

# Chip 'Intel 300' is coming, Pentium, Celeron brands become a thing of the past?

Back in September 2022, Intel suddenly announced that the company would kill the famous 'Pentium' and 'Celeron' brands for mobile processors for laptops and devices compact ultrabook by 2023.

This is an important part of the company's plan to simplify the distribution of the final product.

As planned, this move has taken effect because since the beginning of the year, Intel has not launched any new Pentium and Celeron SKUs for laptop and notebook devices in the market. The desktop CPU segment still has some new models launched under the Pentium and Celeron brands, at least until the 12th generation Alder Lake series.

However, this could also change soon because Intel seems to be planning to completely kill the Pentium and Celeron brands. As revealed by technology leaker chi11edog. Intel is said to be actively working on preparing to launch a new "Intel 300" brand for its dual-core processor product line, ie to replace the current Pentium and Celeron brands.

**chiffeddog** @g01d3nm4ng0

14th Gen "Intel 300" processor will be out in Q3 2023.  
 Specs: 2 cores (2P+0E)/4 threads, 6MB L3 cache, P-core base frequency 3.9GHz, 46W. 🤔🤔🤔

"Intel 300", the new naming convention, is the successor to Pentium Gold G7400.

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 So it's like Intel Processor, only without the Processor 🤔

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 Dang it. I thought those 2 core 4 thread days are behind us.

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 Intel7 vs Intel300. Poor naming

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 Who's gonna buy that 🤔🤔

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 So they're not even bothering to put "S" or "T" before the name to make it sound like the others (eg. Intel U300)

It's just "Intel 300"

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Regarding dual cores, recent rumors also suggest that it will be two high-performance cores (P - Performance cores) with no power-saving cores (E -Efficiency cores). The P cores will have hyperthreading (SMT or concurrent multithreading) for a total of four threads. This P-core has a base clock of 3.9GHz in the 46W power range.

In general, the change in nature is only in the brand name. Intel will continue with its trend of not offering any E cores on its low-end desktop chips, something that doesn't apply to the company's mobile chips. For example, while the Pentium Gold G7400 is a 2P+0E core part, the Pentium Gold G8500 mobile processor is based on a 1P+4E configuration.

Perhaps Intel feels like the 'hybrid' design doesn't make sense for such low core count chips, at least on desktops. Recently, some tests have shown that models using Intel's hybrid core architecture are not as flexible and responsive as some older designs.

Intel started to introduce the first CPU line in 1971. Since then, Intel has released many different CPU lines with countless upgrades to better meet the changing needs of the market. In particular, "Pentium" and "Celeron" are two prominent names that contribute to the success that Intel has.

The Pentium brand was first introduced in 1993, and Celeron followed it five years later - in 1998. Although both of these processor lines are associated with today's entry-level products, the Pentium in the past sometimes gave quite high performance, and was Intel's mainstream product at least until the Core CPU line came out in 2006.

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