



# ***The 1.2GHz AMD Duron™ Processor for Desktop Systems***

***Press Presentation***

# *The 1.2GHz AMD Duron™ Processor*



- ❑ Today AMD announces the new 1.2GHz AMD Duron™ processor.
- ❑ AMD Duron processors enable performance for everyday computing for both business and home users.
- ❑ The balanced combination of features in the AMD Duron processor enables a rewarding Microsoft® Windows® XP experience.
- ❑ The AMD Duron processor includes innovative features to speed up and improve performance of digital photo, audio, and Internet applications.
- ❑ The AMD Duron processor is also available at 1.1 and 1.0GHz.

# ***Building on 30 years of AMD Innovation***



- ❑ Technology based upon AMD's award-winning AMD Athlon™ processor family**
- ❑ Offers an ideal combination of performance and features for the mainstream market**
- ❑ 2 of the top 5 selling retail systems in Japan are based on the AMD Duron processor\***
- ❑ The AMD Duron processor outsells Celeron in Western Europe\*\***

***\*Source: Survey conducted by Nikkei BP/GfK, sales week 32***

***\*\*Source: DataQuest 3Q01 statistics***

# *The Evolution of DDR Memory*



- ❑ In October 2000, AMD launched the world's first PC chipset supporting DDR memory. The Socket A infrastructure for DDR memory has matured and is available across a wide range of price points.
- ❑ Socket A DDR memory platforms give a substantial boost in performance for mainstream computing systems with no increase in cost
- ❑ A wide array of motherboards are available or are in development for PC chipsets supporting DDR memory, including the SiS735, the NVIDIA nForce, and the VIA KT-266A.

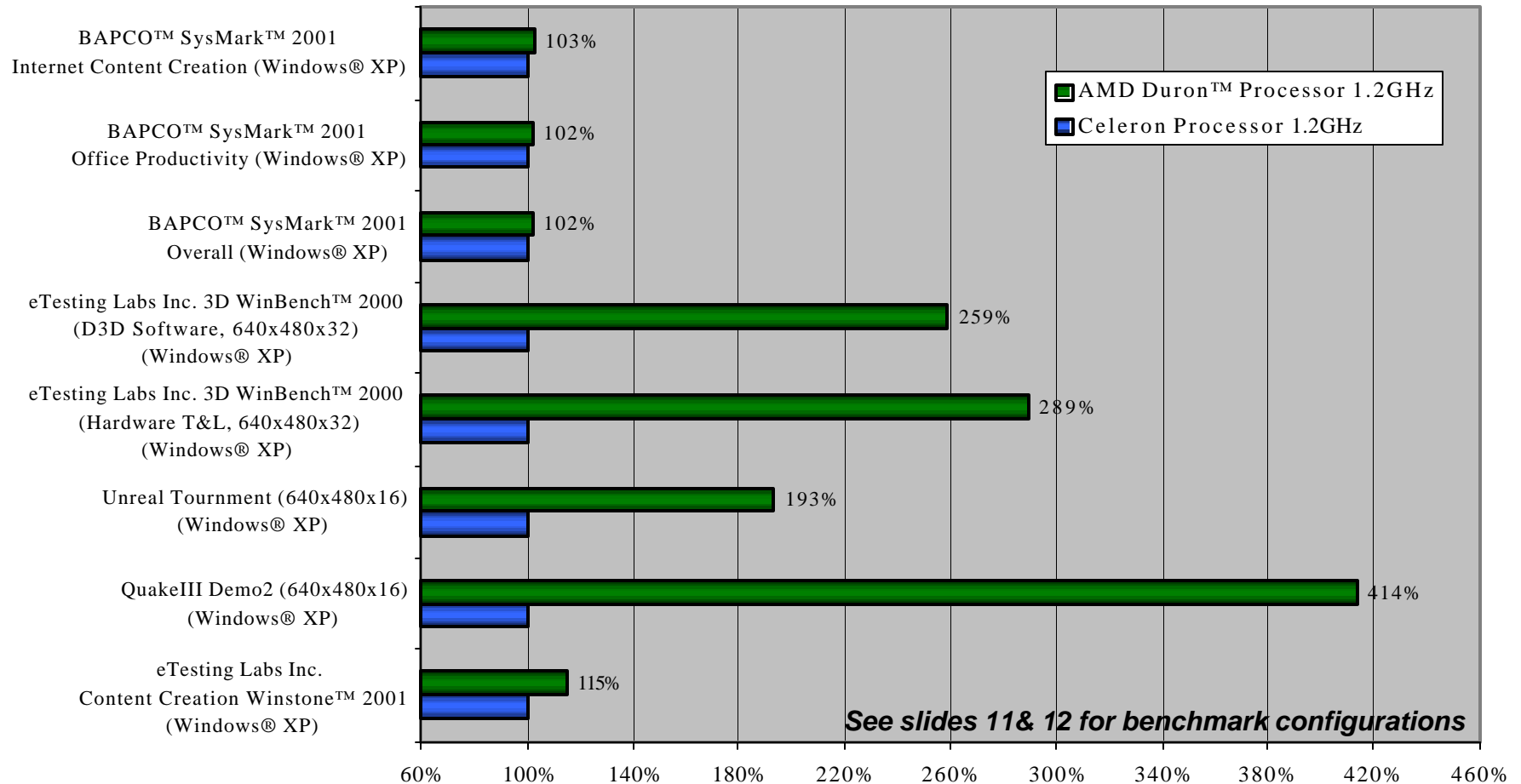


# ***The AMD Duron™ Processor: Performance for Everyday Computing***



- ❑ The AMD Duron™ processor enables outstanding performance for mainstream price points.
- ❑ An AMD Duron processor-based system with DDR memory and discrete graphics can be built for the same cost as a competitive solution with UMA graphics.
- ❑ A 1.2GHz AMD Duron processor-based system can substantially outperform a 1.2GHz Intel Celeron-based system at the same cost on 3D gaming benchmarks
- ❑ A 1.2GHz AMD Duron processor-based system with DDR memory outpaces a 1.4GHz Pentium® 4 processor-based system with SDRAM by up to 12 percent on software applications such as office productivity and digital media.

# 1.2GHz AMD Duron™ Processor vs. 1.2GHz Celeron Comparison of systems with similar costs

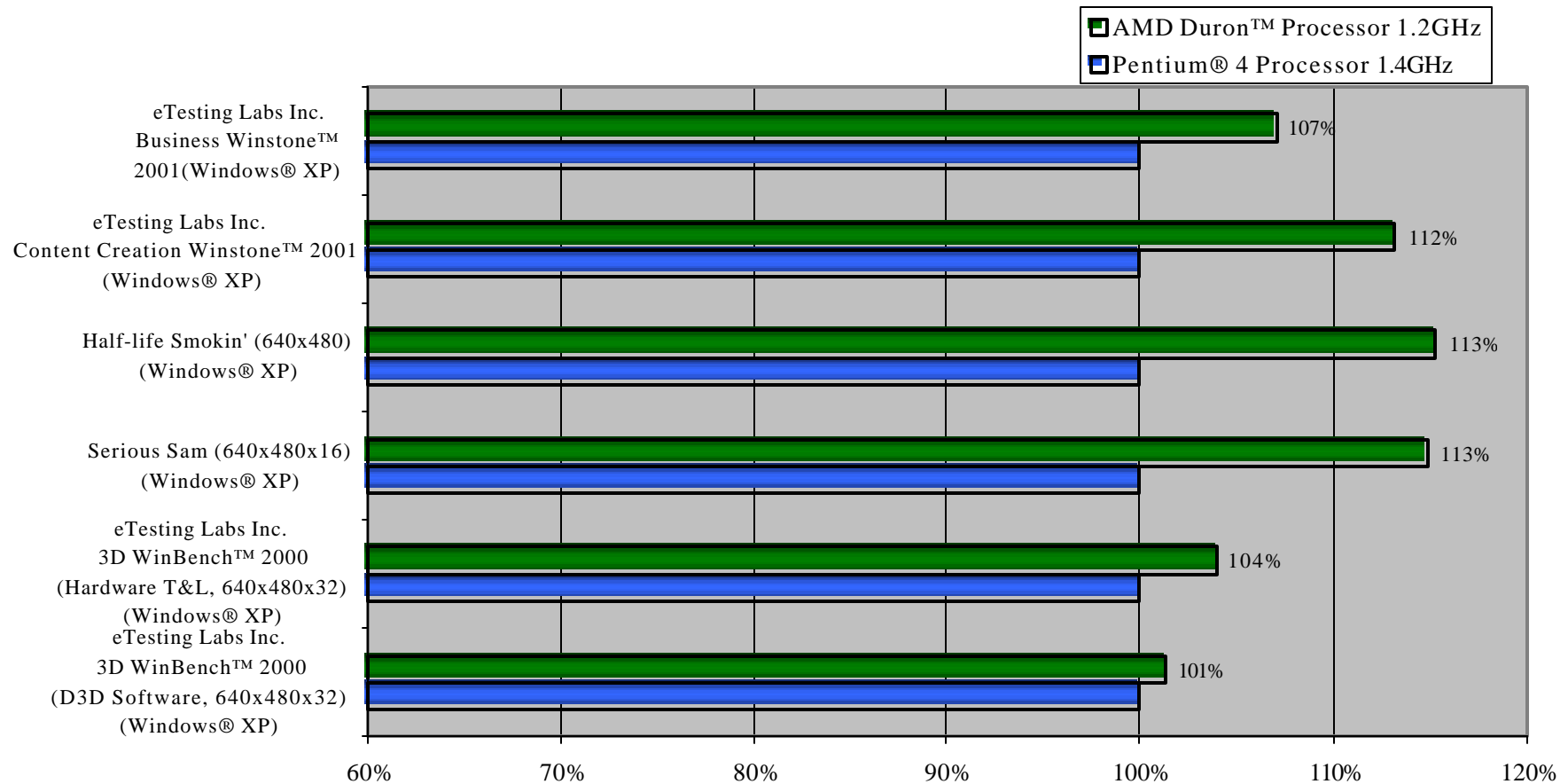


## AMD Duron processor-based system includes discrete graphics card

(Cost data from Pricewatch.com, 11/9/01)

Updated Windows(R) Media Encoder Results contain a software update which enables 3DNow!™ Professional technology in version 7.0 of Microsoft Windows® Media Encoder. This software patch is not publicly available; however subsequent versions of Microsoft Windows Media Encoder are planned to enable support for 3DNow! Professional technology

# 1.2GHz AMD Duron™ Processor Benchmarks Comparison with Pentium® 4 1.4GHz and SDRAM



***The 1.2GHz AMD Duron processor-based system with DDR memory provides more performance with a lower overall system cost.***

See slides 11 & 12 for benchmark configurations

# Summary



- ❑ Today AMD announces the 1.2GHz AMD Duron™ processor offering performance for everyday computing.
- ❑ The AMD Duron processor enhances the Windows® XP computing experience for both home and business users by delivering best-in-class performance for photo, audio and Internet applications.
- ❑ Motherboard solutions featuring DDR memory now enable system price points from top-to-bottom. For commercial customers, AMD's Socket A infrastructure offers unmatched platform stability.
- ❑ AMD expects worldwide availability of systems based on the 1.2GHz AMD Duron processor by the end of the fourth quarter.



# *Backup*

# ***AMD Duron™ Processor: Performance for Everyday Computing***



- ❑ **Gets everyday tasks done faster**
  - Versatile and practical tool for everyday computing needs
  - Boots and loads applications quickly
  - Compatible with Microsoft® Windows® XP
  - Enhances overall productivity
- ❑ **Enables a rewarding Windows® XP experience**
  - Great performance for digital entertainment including games and DVD playback
  - Provides an enjoyable Internet experience
  - Enables superb communication to family and friends with digital video, voice, and instant messaging
  - Easily view and share home movies
  - Better downloading and playing of music and files
  - Increased productivity for editing images and sending photos
- ❑ **Designed to run flawlessly on the World's most popular software**

# ***AMD Duron™ Processor for Desktop – 1K Pricing***



## **□ AMD Duron™ Processor**

- 1.2GHz            U.S. \$103
- 1.1GHz            U.S. \$ 89
- 1GHz                U.S. \$ 74

All prices in 1,000-unit quantities

# AMD Benchmark Configuration



<b>AMD Duron™ Processor</b>		<b>SiS 735</b>
OS	Microsoft® Windows® XP Professional	DirectX 8.1
Hardware	System	ECS K7S5A v2.1
	CPU	AMD Duron™ 1.2GHz
	Chipset	SiS 735
	BIOS	BIOS s5a010920lan
	Memory	PC2100 Qty (2), 128MB DIMM Modules (256MB total)
	Hard Drive	IBM IC35L020AVER07-0, 20.5GB
	Video Card	Leadtek Winfast Geforce2 MX64
	Sound Card	SiS AC97 Audio Codec (on board)
Software	EIDE Drivers	provided by Operating System
	Sound Card	SiS 7012 PCI Audio driver V2.47
	Video Card	nVidia 21.83 detonator driver

# Intel Benchmark Configurations



<b>Celeron Processor</b>		<b>i815E</b>
OS	Microsoft® Windows® XP Professional	DirectX 8.1
Hardware	System	Intel D815EEA2 / D815EPEA2U
	CPU	Celeron™ 1.2GHz
	Chipset	i815E
	BIOS	EA81520A.86A.0028.P15.0109180850
	Memory	PC133 Qty.(2), 128MB DIMM Modules (256MB total)
	Hard Drive	IBM IC35L020AVER07-0, 20.5GB
	Video Card	Intel 82815 Integrated Graphics Controller
	Sound Card	Analog Devices, Inc. SoundMAX Integrated Digital Audio
Software	EIDE Drivers	Intel 82801BA ICH2 Ultra ATA Controller, version 6.20.2018
	Sound Card	Integrated Audio:ADI 1885 SoundMAX3, version WDM_5.12.01.3034_SM3
	Video Card	Intel 815 GMCH ICH2, version 6.13.01.2872

<b>Pentium® 4 Processor</b>		<b>i845</b>
OS	Microsoft® Windows® XP Professional	DirectX 8.1
Hardware	System	Intel D845WN
	CPU	Pentium® 4 1.4GHz
	Chipset	i845
	BIOS	HV84510A.86A.0024.P06
	Memory	PC133 SDRM Qty.(2), 128MB DIMM Modules (256MB total)
	Hard Drive	IBM Deskstar IC35L020AVER07, 20.5GB
	Video Card	Leadtek Winfast Geforce2 MX64
	Sound Card	Analog Devices, Inc. SoundMAX Integrated Digital Audio(Integrated)
Software	EIDE Drivers	Intel IDE Application Accelerator 1.1.2053
	Sound Card	Provided by Operating System; version: WDM_5.12.01.3034e_SM
	Video Card	nVidia, version:21.83

# Cautionary Statement



This presentation contains forward-looking statements, which are made pursuant to the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally preceded by words such as “expects”, “plans”, “believes”, “anticipates”, or “intends.” Investors are cautioned that all forward-looking statements in this presentation involve risks and uncertainty that could cause actual results to differ materially from current expectations. Forward-looking statements in this presentation involve the risks that OEM partner systems incorporating the new AMD Duron™ processor may not be released on schedule or at all. We urge investors to review in detail the risks and uncertainties in the company’s U.S. Securities and Exchange Commission filings, including the most recently filed Form-10K.

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