

Apple 'to design own computer chips'

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The newspaper, citing people familiar with Apple's plans, said the iconic California company hopes the move will lead to exclusive features for its popular gadgets and shield Apple's work from rivals.

The Journal said [Apple](#) has been hiring new employees from the [semiconductor industry](#), including engineers to create multifunction chips that are used in cellphones.

Among the new hires, the newspaper said were two former employees of [chip](#) maker Advanced Micro Devices.

It said Apple could use the internally developed chips to reduce the power consumption of its iPhone and iPod touch devices, and possibly add graphics circuitry to play realistic game software and high-definition videos.

The Journal said internally designed chips were not expected to emerge from Apple until next year

at the earliest.

The newspaper noted that Apple's strategy runs counter to the trend among most big electronics companies to outsource the development of chips and other components to external suppliers.

Apple last year purchased microchip designer P.A. Semi and the Journal said Apple chief executive Steve Jobs told employees of the Silicon Valley start-up at the time that Apple wanted to develop chips internally.

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