In a sign of an industry in flux Intel cancels the long-running Intel Developer Forum (IDF) tradeshow, including this summer's IDF17, in order to make way for an "evolved" event mix.



"Intel has evolved its event portfolio and decided to retire the IDF program moving forward," a statement on the IDF17 event website reads. "Thank you for nearly 20 great years with the Intel Developer Forum! Intel has a number of resources available on intel.com, including a Resource and Design Center with documentation, software, and tools for designers, engineers, and developers."

Chipzilla had already cancelled this year's China IDF, but the San Francisco event was expected to happen, if with a "new format." After all IDF is an industry mainstay, having hosted major Intel product launches such as Skylake and Kaby Lake CPUs, Optane storage and Omni-Path networking fabric. Then again the cancellation is not that surprising, seeing how all big vendors have moved way from major events (such as CES or Macworld) to smaller announcements held throughout the year.

Intel confirms this shift to AanandTech, telling the news site it needs "new ways to communicate with the audience (media, developers and companies) and the ecosystem with targeted events." One has to keep in mind Intel's interests have moved beyond the PC to topics as varied as AI, FPGAs, Optane, IoT, wireless communications and automobiles, and as such it will "split its message across several different areas."

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