

## Intel Launches AppUp to Play Catch-Up

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Intel launches its own app store to help developers validate and distribute consumer software for devices built on Intel processors, whether they're smartphones, netbooks or tablet computers.

Renée James, senior VP/GM Intel Software and Services Group, says the store will distribute free and paid applications... from gaming to productivity-for-netbooks.

Intel will take a 30% cut of the revenues from app sales. Consumers will have a 24-hour test period before paying for an app.

James announced deals with Best Buy, Dixons and India's Croma to put Intel's AppUp service on netbooks sold through their outlets. Asus will put its own version of AppUp on its netbooks in October.

Adobe Flash Platform Services, spurned by Apple recently, signed up 300 publishers for Intel and 100 already completed apps for the new Apps Up outlet.

Apple's mobile devices may rely on ARM but Intel is going for a whole handful of Apps here...

Bear in mind Intel's JV with Nokia to create MeeGo, mobile Linux... The first tablet using MeeGo, from Berlin the WeTab was launched this month.