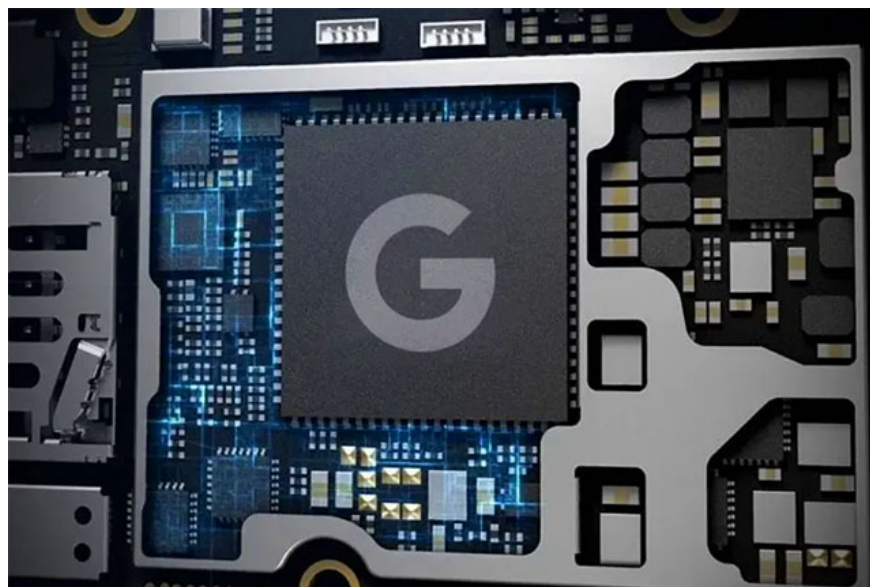


Google is making its own 5nm mobile chips, do Qualcomm and Apple need to worry?

What Google is about with its own processor development project is embracing an approach that can bring about the same success as Apple.

Google has been involved in the smartphone market for a long time, and its products have gradually become better over the years. But Google has never been as successful as Samsung, Apple or even Chinese manufacturers such as Huawei and Xiaomi, despite not lacking financial resources, and also holding the most popular smartphone operating system. World: Android.

Google needs to do more than that, and besides continuing to upgrade the design, adding features, they also need to own a processor chip of their own to hold all the core components of one. phone, similar to Apple with iPhone. According to a new report, Google has made great progress in this project, with the (internal) launch of a new mobile processor chip called Whitechapel, which is based on a collaborative 5nm process. with a Samsung chain.



The new chip will bring success to Google

Clearly, what Google aims at with its own processor development project is to embrace an approach that can bring about the same success as Apple with the Bionic chip. At that point, Google's Pixel-powered Pixel chips could become a rival to the iPhone, and the rest of the Android world, simply because it would give them more control over performance. and compatibility between processor and operating system.

Besides, Google's investment in developing its own chip is also 'bad news' with Qualcomm. The mobile chip maker not only lost one customer, it also had a formidable competitor in the mobile chip market.

Google's Whitechapel chip project is progressing faster than expected, and the chip is likely to soon be available on Pixel models in the near future, while also being fully integrated with advanced processing capabilities. related to artificial intelligence as well as machine learning - factors that help create a competitive advantage for Pixel models on the market.

Google wants to spend more time conducting internal testing, so the next-generation Pixel model expected to launch later this year almost certainly won't be able to use this new processor yet. However, the Pixel model launched in late 2021 is entirely possible, if all goes well with Google.

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