

Intel's Biggest Surprise

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OK, maybe we should count the iPad as the top product that caught Intel by surprise. But the next biggest surprise, and this one more positive for Intel, is the come-back of the All-in-One.



Who would have guessed that All-in-One would have a resurgence?

The All-in-One essentially replaces a desktop, so Kirk Skaugen, VP and GM of the PC client business group has responsibility for the Intel All-in-One market.

He says OEMs already have 18 Thin Mini-ITX motherboards in development. Many of these will be available at the end of the quarter, opening up the all-in-one to the Intel system builder channel.

“Our goal is 100% growth on all-in-ones,” Skaugen says. You can bet Window 8 will also fuel growth in this category.

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