

# The Better By Design Program

Think about what you wanted from a PC five years ago. Light years away from what you expect today, right? Over time, as the capabilities and possibilities have grown you need more performance from your PC to match your digital lifestyle. And now, the advent of Microsoft Windows Vista™ promises to break through to a whole new level of computing experience.

An experience with the power to create and share rich content, whether for business collaboration or personal bragging rights. Faster information processing and exciting new features. A compelling visual experience that not only looks stunning, but actually makes it easier to find the applications and files you use on your PC.

Driven by AMD and other technology leaders, the Better by Design program is designed to deliver the performance you need for the ultimate Windows Vista experience. Through the program, AMD and technology partners like NVIDIA, Broadcom, Atheros, and Airgo are working together to provide superior technologies to PC manufacturers and to enable a better PC experience.

PCs that are part of the Better by Design program go further to meet the demands of today's and tomorrow's digital lifestyle. These systems feature superior technologies, including ATI Radeon™ or NVIDIA GeForce™ graphics and high performance wireless from Broadcom, Atheros, or Airgo all at a price that makes sense.

## Looking for the best experience you can get from a PC?

- smooth streaming for both audio and video content
- life-like gaming that immerses you in amazing new worlds
- better ways to organize and manipulate digital photography
- mobility that lets you take it all with you, anywhere, and share it with friends, family, or co-workers



Simply put, you want PCs that are better by design. AMD helps make that a reality.

Look for the Better by Design label, and you'll know you're looking at a system capable of the performance you expect for a richer Windows Vista™ experience.

To learn more about the Better by Design program, contact an AMD representative or visit [www.amd.com/betterbydesign](http://www.amd.com/betterbydesign)



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## Designed to offer the best in computing



Superior technologies  
Better performance  
Greater value



# What does Better by Design mean?

## TO CONSUMERS

A program driven by AMD with other technology leaders designed to enable the ultimate Windows Vista™ experience\*

### PC technologies designed to perform better, together

- Superior dual-core technology; graphics with up to 29% better 3D performance and superior video resolution; wireless downloads almost 5x faster with 3x the range from today's leading PC manufacturers
- Outstanding digital experience in the world of video, gaming, music, and more
- Built for the rich visual capabilities and incredible power of Windows Vista

### PCs designed with superior technologies

- Processor and graphics optimized for Windows Vista\*; leading-edge wireless technologies
- Backed by industry leaders, featuring graphics solutions from ATI and NVIDIA and wireless networking from Broadcom, Atheros, and Airgo
- Made possible by AMD's strategy of open competition for true innovation

### PCs designed to give you more

- The right technologies at the right price for a better PC
- Providing premium features in a variety of computing systems
- Designed to make AMD-based systems an outstanding choice at any price

## TO BUSINESSES

A program driven by AMD and its leading technology partners designed to help today's businesses meet the increasing demands of competition

### Business systems designed with superior technologies from industry leaders

- Compatible with today's available Microsoft operating systems and leading business applications
- Featuring reliable, industry-proven AMD64 dual-core microprocessors, graphics solutions from ATI and NVIDIA and superior wireless networking from Broadcom, Atheros, and Airgo
- Robust platforms based on open industry standards, optimized to power superior client PC solutions

### Systems designed to deliver better performance, even to the most demanding users

- Superior dual-core technology, graphics with up to 29% better resolution
- Wireless networking with almost 5x faster downloads and 3x the range

### Systems designed around premium-brand technologies without premium costs

- Technologies resulting from a competitive market to deliver more business value for every IT budget dollar
- Reduced complexity through an industry-recognized 15-month stable image platform program
- To decrease downtime through processor-level security with Enhanced Virus Protection\*\* and Windows Vista support

## AMD Products and Platforms

Now buyers of PCs—both desktops and notebooks—can realize the benefits of leading-edge PC performance in the areas that make the greatest difference to your experience: processor and graphics, and wireless in notebooks.



With **AMD Turion™ 64 X2 dual-core mobile technology** and the Better by Design program, consumers get superior graphics and wireless technology in today's latest thin and light notebook designs. Long battery life lets you enjoy all the greatest digital media, gaming, and powerful multi-tasking, even on the go. For businesses on the move, the leading-edge AMD64 dual-core performance, long battery life, and compatibility with today's demanding wireless technologies make AMD-based notebook PCs a smarter IT investment.



With **AMD LIVE!™ PCs** and the Better by Design program, users enjoy the best graphics and wireless technologies in digital media center PCs, the center of today's digital media smart homes. AMD LIVE! PCs are specifically designed with enhanced performance and features for enjoying and sharing digital photos, movies, shows, videos, and music—anywhere in your house or on the go with AMD LIVE!™ Notebook PCs.



**AMD Athlon™ 64 X2 dual-core processors** and the Better by Design program offer outstanding dual-core performance, superior integrated graphics solutions, and available dual graphics capabilities with technology from ATI or NVIDIA, optimized for life-like gaming, crystal-clear digital media, and serious multi-tasking.



The **AMD Quad FX** Platform with Dual Socket Direct Connect Architecture combined with NVIDIA SLI technology is the ultimate Better by Design platform for PC enthusiasts, redefining performance for extreme gaming, mega-tasking and professional level digital media content creation. The Quad FX Platform using AMD Athlon™ 64 FX processors is the first enthusiast platform to feature Dual Socket Direct Connect Architecture for two processors and a total of four processing cores with a planned path for seamless upgradeability to a total of eight processing cores when AMD quad-core processors become available.

## Leading the Way to Better Choices

As a leader in the industry, AMD has developed an open platform strategy that drives collaboration and competition among the leading technology companies around the world. This strategy has resulted in superior technologies, better choices for PC manufacturers, outstanding experiences for end-users, and leading-edge PC performance all at a greater value. The Better by Design program makes it easy for PC buyers to find these PCs and make a smarter purchase.

\*Requires Windows Vista™ Premium Ready PC configurations

\*\* Enhanced Virus Protection (EVP) is only enabled by certain operating systems including the current versions of Microsoft Windows®, Linux®, Solaris and BSD Unix. After properly installing the appropriate operating system release, users must enable the protection of their applications and associated files from buffer overrun attacks. Consult your OS documentation for information on enabling EVP. Contact your application software vendor for information regarding use of the application in conjunction with EVP. AMD strongly recommends that users continue to use third party anti-virus software as part of their security strategy.