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TECHNOLOGY

Intel CEO Sees PC Unit Sales Rising This Year

By JAMES DETAR, INVESTOR'S BUSINESS DAILY

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Sales of PCs this year could be better than most people think.

Chipmaker Intel's ([INTC](#)) chief executive, Paul Otellini, said Tuesday that PC sales — Intel's bread and butter — will likely rise, not fall as many expect. Intel sells about 80% of all PC processors.

"I think the market is poised for resurgence," Otellini said. "My bet is this year we will see units (sold) flat to slightly up."

He made the comments Tuesday at the annual Intel Developer Forum in San Francisco.

Last year, Dell ([DELL](#)), Hewlett-Packard ([HPQ](#)) and other computer makers sold nearly 300,000 PCs.

Otellini says he's surprised PC sales are set to grow this year, given the worst recession in decades.

Semico chip analyst Tony Massimini agrees that sales will rebound this year. Earlier this year, as the economy hit bottom, PC makers throttled back on production. Now they're playing catch-up, he says.

"They're going to go nuts trying to fill the (distribution) pipeline in the second half of this year," Massimini said.

Semico forecasts PC sales will rise 8.7% this year to 287 million units and jump an additional 16% in 2010 to 333 million.

Otellini also fielded questions about a report Monday from the European Union. The EU said Intel engages in unfair tactics, mainly against archrival Advanced Micro Devices ([AMD](#)).

Asked whether Intel has ever tried to keep customers from doing business with rivals, Otellini said, "No. We don't do exclusive deals. When our side (of the dispute) comes out, you will see that. I fully expect Intel to be exonerated when all the facts come out."

He said legal issues prevent him from talking more about the case.