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Intel's Core i7 processor could boost the company's sales p launches

## **Core i7 Could Boost Intel's Q4 Sales**

*If launch is successful*

Intel's Core i7 processors, designed to fully take advantage of the company's new micro-architecture, the Nehalem, are but moments away from their official introduction on a market that is currently struggling with the ever-increasing effects of the worldwide slow PC demand. The new desktop processors are said to deliver levels of performance previously unavailable for the company's desktop products, but at a price tag that will make them available only to a few. However, despite the recently corrected Q4 sales forecast, the Santa Clara, California-based leading chip maker might just see impressive sales for its latest desktop processors. Basically, the new Core i7 processors could potentially lead the chip maker into a profitable financial fourth quarter. As we mentioned in [one of our earlier articles](#), Intel's Core i7s have already been launched in Tokyo, Japan, while several retailers have also listed the new processors, alongside the X58-based motherboards. As soon as the new desktop CPUs were available in stores, they were sold out. What is even more interesting is that the best selling models were the high priced Extreme versions, which can go for as much as \$1,000, or even more. This clearly goes against any low market expectations formulated thus far, according to which the high price point of Intel's Core i7 processors might ward off shoppers. However, Intel's new processors appear to be doing really well, at least in Japan, which can only make us want to see if the same will happen in other parts of the world as well. If so, Intel will certainly gain a significant market advantage, as AMD's new 45nm processors are still approximately two months away from their official debut. The Santa Clara, California-based leading chip maker is said to be expecting sales of \$9 billion in the last three months of the year, with a margin of \$300. The company's previous expectations were between \$10.1 billion and \$10.9 billion.