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Intel transforms logo as it plans expansion

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Intel Corp., whose marketing made its computer chips a household name, is changing its logo for the first time in 37 years to help promote its push beyond personal computers.

The dropped "e" in Intel will be shed in favor of a swoop around the company's name with the tag line "Leap Ahead." The "Intel Inside" phrase, a fixture since 1991, will be dropped, Santa Clara, Calif.-based Intel said this week.

Intel's image change, to coincide with next week's Consumer Electronics Show in Las Vegas, is part of an effort by new Chief Executive Officer Paul Otellini to expand Intel into home entertainment. The company, whose processors run more than 80 percent of personal computers, is trying to gain a foothold in the consumer market to counter slowing growth in PC chips.

" 'Intel Inside' is one of the great ones, one of the most brilliant marketing strategies in the last 10 years," said Peter Sealey, former head of marketing for Coca-Cola Co. who now runs Los Altos Group, a California-based management consultant. "Now they achieved awareness, it's over, and they need to move on."

Intel also plans to introduce a new chip, which will be called "Core," to complement its Centrino laptop and Viiv home entertainment components.

After averaging growth of over 13 percent for three years, Intel is expected to increase sales 8 percent next year, according to analysts' estimates.