

18 November 2005

By: Bogdan Ionescu, Hardware Editor



UPDATE: Intel's Rebranding Secrets Revealed!

Intel will have a new face beginning 2006

Word on the Internet says [Intel](#) is planning a major rebranding process. As stated in yesterday's news, pictures with Intel's new logo and brand names were posted on a French fan site. Intel declined any comments. Although Samuel Demeulemeester was nice enough to send us the photos with the new Intel logos, when asked by Softpedia about why they were taken down from his site claiming that his dog ate them, he said "I don't want to comment on that, but nothing related with Intel." It hard to believe that Intel wasn't involved in this, but as more and more sites began spreading the news, including a screen capture of the logos, Intel probably started to see it as advertising. [As we said yesterday](#), the French Intel fan site x86-secret.com actually found the pictures on Intel's site. They show Intel's new logo and also the future names of the present codenamed processors. For short, the former code named Yonah processors will be called "Core Solo" or "Core Duo", depending on the number of processing units. Also, Sonoma will be known as "Centrino Mobile Technology", and Napa will be called "Centrino", while Napa Dual Core will be known as "Centrino Duo". The future former "Intel inside: marketing program was introduced by Intel in 1991 and took the band in the world's top 5 brand names, having a US\$35.5 billion value. The new branding program is rumored to begin in early 2006.