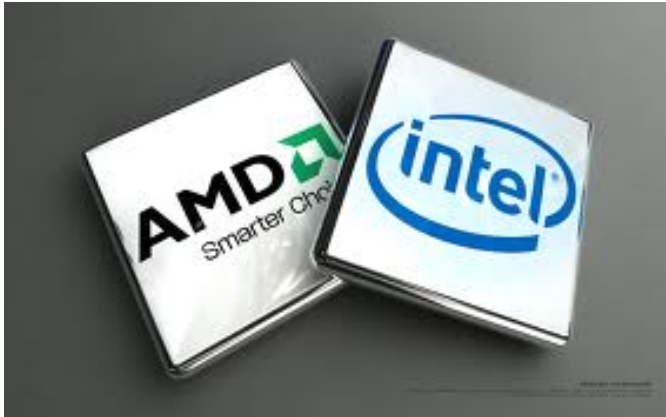


## AMD Rethinks Intel Rivalry

Written by Marco Attard  
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Industries are defined by clashes between rivals. Think Pepsi vs Coca-Cola, Microsoft vs Apple or AMD vs Intel. But should we now forget about using the last example?



Speaking in an interview with the San Jose Mercury News, AMD spokesman Michael Silverman insists: **"We will all need to let go of the old 'AMD versus Intel' mind-set**, because it won't be about that anymore." Will AMD now carve its way forward without glancing at where Intel is heading?

If this is the case, it might mean the end of a rivalry (complete with legal feuds and blows) going on since the early 1980s. Intel was founded in 1968-- and AMD only a year later.

What next for the 2 companies? The post-PC battlefield, one complete with different nemeses. While AMD remains coy on future plans, it is expected to start making smartphone and tablet chips, using ARM designs. More probably it will sell chips based on both ARM and x86 designs.

But should AMD go ARM-only, Intel will be left all alone in the x86 business.

AMD promises to reveal a new company strategy on February 2012. In the mean time, it will continue fighting Intel-- just like rivals tend to do.

Go [AMD Struggling to Reinvent Itself \(San Jose Mercury News\)](#)