

Intel Gives Up on Wearables

Written by Frederick Douglas
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Intel is out of the wearable device game as it shutteres the New Devices Group (NDG), the division working on promising hardware such as the [Vaunt smart glasses](#).



The story was first reported by The Information, who says the decision can lead in layoffs of the 200 employees forming the NDG. Further confirmation comes through an Intel statement to CNBC.

"Intel is continuously working on new technologies and experiences," a Chipzilla email to CNBC reads. "Not all of these develop into a product we choose to take to market. The Superlight project is a great example where Intel developed truly differentiated, consumer augmented reality glasses. We are going to take a disciplined approach as we keep inventing and exploring new technologies, which will sometimes require tough choices when market dynamics don't support further investment."

Formed in 2013 by then-incoming CEO Brian Krzanich, the NDG was to ensure devices of the smartwatch, fitness tracker and smart/AR glasses variety would be powered by Intel chips. Throughout the past 5 years it was bolstered through a number of acquisitions, such as fitness tracker maker Basis and smart glasses specialist Recon Instruments. However such investment did not result with a wearable hit for Intel, and the likes of the Vaunt (aka "Superlight") remained firmly in the prototype stage.

What next for Chipzilla? It will obviously return to its bread and butter, namely fighting against the likes of AMD and Nvidia in the PC and server silicon arena. After all, a December 2017 memo from Krzanich says "anything that produces data, anything that requires a lot of computing, the vision is, we're there."

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Go [Intel Abandons Smart Glasses Project as it Shuttters NDG \(The Information, subscription required\)](#)

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