

British firm Imagination Technologies puts itself on sale, the result of losing 70% of its value after Apple decided to start designing own GPUs instead of using PowerVR technology.



Back in May Imagination put two units, MIPS and Enigma, for sale, but now it is looking for buyer for the entire company. The announcement states it already has "received interest from a number of parties," which analysts suggest can include the likes of Intel, Qualcomm, Mediatek, CEVA and various Chinese entities. Even Apple might be interested.

Losing a customer as big as Apple was a big blow for what was once a European success story, even more so when said customer accounted for around 50% of its revenues. Imagination insists Apple cannot make own GPUs without patent violation, and as such it already started a dispute resolution procedures.

Interestingly, Apple owns an 8.1% stake in Imagination-- leading potential buyers in a curious licensing position, considering Apple is still a year or two away from moving to own technology.

Go [Commencement of Formal Sale Process for Whole Imagination Group](#)