



## AMD: Powering the Future of Computing

### Bringing Affordable Computing to People Around the World

- In the late '90s, created the AMD-K6<sup>®</sup> microprocessor family, which helped drive costs down to the first sub \$1,000 PC and enable a whole new market segment — PCs affordable for everyday people and families. AMD's aim: To offer the highest performance and lowest cost solution for to everyone.
- Launched the "50x15" initiative at the 2004 World Economic Forum Annual Meeting, a bold commitment to empower 50% of the world's population with basic Internet access by the year 2015. AMD's efforts center around the Personal Internet Communicator (PIC), a new category of computing device developed specifically for emerging markets.
- Partnering with MIT Media lab chairman Nicholas Negroponte on the development of the world's first \$100 laptop.

### Creating the Most Powerful Computing Solutions

- 55 percent of the top 100 global companies or their affiliates as ranked by the Forbes Global 2000 rely on AMD64 processor-based systems to run enterprise applications.
- AMD Opteron processors power Cray, Inc. & Sandia National Labs' \$90 million supercomputer, "Red Storm," used to monitor the U.S.' nuclear stockpile.
- The world's foremost digital artists and pop culture shapers are using AMD64 technology to realize projects like *Star Wars: Episode III, Revenge of the Sith*, DreamWorks' *Madagascar*, *Sin City*, Eric Clapton's Crossroads Guitar Festival DVD, Ubisoft's *Far Cry* game, and many others. By providing a balance between production power and artistic inspiration, AMD64 technology is revolutionizing the way movies, music and games are created.
- DreamWorks Animation SKG, a leading innovator in computer-generated filmmaking, selects AMD as its Preferred Processor Provider. As the Preferred Processor Provider for DreamWorks Animation, AMD will provide the AMD Opteron processor with Direct Connect Architecture for DreamWorks Animation's next-generation enterprise servers, workstations, render farm nodes, enterprise desktops and enterprise laptops.
- AMD is the official sponsor and technology partner to Michael Schumacher and the Scudiera Ferrari Formula One team, as well as the official technology sponsor of six-time Tour de France winner Lance Armstrong and his Discovery Channel Pro Cycling team. Both teams are the best in the world at their sport.
- AMD Athlon™ 64 microprocessors offer the world's highest PC performance for gamers and tech-savvy enthusiasts. Athlon 64 processor was named *Microprocessor Report's* Desktop PC Processor of the Year in 2004. Leading gaming magazine *Computer Gaming World* named the AMD Athlon 64 FX-55 processor as the "Best Hardware of 2004," the second year in a row AMD has won this award.
- First to present and demonstrate an x86 multi core strategy, the innovative design that enables advanced multi-tasking capabilities and outstanding multimedia performance. For example, users will be able to burn CDs or DVDs, while simultaneously unzipping compressed files, and encoding high-resolution videos, all while running robust security applications in the background.
- First to break the historic 1GHz speed barrier with the AMD Athlon processor.

### Forging the Pathway to Better, More Innovative Computing

- Dual-core AMD Opteron™ microprocessors offer a lower total cost of ownership and seamless migration path from today's generation of 32-bit computers to pervasive next-generation processing power.
- Because AMD64 technology with Direct Connect Architecture was designed from the ground up for multi-core computing, it delivers the higher performance of a dual-core processor but with the same power usage as a 90nm single-core processor. Furthermore, the transition to dual-core computing with AMD64 technology only requires a processor swap and a BIOS upgrade.

- AMD Direct Connect Architecture unifies the processor, memory and input/output functions to eliminate performance bottlenecks common to non-AMD processors, dramatically improving overall efficiency.
- AMD Cool'n'Quiet™ technology, the industry's first power management solution for desktop PCs, reduces power consumption and system noise on PCs. The U.S. EPA awarded AMD an Energy Star certification to Cool'n'Quiet technology for advancing computer energy efficiency.
- AMD PowerNow!™ technology first allowed customers to deliver cooler, quieter-running notebook systems with extended system battery life.
- AMD hardware-enabled virus protection paved the way for a more secure Microsoft Windows XP computing environment.
- Introduced the industry's first processor with an integrated memory controller built into the chip, processing information faster and more efficiently than competing designs and greatly improving performance.
- Launching the energy-efficient AMD Turion™ 64 mobile chip for ultra-light notebook PCs in the first half of 2005 based on the unique hybrid 32/64-bit AMD64 architecture.
- Announced several new AMD Opteron processors for servers in 2005

## **AMD: Widely Recognized as a Global Industry Leader**

### **Bringing Affordable Computing to People Around the World**

*"Competition from AMD has reversed the trend of rising prices and stagnant innovation that characterize a controlled market. AMD is responsible for \$500 desktops, \$1,200 rack servers, and multigigahertz mainstream microprocessors ..."*

– InfoWorld (August 27, 2004)

*"AMD is about to become the first company to launch a major product aimed at bridging the "digital divide" between rich and poor... [AMD CEO Hector] Ruiz hopes people in remote villages all over the world will turn to it for help with education as well as agricultural and health-care information—and of course entertainment... Says Microsoft senior executive Craig Mundie: "This is a serious attempt to help things happen in emerging markets, particularly for the rural poor."*

– Fortune (November 1, 2004)

### **Creating the Most Powerful Computing Solutions**

*"Intel's claim of technological parity with AMD is an easily penetrated smoke screen."*

– InfoWorld (April 21, 2005)

*"AMD...was first to champion a memory technology called DDR, for double-data rate, that is now widely used. Its first Opteron systems, delivered two years ago, were the first x86 chips to crunch 64 bits of data at a time, which allows chips to tap into more memory than earlier 32-bit chips. Intel has followed both moves."*

– The Wall Street Journal (April 21, 2005)

*"AMD says its processors have been designed from the beginning with dual-core capabilities in-mind, which should result in massive performance gains. It argues that Intel rushed out dual-core chips that are jerry-rigged single core processors."*

– BusinessWeek (April 19, 2005)

*"Almost overnight, AMD has become a major supplier of chips in the high-priced and high-margin world of servers, the big machines that power the Internet and corporate networks. In a grudging acknowledgment of AMD's prowess, Intel this year changed its technology strategy to copy the design of AMD's hot new server chip ... "*

– *Fortune* (October 18, 2004)

*"[AMD's] striking success raises the possibility of a profound shift in the technology industry...And since microprocessors are the brains of all things digital, the benefits could spread to everything from computers to flat-panel televisions ..."*

– *BusinessWeek* (Sept. 20, 2004)

## **Forging the Pathway to Better, More Innovative Computing**

*"AMD's [dual-core] approach will let server makers switch from their current single-core chips without paying additional costs for new motherboard and chipsets. That could tip the balance for spendthrift businesses."*

– *BusinessWeek* (April 19, 2005)

*"For the first time in the company's history, AMD wields a potent weapon ... the company took the wraps off the world's first industry-standard chip that can process data in chunks of either 64 bits or 32 bits at a time, without any performance trade-offs. The chips, dubbed Opteron for servers and AMD Athlon64 for high-end PCs, offer the cheapest possible path to the next level of high-performance computing."*

– *BusinessWeek* (September 20, 2004)

*"AMD's debut [of the Athlon 64] is arguably the biggest processor development in roughly 10 years, when the industry first moved from 16- to 32-bit architecture."*

– *CNN Money* (Sept. 29, 2003)

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