



AMD Athlon™ Processor

You Have the Power to Sell the AMD Athlon™ Processor!

We want to make it as easy as possible for you to sell AMD products. Below are the key benefits and features of the AMD Athlon™ processor. Use these selling points to educate your customers and demonstrate the benefits of purchasing an AMD Athlon processor-based system.

Offer Your Customers the Most Advanced x86 Technology

Sell the Performance

- At its introduction, the AMD Athlon processor set a new performance standard in personal computing and continues to enable leading-edge performance for cutting-edge applications.
- True seventh-generation features include a 266MHz or 200MHz system bus and 384K total (128K L1 + 256K L2) full-speed, on-die cache, the largest amount available in processors today.*
- The AMD Athlon processor runs at clock speeds of 1400MHz, 1330MHz, 1300MHz, 1200MHz, 1130MHz, 1100MHz, 1000MHz, 950MHz, and 900MHz

Offer Your Customers the Ability to Run the Most Demanding Applications

Sell the Most Productive Multimedia Experience in an x86 Platform

- The AMD Athlon processor features three out-of-order, superscalar floating point units, the most floating point pipelines in the PC industry.
- For customers needing fast rendering of high-resolution graphics and video, the AMD Athlon processor provides a powerful solution.
- AMD Athlon processors feature 3DNow!™ Professional technology, which includes 52 new instructions to the existing enhanced

3DNow! technology. These additional instructions improve MMX™ integer math calculations, Internet streaming applications, and audio applications such as Dolby Digital and MP3.

- The AMD Athlon processor supports Double Data Rate (DDR) memory—an evolutionary new technology that doubles data throughput to the processor. This solution offers significant performance gains on memory-intensive applications without greatly increasing costs.

** Not all AMD Athlon processors are available with 266MHz system buses. While all AMD Athlon processors currently being manufactured by AMD feature 256K of full-speed, on-die L2 cache memory, previous versions, without on-die L2 cache, may still be commercially available in some computer systems.*

Offer Your Customers True Seventh-Generation Processing

Sell the Longevity of the Investment

- For customers looking for long-term investment protection, the AMD Athlon processor delivers next-generation features—allowing their investment to last.
- High clock speeds and seventh-generation architecture allow the purchaser to be prepared for emerging technologies or future innovations in PC software.

Sell Yourself!

- Separate yourself from the competition by being knowledgeable and proactive.
- Emphasize your ability to offer your customers the absolute latest technology.
- Recommend complementary software and hardware.

Sell the Best!

- Check out the amazing benchmarks. This is truly a new generation in processing power.



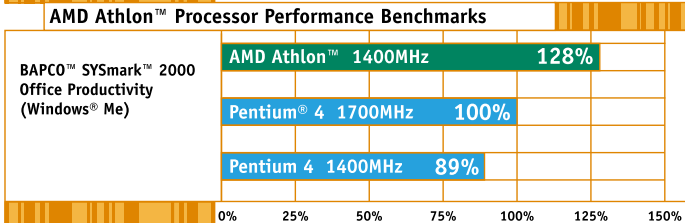
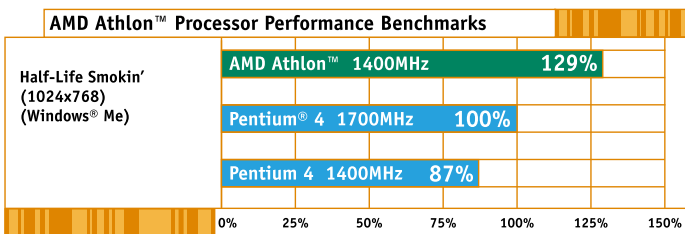
About AMD

AMD is a global supplier of integrated circuits for the personal and networked computer and communications markets with manufacturing facilities in the United States, Europe, and Asia. AMD produces microprocessors, flash memory devices, and support circuitry for communications and networking applications. Founded in 1969 and based in Sunnyvale, California, AMD had revenues of \$4.6 billion in 2000 (NYSE: AMD).

AMD Athlon™ Processor—Technical Features and Innovations

- The industry's first nine-issue, fully-pipelined superscalar x86 processor microarchitecture designed for high clock frequencies
- Multiple parallel x86 instruction decoders
- Three out-of-order, fully-pipelined superscalar floating point execution units, which execute all x87 (floating point), MMX, and 3DNow! instructions
- Three out-of-order, pipelined superscalar integer units
- Three out-of-order, pipelined superscalar address calculation units
- 72-entry instruction control unit
- Advanced dynamic branch prediction
- 3DNow! Professional technology with 52 new instructions added to 45 original instructions to improve integer math calculations for speech, video encoding, and data movement of Internet plug-ins and other streaming applications
- Chipset infrastructure which supports DDR memory, doubling the amount of data throughput to the processor
- 266MHz or 200MHz system bus enabling leading-edge system bandwidth for data movement-intensive applications
- High-performance cache architecture featuring 128K of L1 cache and 256K of integrated on-chip L2 cache for a total of 384K of full-speed, on-chip cache.

New Benchmarks



Benchmark System Configuration:

Windows® Me - No Service Packs or updates installed.

AMD Athlon™ processor-based system: Hardware: Motherboard: Gigabyte 7DX (Board Rev. 4.0, BIOS version F2ha), Chipset: AMD-760™ Chipset, Memory: PC2100 CAS-2 (DDR SDRAM), Qty (2), 128MB DIMM Modules (256MB total), Hard Drive: IBM Deskstar 30.7GB UDMA 100 (Model DTLA-307030), Network Card: Allied Telesyn AT2700TX PCI 10/100, Sound Card: Creative Labs SoundBlaster Live!, Video Card: Leadtek Winfast GeForce2 Ultra 64MB DDR memory. Drivers: AGP Miniport: Windows® Me - provided by operating system, EIDE Drivers: Windows Me - Via Bus Mastering v2.1.50.1 (provided by chipset vendor), Network Card: Windows Me - driver provided by operating system, Sound Card: Windows Me - emu10k1.vxd v4.11.01.0711 - provided by vendor Creative Labs, Video Card: v4.12.01.0650 - provided by vendor nVidia.

Pentium® 4 processor-based system: Hardware: Motherboard: Intel D850GB (i850 chipset, BIOS version GB85010A.86A.0058.P12 1.23 MB 13 Apr. 2001), Memory: PC800 (RDRAM®), Qty. 2, 128MB RIMM Modules (256MB total), Hard Drive: IBM Deskstar 30.7GB UDMA 100 (Model DTLA-307030), Network Card: Allied Telesyn AT-2700TX, GB85010A.86A.0058.P12.0104021715, Sound Card: Creative Labs SoundBlaster Live!, Video Card: Leadtek Winfast GeForce2 Ultra 64MB DDR memory. Drivers: AGP Miniport: Installed from CD provided with motherboard (version information not available), EIDE Drivers: Intel 82801BA ICH2 6.10.011 2.52 MB 19 Apr. 2001 (DMA enabled in Device Manager), Network Card: Windows Me - driver provided by operating system, Sound Card: Windows Me - driver provided by operating system, Video Card: nVidia Detonator version 6.50, INF Driver: Intel 82801BA ICH2 2.60.001 1.63 MB 13 Nov. 2000.



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