

Project Athena Laptops Get Visual Identifier

Written by Marco Attard
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Intel announces laptops verified through the "Project Athena" program will feature a visual identifier proudly claiming "Engineered for Mobile Performance," one both vendors and retailers can use in promotional activities.



"With Project Athena, we are fundamentally changing our approach to innovation by defining the program and its methodologies through the lens of how people use their devices every day," Chipzilla says. "On-the-move, ambitious people turn to their laptops across every facet of their lives-- work, home, and passion projects. "Engineered for Mobile Performance" refers to the high-quality experience consumers can expect from these laptops enabled by deep co-engineering from Intel and its partners."

The first products using the identifier are the Dell XPS 13 2-in-1 laptop, the HP EliteBook x360 1040 and HP EliteBook x360 830. More Project Athena-verified laptops are set to follow on the holiday season from Acer, Asus, Lenovo and Samsung, as well as the aforementioned Dell and

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HP. Intel says verification involves a "robust and iterative process" involving specified platform requirements and key experience indicator (KEI) targets across 6 vectors, instant action, performance and responsiveness, intelligence, battery life, connectivity and form factor.

The identifier can be used across PC manufacturer, retailer and product detail pages, as well as in-store display systems, demos and packaging.

Go [Intel Debuts Visual Identifier for Project Athena](#)