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By: Traian Teglet, Technology News Editor



Intel branding scheme could be confusing for some customers  
Intel

## [Intel's Core i5, Core i7 Naming Scheme Could Be Confusing](#)

*Core i7 processors to be available for both LGA 1156 and LGA 1366*

Just recently, details on Intel's next-generation Lynnfield processors were made available on the Internet, providing us with specifications, brand names, pricing and expected release dates. As we noted in an [article](#) yesterday, the Santa Clara, California-based chip maker is preparing to launch several new processors before the end of this year and in the first quarter of the next. These new CPUs will be part of the company's new branding scheme, featuring three main product families, the much-hyped Core i3, Core i5 and the already available Core i7 series. Although Intel previously stated that the new branding scheme had been put into place to make it easier for consumers, it appears that the new processors could create some confusion. &nbsp; Chipzilla, the world's leading vendor of computer processors, is expected to announced three new processors by the end of this year, two of which will be part of the high-end Core i7 family. Slated for release on September 6 this year, the Core i5 750, Core i7 860 and Core i7 870 have one feature in common: all three have been designed for the upcoming LGA 1156 platforms, which could turn out a bit confusing for some users. &nbsp; According to Intel, the Core i7 processors have been designed for high-end performance and enthusiast platforms, while the Core i3 and Core i5 series are meant for mainstream systems. Having two sockets for the same family of processors could be a tad mind-boggling for most consumers. The reported details that have surfaced on HKPC could change before Intel plans the official launch of the new processors, but the fact of the matter is that its new branding scheme could use some improvement. &nbsp; When buying an Intel Core i7, Core i5 or Core i3 processor, the end-user will have to guess which features have been enabled on that specific processor. He will know that the Core i7 offers better performance than the Core i5, which should be better than the Core i3.