

Intel: Holiday Launch for Broadwell

Written by Marco Attard
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Intel CEO Brian Krzanich tells Reuters the next-generation Broadwell CPUs will "probably" not ship in time for the back-to-school shopping season, but should be available to OEMs just in time for the holiday season.



"I can guarantee for holiday, and not at the last second of holiday," Krzanich says. "Back to school-- that's a tight one. Back to school you have to really have it on-shelf in July, August. That's going to be tough."

Such comments provide a more precise timeframe for the Broadwell release than the latest Intel quarterly analyst conference call, where Krzanich talked of launch sometime during H2 2014.

The 14nm Broadwell CPUs [already saw one delay](#) -- on October 2013 the company blamed a "defect density issue" for a @small blip in the schedule."

"We have confidence the problem is fixed because we have data it is fixed," Krzanich said back then. "This happens sometimes in development phases like this."

The back-to-school season used to provide a boon for both retailers and PC vendors, although the sales bumps have proved smaller over the past few years. However the Q4 holiday season remains key, even in these days of a PC market in dire states.

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