PC Currents

AMD-K5™-PR133 and PR120 Processors Go on World Tour!

The new AMD-K5™-PR133 and PR120 processors went globe hopping this September during a series of technology demonstrations at three regional tradeshows: PC Melbourne '96, Australia; Comdex-Sao Paulo, Brazil; and China Computerworld Expo in Beijing, China.

"These technology demonstrations not only validated the AMD-K5 processor's performance and compatibility, they also set the stage for initial volume shipments of the AMD-K5-PR133/PR120 processors in October," says Rob Herb, vice president of strategic marketing for AMD's Computation Products Group.

The AMD-K5-PR133/PR120 processors provide system performance equal to or better than 133-MHz and 120-MHz Pentium chips, respectively, based on P-Rating tests using the Ziff-Davis Winstone® 96 benchmark. The AMD-K5-PR133/PR120 processors also deliver outstanding value for the mainstream desktop computing market.

"Our high-performance AMD-K5 processors will give the PC industry a broader choice of affordable Pentium alternatives. This freedom of choice will invigorate competition in the marketplace, which in turn will help drive down the cost of desktop computing and allow savings to be passed on to resellers and end users," adds Herb.

All AMD-K5 processors are designed for Microsoft® Windows®, Windows 95, Windows NT®, Novell® NetWare®, and OS/2 operating systems and are fully compatible with the complete installed base of x86 software. All AMD-K5 processors plug into Socket 7 (Pentium), enabling AMD customers to minimize redesign costs, enhance time to market, and take advantage of today's mainstream desktop infrastructure and system designs. ⬈

New AMD Reseller Program Keeps Channel Up-to-Date

In the competitive world of channel resellers, knowledge is not only power—it's a matter of survival. Today's resellers–including value-added resellers (VARs) and value-added dealers (VADs)–need the latest information on PC processors, networking products, performance benchmarks, and other technical issues to satisfy their customers and stay ahead of the competition.

Enter the new AMD Reseller Program. Recently introduced in North America, the program provides U.S.-based resellers with a direct communication link to AMD for the latest product technology and marketing information. The reseller program also gives resellers many of the sales tools and services they need to sell PC solutions based on AMD products.

"Resellers are important to the PC industry because of their market influence, systems expertise, and solid customer relationships," says Dave Sheffler, director of channel sales and marketing at AMD. "The bottom line is that resellers have an enormous influence over their customers' purchase decisions. If our reseller partners are informed and knowledgeable about AMD products, they will be comfortable recommending and selling AMD-based solutions. And if our partners are successful, we're successful."

To help resellers drive the growth of their market, the AMD Reseller Program delivers clear, consistent, and concise communications that will enable resellers to sell the superior price/performance and proven compatibility of AMD-based products. The program will also build awareness that AMD is more than a leading Windows-compatible PC processor company, but also a global supplier of networking solutions, communications circuits, flash memories, embedded x86 processors, and other logic devices.

Initially, the AMD Reseller Program is rolling out in North America. It will be introduced in the UK and Germany in October 1996. In the near future, it will also be extended and adapted to meet the needs of Asian and Latin American resellers.

HOW TO MAKE AMD PRODUCTS GO FASTER.

Register on-line now at AMD's WWW site: http://www.amd.com. For more information, call 800 222-9323 (U.S. only) and ask about the AMD Reseller Program. European resellers can also register through the web or request further information by calling +44 (0)1276 803227.

Reseller program participants will receive:

- Real-time communications, including faxes, e-mail, technical updates, press releases, product announcements, and other late-breaking news

- AMD technical support

- Compatibility test data

- Benchmark information including processor performance comparisons based on the P-Rating

- Point-of-sales tools: brochures, product stickers, screen savers, and other promotional items

  - AMD Fax-on-Demand Literature Program

- Reseller newsletter

- Lead referral program

- Training materials

- Reseller program site on AMD's Home Page at http://www.amd.com.

Fab 25 Wins "Top Fab of the Year" Award for 1996

Semiconductor International, a leading magazine for the semiconductor manufacturing industry, has named AMD's new Fab 25 "Top Fab of the Year" for 1996. Fab 25 was awarded the honors from a global field of more than 140 wafer fab facilities built or under construction between 1994-96. The prestigious Top Fab award recognizes Fab 25 for its advanced process technology, cleanroom procedures, environmental safeguards, and manufacturing productivity.

Fab 25 was profiled in the May 1996 issue of *Semiconductor International*. The article noted that Fab 25 was "designed to achieve standard-setting levels of manufacturing excellence." The 950,000-square-foot Fab 25 complex features 86,700 square feet of class 0.04 cleanroom space. The $1.4-billion, Austin-based facility was completed on time and in budget and shipped its first commercial microprocessor product in Q3 1995, about two years after ground breaking. Fab 25 is now producing the AMD-K5 processor in volume on 0.35-micron process technology.

Everex and AMD Break $1000 Price Barrier with eXplora995 PC

A Win95-ready, 586-class multimedia PC–with monitor—for under a grand? Yes, that's precisely what Everex has delivered to the North American market with the July introduction of the eXplora995/P90 PC. Powered by the AMD-K5-PR90 processor, the eXplora995 is a fully configured, Internet-ready multimedia system that comes complete with PCI/ISA motherboard, 8MB RAM, 256KB L2 Cache, 540MB hard drive, 14-inch SVGA monitor, 4xCD-ROM, 14.4 Kbps fax/modem, 16-bit stereo sound card, 10-watt speakers, keyboard, mouse, and Windows 95 operating system. The all-inclusive advertised price: US$995.

"The eXplora995/P90 is an exciting new product that gives users everything they need to run today's popular applications. Best of all, at US$995 just about everyone can afford to have a high-quality, name-brand product," says Peter Ow, executive vice president of Everex Systems.
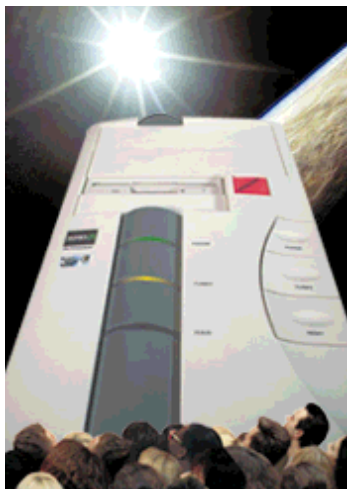
Recognizing that the AMD-K5-PR90 processor performs like a 90-MHz Pentium in P-Rating performance comparisons, Everex has designated the eXplora995 system a "P90," meaning it has ample power to run 32-bit applications, as well as all 16-bit x86 software.

The eXplora995 is sold direct in the U.S. through Leapfrog Lab, Inc., Everex's authorized direct-mail reseller. For more product information, call 1-888-EXPLOR8. ↗

Vobis Powers Network PC with AMD-K5 Processor

For those who think the so-called "network PC" is simply hype, think again. Vobis, Germany's largest personal computer maker and retailer, has introduced AMD-K5-PR75/PR100 processor-based desktop systems priced like Internet appliances and yet configured like full-blown PCs. Prices for the new Vobis HIGHSCREEN NPC (Network Personal Computer) systems start at 888 DM (including value-added tax but without monitor), or nearly US$600.

"The HIGHSCREEN NPC is simply the lowest-priced Socket 7/Pentium-class PC on the market," says Joe Hofmann, an AMD regional marketing manager. "The AMD-K5-PR75/PR100 processors push the price/performance envelope for a true Socket 7 PC solution with full upgradability, thus addressing the very cost-sensitive segments of the market."

The NPC configuration includes 8MB RAM, a 1MB PCI VGA-graphics card, a Quantum 850MB hard drive, a 3.5-inch floppy drive, and a standard keyboard. Each system is preloaded with MS-DOS 6.22, Windows for Workgroups, MS Works 3.0, and MS Internet Explorer.

"AMD is a strong component brand name, and that's another part of the Vobis value proposition," adds Hofmann. For example, the AMD PC processor branding logo appears on both the NPC's packaging and computer case. Vobis also features the HIGHSCREEN NPC—and AMD PC Processor logo—in an eye-catching, full-page ad running in its widely distributed *Denkzettel* circular. The NPC system is sold throughout Europe through retail chains (including hundreds of Vobis outlets) and direct channels. ↗

China's Legend Group Unveils AMD-K5 Processor-Based PCs

Legend Group Co., China's largest domestic personal computer manufacturer, is using the AMD-K5™ processor to power its new Legend E-series PCs designed for the Chinese desktop computing market. The Legend E5/75, based on the AMD-K5-PR75 processor, is an entry-level PC intended for the price-sensitive consumer electronics market. The Legend E5/90 and E5/100 systems, which use the AMD-K5-PR90 and PR100 processors, are higher performance models aimed at China's mainstream PC market. Legend PC products are sold through a network of direct Legend Group dealers with outlets throughout China.

"By offering the right combination of high performance and outstanding value, the Legend E-series systems based on the AMD-K5 processor will help accelerate the growth of China's booming PC market," says Rob Herb, vice president of strategic marketing for AMD's Computation Products Group. "Currently, the Chinese PC market is growing at nearly 40 percent a year. This means an estimated 7.5 million PC units will be sold annually in China by the year 2000."

"The AMD-K5 processor provides an affordable fifth-generation solution that enables Legend to deliver fully functional, high-performance PCs to business, education, and home users in China's entry-level and mainstream PC markets," says Mr. Yang Yuan Qing, vice president of the Legend Group's PC Division. ↗

AMD-K5 Processor Debuts in Three FIC LEO PCs

FIC, the world's leading non-captive PC motherboard manufacturer and Taiwan's largest IBM-compatible notebook producer, is using the AMD-K5-PR90 and PR100 processors to power three new LEO desktop computers. The new desktop PCs were recently introduced by FIC's distribution partners in Thailand, Malaysia, Indonesia, and the Philippines.

"By combining the power of the AMD-K5 processors with a choice of built-in multimedia and networking features, these new desktop PCs provide highly affordable yet extremely versatile desktop PCs for the price-conscious business, educational, or home users," says Ernest Chen, FIC senior vice president.

"These three new PCs are taking the lead in bringing high-performance, fully-functional desktop PCs to the market at affordable prices. The FIC LEO PCs showcase the performance and capabilities of the AMD-K5 processor," adds Gino Giannotti, marketing director for AMD's Texas Microprocessor Division.

The **LEO Titan 995**, priced at US$995, is a multimedia PC with an AMD-K5-PR90 processor, a 1.2GB hard drive, a high-speed PCI graphics card with 1MB of video DRAM, a 6xCD-ROM drive, and a 16-bit sound card and speakers.

The **LEO Safari Databook**, a sub-$1,000 ultra-slim desktop PC powered by an AMD-K5-PR90 CPU, offers a choice of advanced multimedia or networking features and includes an I/O subsystem with two high-speed serial ports and one parallel port with ECP/EPP support.

The **LEO 66510AE** PC is equipped with an AMD-K5-PR100 processor, 16MB RAM, 256KB L2 cache, 1.2GB hard drive, 1.4MB floppy drive, 4xCD-ROM, and a 15-inch color monitor. Aimed at the education market, the complete system is priced at US$1,700.

Acer Gets Back to "Basics" with Am5$_X$86™ Chip

When Acer began designing a low-cost PC last year to meet the "basic" computing and Internet-access needs of emerging markets, they focused on two goals: keep the price tag around US$500 and use the x86 platform. The result of Acer's fast-track development effort is the AcerBasic PC. Introduced in June, the AcerBasic is being marketed in Asian and Latin American countries through Acer's distribution channels.

Unlike a pure network PC, the AcerBasic is a full-function desktop system based on mainstream PC technology. The CPU is the Am5$_X$86™-PR75 processor, offering a standard 486 pin-out and 75-MHz Pentium performance. The system comes with 4MB of memory and Iomega Corp.'s 100MB Zip removable-storage drive. Bundled software includes MS-DOS, Microsoft® Windows® 3.1, an Internet browser, and several game and education programs.

"The AcerBasic is one of the first products to be priced affordably enough for cost-sensitive users in both developed and developing countries worldwide," says Stan Shih, chairman and CEO of Acer, the world's seventh largest brand-name PC.

The AcerBasic not only serves as an entry-level, general-use PC for home or office, it's also a viable Internet-access and game platform. In addition to supporting connection to VGA computer monitors, the AcerBasic can be connected directly to standard television sets.

"Acer designed the AcerBasic to be an Acer application-specific PC," explains Luke Pao, Acer field manager at AMD's Taiwan office. "For example, if a corporate user needs an e-mail or Internet PC, it can be easily and cost-effectively configured for that customer's business needs."

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> **"**
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> Luke Pao
> Acer field manager for AMD

According to Pao, the AcerBasic project was managed by Acer's product development team in Taiwan. "We worked with them step by step," recalls Pao. "When Acer began the design process, they looked for an x86 solution to minimize cost. It had to be x86 because more x86 software is available, and x86 is Acer's core competency. In this case, they also wanted to leverage cost-effective 486 infrastructure. Acer liked our Am5$_X$86 processor from the beginning because it fit the bill from both a technical and price-point perspective."

PC Melbourne '96, Sept. 3-6

AMD's 126-square-meter booth at one of Australia's largest computer shows featured AMD-K5-PR100 processor-based desktop systems from leading PC manufacturers, including Vtech, China's Ocean, Australia's Hallmark, and FIC, which uses AMD-K5 processors in its LEO PC brand. AMD also staged in-booth seminars and technology demonstrations of the AMD-K5-PR133/PR120 processors.

Comdex-Sao Paulo, Sept. 9-13

AMD's 160-square-meter booth featured demonstrations of AMD-K5 processor-based desktop systems from Acer, Epson, and some of Brazil's top computer makers, in addition to technology demonstrations of AMD-K5-PR133/PR120 processors. AMD also launched a major advertising campaign for the Brazilian market during the week prior to the show.

China Computerworld Expo, Beijing, Sept. 10-14

At China's largest computer show (attracting more than 200,000 visitors), AMD's hosted technology demonstrations of the AMD-K5-PR133/PR120 processors. AMD also showed branded PR100-based systems from major PC manufacturers, including Acer, FIC, and Legend–China's largest domestic PC maker and maker of the new Legend E-series desktop systems.
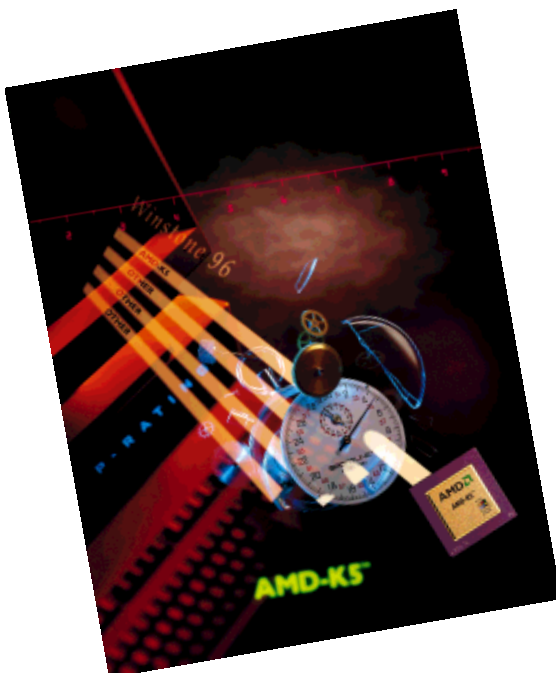
Microprocessor Forum, San Jose, Oct. 21-24

For four days, the San Jose's Fairmont Hotel will become the center of the microprocessor universe. Forum participants will hear Lance L. Smith, AMD's director of technical marketing, take part in an x86 processor panel discussion and present a technical overview of the AMD-K6 processor. AMD will also demonstrate desktop systems powered by AMD-K5 processors.

Comdex-Las Vegas, Nov. 18-22

AMD's 5,000-square-foot Comdex booth will feature branded AMD-K5 processor-based system demonstrations, as well as technology demos that highlight the processing power of the latest high-performance AMD-K5 processors.

New P-Rating Brochure Explains "The New Performance Metric"

To help further industry acceptance of the P-Rating processor performance metric, AMD is offering a new, 4-page brochure that explains:

- **How the P-Rating works (using the Winstone 96 benchmark)**

- **Why it is superior to other clock speed-based performance metrics**

- **How it "levels the playing field" and benefits the entire industry, including PC users.**

According to the brochure, the P-Rating "gives a more accurate representation of a processor's system-based performance and provides a more consistent way to compare the 'horsepower' of alternative processors."

Call 512-602-5651 or 800-222-9323 (U.S. only) to order the P-Rating brochure, #20756. Additional P-Rating information is available in the PC Solutions section of AMD's Home Page at http://www.amd.com. Winstone 96 information is available at the Ziff-Davis Web site, http://www.zdnet.com/zdbop.

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