

Smart Displays will Increase the Demand for Intel ULV IA Chips

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Over the last couple of years I have eagerly watched the emergence of digital picture frames. With all those digital cameras and camera phones, the consumers are hungry for some way of displaying all those hundreds of millions of images. And with future cell phones touting up to 12 megapixel images, the number of images created daily is somewhat staggering. I have eagerly watched this market because I have always felt there were numerous other applications for such displays. The way we work and share information is changing and the amount of information available to us at any one time can also be overwhelming. There must be a better way to have data available to us than dozens of widgets on our desktop. For many things, I wish the information was pushed to my location and presented for my consumption rather than having to farm it from some web site or application.

Triggered from my telephony background, I always envisioned a digital picture frame sitting on my desk with my favorite pictures displayed. If the phone rang, that display could change to show the caller-id of the person calling as well as any other contact information that is so desired. Likewise, the picture doesn't have to display a picture. It can be a digital clock, the output of a security camera, or the contents of an RSS feed.

Well this can't happen with a picture frame that can only be downloaded from a memory card. That is why I took special note when Kodak introduced their Wi-Fi Digital Picture Frames. Since then, Sony has introduced USB ports on theirs and support the download of new images to the displays via Bluetooth. Starling has also introduced Wi-Fi enabled picture frames which can be directly emailed. While Intel and AMD are scrambling on chips for new laptops, I hope they think about chips to drive smart digital displays. Because I think they are going to pop up everywhere and in numbers which will dwarf the number of laptops produced. A consumer can have multiple displays. They can be on your desk at work, your desk at home, your night stand, your kids night stands, and on the kitchen counter. They can be your phone, your security entry panel, and your smart home controller. The commercial, industrial and security applications are also perfect for such platforms – especially when one integrates a camera into the body of the device. It is all about packaging, memory, processing, and I/O – and of course price. I would love to see all of them with an Intel IA processor in them. The possibilities of running embedded windows or Linux opens up thousands of applications.

In a future office scenario, one can envision large smart displays on the walls. During the day, pertinent business information can be displayed. During formal meeting with outside companies, photos can be displayed. And overnight, the units can be shut down to conserve on power. Whether in a home, a business, an airport, a factory or a car, smart displays will play an increasing role in our lives. Though the price point is likely a little steep, we have already seen the creation of Intel Atom based displays and phones. These have been recently introduced by [OpenPeak](#). Various articles on the web are

suggesting that these phones will be highly subsidized by carriers. One could also speculate from Intel's heavy pursuit of WiMax that one of these future Atom based phones could be WiMax enabled. We will all have to wait and see.