

AMD Launches New AMD64 logo program

AMD today launched the AMD64 Logo Program to help consumers and IT decision makers identify hardware and software products ready for AMD64, a new class of computing technology that can run current and next-generation software on the same processor at the same time. "The AMD64 Logo Program allows leading software and hardware developers to signify their support for the extraordinary value of simultaneous, native 32- and 64-bit computing on the AMD64 platform," said Rich Heye, vice president and general manager of AMD's Microprocessor Business Unit. "The AMD64 logo indicates that end users can continue using their software and hardware today and migrate to next-generation technology at their own pace." AMD64 is a new class of computing that directly follows the evolutionary path of the industry-standard x86 architecture. The AMD Opteron(tm) processor, for servers and workstations, and the upcoming AMD Athlon(tm) 64 processor, for desktop and mobile PCs, are the first AMD64 processors. By maintaining compatibility with today's 32-bit solutions, AMD designed these processors to enable a seamless transition to pervasive 64-bit computing. For the first time, hardware and software developers can create a unified 32- and 64-bit computing infrastructure compatible with the x86 architecture. "Hardware and software compatibility is an essential element of any successful technology migration, and is a tenet that we take extremely seriously," said Drew Henry, senior director of platform business at NVIDIA. "The AMD64 Logo Program lets our customers, developers, and end users know that their NVIDIA-based graphics and platform solutions are designed to work flawlessly out of the gate with all of the current and next-generation hardware and software solutions based on AMD64 technology." "The AMD64 logo tells you that you're getting the best of both worlds," said Tim Sweeney, founder and president of Epic Games. "Epic Games' port to AMD64 gives you the ability to run 64-bit applications that can take advantage of an incredible amount of memory, virtual address space, and double the number of registers of previous CPU's at the same time you get high-performance compatibility with existing 32-bit applications." AMD also introduced new logos for its AMD64 processors, the AMD Opteron processor for servers and workstations and the upcoming AMD Athlon 64 processor for desktop and mobile computing. Both processors deliver outstanding performance on today's 32-bit software while running more advanced 64-bit software. "The AMD64 logo enables end users to make a visual connection between AMD64 processors and vendor-validated software and peripherals," Heye said. "It links the new AMD64 logo to AMD's well recognised product logos and helps communicate the compatibility of today's and tomorrow's computer products with AMD64 technology." Software and hardware developers interested in the AMD64 Logo Program can find program requirements and the AMD64 logo license and usage guidelines at the AMD Web site, www.amd.com or www.amd.com/logos. About AMD64 AMD64 defines a new class of computing by extending the industry-standard x86 instruction set architecture across 32- and 64-bit platforms. AMD64 is an AMD innovation designed to deliver compatibility with existing 32-bit x86 solutions and simultaneous industry-leading 64-bit performance. The AMD Opteron processor for servers and workstations is the first processor in this new class of computing. AMD plans to launch the AMD Athlon(tm) 64 processor for desktop and mobile personal computers on September 23, 2003, which is designed to enable pervasive adoption of the AMD64 architecture. AMD64 replaces terms such as "Hammer" (now, "AMD64 technology") and "x86-64 ISA" (now, "AMD64 ISA"). About AMD Founded in 1969 and based in Sunnyvale, California, AMD (NYSE: AMD) 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 Standard & Poor's 500 company, produces microprocessors, Flash memory devices, and silicon-based solutions for communications and networking applications. AMD on the Web For more AMD news and product information, please visit our virtual pressroom at www.amd.com/news/virtualpress/index.html. Additional press releases are available at www.amd.com/news/news.html.

Contacts

Sarah Gibbons
+61 2 9252 2266
[mailto: sarah_gibbons@recognition.com.au](mailto:sarah_gibbons@recognition.com.au)
Sarah Gibbons
+61 2 9252 2266
[mailto: sarah_gibbons@recognition.com.au](mailto:sarah_gibbons@recognition.com.au)
Traci St. Lawrence
+61 2 9252 2266
[mailto: tsl@recognition.com.au](mailto:tsl@recognition.com.au)