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## [Apple Video Games Console?](#)

*If so, it's not going to look very Apple-like, otherwise the market would sport a second Wii*

Video games are becoming more popular with the passing of each day. No wonder [Apple](#) makes new ones available for its [iPod](#) lineup every week (and pretty good ones at that). But think about this: the company has the technology, while the consumer population is asking for more all the time, so what's to stop Apple from developing a video games console? The clues to how Apple could be throwing some rescues into this area as well weren't just picked up here and there. Apple Inc. has actually filed to protect their trademark in relation to the following items and categories, on February 5, 2008: "hand-held units for playing electronic games; hand-held units for playing video games; stand alone video game machines; electronic games other than those adapted for use with television receivers only; LCD game machines; electronic educational game machines; toys, namely battery-powered computer games." An earlier AppleInsider piece quotes Prudential analyst Jesse Tortora who said: "We think the video game market represents a distinct possibility for Apple, especially considering that it recently announced the availability of video games for its iPod through its iTunes." He added that Apple's idea of a gaming system could be "morphed" out of a Mac mini, iTV and iPod blend. Analysts have long predicted such a move on behalf of the Cupertino giant, with handheld gaming units being the most dished out rumor in relation to the topic. Apple's recent filing to protect their trademark, however, isn't the first clue to the company's taking on the industry. Another AppleInsider report mentioned a closer bond between once-rival companies Apple and Intel. The new year is said to bring the two giants even closer for the production of a new breed of ultra-mobile processors from the chipmaker, for implementing into a new line of handheld gadgets. One thing is for sure though: if they do it, Apple won't be able to launch it in their typical, sleek, white fashion - the Nintendo suppressed that right by launching the [Wii](#).