# Apple Buys Back into Microprocessors

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Apple will spend $278 million in cash to buy a “boutique” microprocessor design company and everybody wants to know “Why?” PA Semi designs clever low-power chips that most guess could help make a better future for iPhone and iPod.

Founded by Dan Dobberpuhl (a lead designer for Alpha and StrongARM microprocessors developed by Digital in the 1990s), PA Semi now has a 64-bit dual core microprocessor that is 300% more efficient while consuming only 5 -13 watts at 2GHz.

Apple may have bought itself a very strategic asset--a powerful microprocessor of its own with low power demands to support all the mobile apps their software gurus can dream up.

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