

**HECTOR RUIZ**  
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Good morning. On behalf of AMD, I would like to welcome you to the 15th World Congress on Information Technology.

Since its inception, the IT industry has undergone spectacular growth and fueled tremendous productivity gains worldwide. In fact, it's safe to say that - in the last two decades – our community has been responsible for more economic growth and wealth creation than any other sector of the economy.

We have made great strides toward empowering people to lead more informed, inspired and productive lives.

It is now time to re-orient our focus. To step into the role we have earned for ourselves.

IT has proven it has a brain; now it is time to show the world it has a heart.

Two years ago, I spoke at the launch event for this Congress. At that time, I said one of my chief responsibilities as the CEO of a global technology company was to help make the world a better place.

The technology is there to do more than fuel productivity gains - but to achieve this loftier goal, we must turn our attention toward solving the world's most pressing problems.

Technology, incredible as it is, can only come alive in human hands. We need to find ways to equip more people to use the incredible power of technology to:

- Help patients become active participants in their own healthcare...
- Better manage the world's limited resources...
- And unify the globe through digital inclusion

There are people that tell me we can't afford to be socially responsible and maintain corporate profitability. I say to that - we can't afford not to.

Allow me to give you a few examples – starting with healthcare.

Inefficiencies abound in our healthcare system, from excessively long hospital stays resulting from poor scheduling, to improper drug utilization.

According to the RAND Corporation, a very well-known think tank, these inefficiencies represent a potential annual savings of \$77 billion or more in the U.S. alone...a staggering amount of money.

Imagine what 77 billion dollars could do if it were directed toward reducing healthcare costs and making healthcare available to more people. Or if that money was applied toward basic research for curing the world's most devastating and deadly ailments.

Like cancer.

The World Health Organization estimates that the incidence of new cancer cases may rise 50% by the year 2020. We will be facing 15 million new cases a year globally.

To understand more about the growing problem of dealing with cancer, AMD recently commissioned a study of oncology physicians, nurses and patients to learn how technology can be better employed to help.

Among the findings, we learned that even the basic needs of people diagnosed with this terrible condition are not being met ... for example...

- 82% of patients and caregivers desired basic Internet access at hospitals and clinics – just to research treatment options or gather second opinions.
- Sadly, we also found that only 4% of patients and caregivers had Internet access at those venues.
- Once they have Internet access, a full 57% of patients feel overwhelmed by the amount of cancer-related information they find there ...
- and 70% of patients are looking for tools to help them decipher the information.

It may not surprise many of you that something as simple as Internet access could be so fundamental in empowering patients to better manage their treatment... but still, the gap between what this community needs and what they are getting is large.

To help bridge this gap, AMD is collaborating with the Lance Armstrong Foundation to harness the power of technology to reduce and help eliminate suffering and death associated with cancer.

AMD is forming a team of leading technology partners to pool our collective resources and provide:

- Better access to technology in hospitals and treatment centers

- Better information management and seamless communication through standardized forms and records
- And better online support networks for patients, survivors, doctors and researchers

As part of AMD's collaboration with the L.A.F. and Lance, AMD will seed technology solutions into the Foundation's LIVESTRONG Survivorship Center of Excellence Network. In doing so, we hope to better understand the role that technology can fulfill in helping people living with cancer to "live strong."

Huge opportunities exist for our industry to assume a leadership role and to put technology to work to educate patients. Educated patients are empowered patients. And empowered patients are healthier patients -- with much better chances for survival.

By making smarter choices, we can immediately improve the quality of life for cancer patients, accelerate medical research and advance the available treatment options. And, as Lance is fond of saying, in our lifetime, we can find a cure.

One only has to scan the headlines to identify another area where technology can be used more meaningfully.

Our industry has often been chastised for contributing to the decline of the global environment through electronics waste and excessive energy consumption. And how can we argue?

In the 1990's, datacenters were designed to consume 40 Watts of power per square foot. If left unchecked, by 2010 that data center would consume 500 Watts of power per square foot.

The largest datacenters today consume nearly as much energy as a town or small

city.

In California alone, the state's data centers are estimated to consume as much as 375 MegaWatts – that's MegaWatts - of power – the equivalent of more than 5,200 barrels of oil per day.

Clearly this growth rate cannot be sustained.

Power inefficiencies are also rampant.

A recent survey determined that 1.4 kilowatts of power are wasted for every kilowatt of power consumed for computing activities in the data center.

By our calculations, we have wasted more than a billion dollars in energy costs since 2003 alone.

Datacenter operators know this problem is spiraling out of control... they know they have a role in fixing the issue ... but have lacked an outlet (no pun intended) to help them make a contribution.

To attack this problem, AMD recently helped launch something we call "The Green Grid."

The Green Grid is an open industry body that includes Sun Microsystems, HP, IBM, and our newest members, Rackable, Egenera, APC, and VMware. It is also supported by the U.S. E.P.A and Alliance to Save Energy, and more members are joining daily.

The goal of The Green Grid is to lower power consumption in datacenters. Group members plan to share and apply best practices in designing the most power-efficient solutions, from datacenter construction and design to computing technologies.

They will also focus on identifying new industry standards, energy metrics and rating systems for energy-efficient technology solutions.

And it is with great pleasure I am proud to welcome the newest member of the Green Grid – Dell. You'll be hearing more about Dell's participation from Michael Dell himself tomorrow.

The Green Grid is a shining example of how technology companies – many of whom compete day in and day out – can collaborate for the greater benefit of all. This is an independent, non-profit association that will be controlled by data center operators, not the sponsors. Any and all IT industry professionals with an interest in addressing global energy consumption issues are encouraged to join.

This effort will carry our industry well into the future, serving as the intersection for similar green initiatives and industry discussions.

You may wonder why we should invest our money and resources to address this problem. From a business perspective, it's the smart thing to do. When we focus on customers and develop innovative solutions tailored to their specific needs, they can grow their business. When our customers win, we win.

More important, from a global perspective, it's the right thing to do. Our global environment is a limited resource that requires protection.

No single company can do it alone. Together, we can stop global warming in the enterprise. The era of global cooling has begun.

Technology can have pragmatic, yet very far reaching impacts on issues such as healthcare and the environment ...Yet this is still only the tip of the iceberg in terms of what can be done.

I've always believed that many of the world's problems are rooted in ignorance, and education is the solution. To educate the world, we must connect the world.

Today, worldwide Internet penetration hovers around 15%. Two years ago, AMD launched its 50x15 initiative, with the goal to provide 50% of the world's population with affordable Internet access by the year 2015. In the brief time since its creation, 50x15 is changing lives around the globe.

It is important to remember that digital inclusion is an issue everywhere. The "developed" world is not exempt. Let me share a tale of two very different cities.

In a rural school district in South Africa with no existing IT infrastructure and irregular power, AMD helped build a learning lab powered by 38 low-cost Internet access devices designed to operate under rugged conditions.

This lab at the Diepsloot Combined School has opened up new avenues of learning and communication for students and teachers, and the effects are profound. The lab has rekindled students' interest in school and the world around them, prompting them to stay in school longer.

Halfway around the world, here in Austin Texas, is Garza High School. Garza is an academically rigorous school for students living with challenging personal circumstances. The Internet is not foreign to these students. They have knowledge and experience, but lack the tools required to improve their lives and education.

Using AMD-powered Internet access devices, Garza students are setting up an after school Internet café to enhance their learning and to pay back the community, becoming technology leads and mentors for community members who lack Internet skills and access.

These schools, different in so many respects, share the benefit of being led by remarkable principals with a passion for education and for connecting the world.

Through 50x15, these principals are now joining together.

I'm proud to say that both leaders are in the audience today ... Please join me in welcoming to the stage...Diepsloot Principal Veronica Kwabo and Garza Principal Vicki Baldwin.

Thank you both for joining us...We're excited about our future together.

The Diepsloot and Garza schools are great examples of how technology and simple Internet access can impact global education. But to truly flourish, we need scalable, replicable solutions. Like what they're doing in China...

In 2004, the Chinese government launched a massive effort called the Rural Remote Education Project. The program's goal is to connect all schools across the country to the Internet, with a particular focus in remote and underdeveloped areas.

The government pilot project aimed to connect 200,000 students in China's Heibei province to the Internet through the use of Dawning servers and Lenovo PCs, all powered by AMD. China's government was so impressed, it expanded the program dramatically.

Today, our partners have supplied 210,000 computers in schools in 18 provinces, and provided literally millions of students with computing capability and Internet access.

While digital inclusion in schools is a key plank of the 50x15 initiative, the results of the program will be far more diverse – from facilitating innovative e-commerce business ventures for businesses in emerging markets, to providing job training for ordinary citizens around the globe.

50 x15 is a monumental effort requiring collaboration and cooperation to flourish. True socioeconomic change cannot be attained in silos. It requires participation from profit, non-profit, & government entities - partners just like you.

AMD was excited to learn of Intel's announcement yesterday regarding emerging markets, as it demonstrates they have recognized the importance of digital inclusion to the future of our industry and the world, and the need for participation by all. We hope that Intel will join AMD and our partners to help execute the vision of 50x15 and connect our planet.

At the current pace, 50% of the world's population won't be connected until 2030. So we need to become catalysts for acceleration. 50x15 is digital inclusion with a deadline.

Take the spirit of 50x15 and make it your own. We know this works. Help us deploy the technology solutions that can change our world.

Our industry's ability to effect positive change is no longer merely a result of the powerful technology we create. We are global citizens accountable for our actions. It is time for technology to close the ever widening digital, economic and social divides. This requires us to do things differently.

- We must explore new business models to profitably foster long-term expansion.
- We must treat new markets differently from established markets.
- We must break down entrenched silos and expand critical avenues of communication within industries such as healthcare.
- And we must build broad networks of partnerships between businesses, governments and communities to tackle these issues.

We can be socially responsible and simultaneously profitable. We can do well by doing good.

You in this audience are uniquely capable of taking technology and revolutionizing our global economy. You are the most powerful medium we have to better our world.

The world is looking to us to help combat its problems. It is time for the technology industry to raise the bar on what it can accomplish. The technology is in place to help. It touches everyone around the globe. Now, it is our mission to ensure that it changes people's lives.

Thank you.