity.

The [Windows 8](#) tablet debut was performed with the [Snapdragon](#) S4 and OS running on AT&T's 4G LTE network. AT&T VP Michael Stice got

in the act to affirm [Qualcomm](#)'s strengths for chipset design. He said AT&T is working with Qualcomm in next-generation mobile PCs and tablets carried on AT&T's 3G and LTE networks.

Analysts see Qualcomm as eager to encroach on Intel territory and nibble more particularly into the Intel-dominated segment of PCs. Paul Jacobs, the CEO in a show interview, told the reporter that Qualcomm was revved up about the opportunity. "We have a really good Snapdragon [chip](#), and I think we have a very good shot with that chip," said Jacobs.

Jacobs pitched Windows on ARM as providing great opportunities for Qualcomm as technology partner. He said the end result was users getting always-on mobile computing experiences. He said this was "a really exciting opportunity for S4 to flex its muscles."

Along with the Windows 8 tablet demo, Qualcomm announced the first smart TV to run on a Snapdragon processor, also in launch mode at [CES](#), the Lenovo K91.

Lenovo's new Snapdragon-based smart TVs will be sold in China. The voice-controlled set is launching there this year.

"Consumers demand a seamless experience across all screens, including smartphones, tablets, PCs and televisions," said Raj Talluri, vice president of product management for Qualcomm. "Having Snapdragon processors power smart TVs and digital media adapters is a natural extension of our leadership in mobile and computing technologies into the connected home."

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