AMD Kicks Off New Year By Introducing And Athlon(tm) XP Processor 2000+

Industry's Highest Performing Desktop PC Processor

AMD has announced the new AMD Athlon(tm) XP processor 2000+, reinforcing AMD's commitment to provide the industry's highest performing desktop PC processors to its customers.Systems featuring the AMD Athlon XP processor 2000+ are expected to be immediately available from ASI Solutions, Optima Computer Technology and Peripherals Plus Pty Ltd."With the AMD Athlon XP processor 2000+, AMD is making a New Year's resolution to PC users - to continue providing them the best performing products," said John Robinson, country manager, Australia and New Zealand. "AMD is determined to provide users with the right solutions at the right time, as when we championed the introduction of a DDR memory-based chipset for the PC platform more than 14 months ago."Home and business consumers benefit from AMD's innovations by experiencing improved software performance. As a result of AMD's close collaboration with Microsoft, the AMD Athlon XP processor is optimised for use with WindowsXP."Windows XP provides customers with exciting new experiences combined with ease of use," said Jeff Price, Director of Windows Marketing at Microsoft Corp. "Together, with the great performance of the AMD Athlon XP processor, users will have a tremendous computing experience.""Digital video enthusiasts choose AMD Athlon XP processors for the excellent performance, real-time capabilities, and smooth playback power they provide to video editing products," said Robert Sharp, Vice President of Marketing at Canopus Corporation. "The Canopus DVRaptor-RT Video Editing system, combined with the features and optimisations of the AMD Athlon XP processor 2000+ with QuantiSpeed(tm) architecture, offer a digital video platform that the most stalwart of enthusiasts can benefit from."AMD recognises the importance of delivered PC performance, based upon industry-standard benchmarks. These benchmarks demonstrate that AMD maintains performance leadership with the AMD Athlon XP processor 2000+.(See http://www.amd.com/us-en/Corporate/VirtualPressRoom/0,,51_104_2315_3750,00.html).AMD identified the AMD Athlon XP processor using model numbers, as opposed to clock speed in megahertz. Model numbers are designed to convey the relative performance of AMD Athlon XP processors, as well as communicate thearchitectural superiority compared to existing AMD Athlon processors. The higher the model number, the better the performance.To communicate processor performance in the future, AMD is driving the True Performance Initiative, or TPI. TPI is intended to define a new, more accurate measure of processor performance and assist customers in understanding the benefits of PC performance."We've seen an incredible response to AMD's ongoing efforts to expose the megahertz myth. A healthy dialogue is occurring industry wide, and there is a resounding call for a better measure of performance. We are working diligently to advance these discussions and drive that better measure," said Patrick Moorhead, vice president of Customer Advocacy for AMD.Computer Manufacturers Offer Support"Our commercial customers have discovered the extreme performance and easy network manageability made possible by the AMD Athlon XP processor and its stable Socket A infrastructure, and we are proud to offer a new Discovery system with the AMD Athlon XP 2000+," said Darren Miller, Product Manager, ASI Solutions."For superior multimedia capabilities, office productivity, and gaming action, Optima systems with the AMD Athlon XP processor 2000+ are a surefire win," said Henry Lee, Product Manager, Optima Computer Technology. "AMD continues to supply products that help us meet the high standards of our home and business customers.""AMD helps us create powerful and dependable PCs that make it easy for our customers to implement as part of their networks," said Nigel Fernandes, Managing Director, Peripherals Plus Pty Ltd.PricingThe AMD Athlon XP processor 2000+ is priced at US$339 in 1,000-unit quantities. For more information on pricing, please visit: http://www.amd.com/pricingAbout the AMD Athlon(tm) XP ProcessorThe AMD Athlon XP processor features QuantiSpeed architecture, 384KB of on-chip, full-speed cache, and support for AMD's 3DNow!(tm) Professional instructions for enhanced multimedia capabilities. The AMD Athlon XP processor is compatible with AMD's Socket A infrastructure, and supports the advanced 266MHz front-side bus. AMD Athlon XP processors are manufactured using AMD's 0.18-micron copper process technology in Fab 30 in Dresden, Germany.About AMDAMD is a global supplier of integrated circuits for the personal and networked computer and communications markets with manufacturing facilities in the United States, Europe, Japan, and Asia. AMD, a Fortune 500 and Standard & Poor's 500 company, produces microprocessors, Flash memory devices, and support circuitry for communications and networking applications. Founded in 1969 and based in Sunnyvale, California, AMD had revenues of US$4.6 billion in 2000. (NYSE: AMD). Website: www.amd.com

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