



**Patrick Moorhead, VP of Advanced Marketing, AMD**

*Speech for Alienware Keynote panel at Digital Life, New York*

Thank you Nelson. AMD is honored to be here today with such a prestigious group of visionaries.

At AMD, we are excited about what's next for the PC industry. And we share Alienware's commitment to deliver key technologies that bring more exciting, immersive and personalized entertainment experiences to consumers.

Not only do we at AMD share a similar disposition with the enthusiasts, but we share their passion as well. And that passion is important to us.

Enthusiasts are more than a market – they are real people that we admire, blazing a trail to the future of technology and creating new usage models. They were the early force behind driving computing technology much before it became cool.

For the gamers and enthusiasts, there is no such thing as too much horsepower. At AMD, we feel the same way.

Back in the 1990s, we foresaw a potentially bleak future for our enthusiast friends and we sprang into action. We saw gamers and power users pushing the envelope until they hit a performance wall. How did we respond to that? By developing the unique AMD64 architecture, designed from the ground up for scaleable, "native" multi-core processing.

Like Alienware, we too envision multi-core technology as an enabler of more immersive technology. By multi-core we are of course referring to a "native" multi-core design with two or more powerful computing

cores on a single processor or system. This technology is already opening up a new world of significant possibilities – driving more intense graphics, hyper-real virtual worlds, realistic physics and lighting, and enhanced special effects.

Multi-core processing is also helping address current computing challenges. For instance, in today's digital world the demands of complex 3D simulations, streaming media files, added levels of security, more sophisticated user interfaces, larger databases, and more on-line users are beginning to exceed single-core processor capabilities.

This evolution in technology is allowing for increased performance and higher productivity in computers that can simultaneously run multiple complex applications and successfully complete more tasks in a shorter timeframe.

With multi-core technology, the ability to multi-task -- such as playing games while sending and receiving e-mails, or while downloading music files, or even playing multiple games at once -- will enable PC users to do more in less time. This technology is also expected to deliver extraordinary performance as multi-threaded applications and games quickly spread to consumer markets.

At AMD, we identified a usage scenario that is becoming commonplace for enthusiasts and professional digital media artists. Back in June of this year we coined the term "Megatasking" which goes beyond the multi-tasking that most of us do today on our computers.

"Megatasking" is about running and working with multiple, multi-threaded applications at the same time, or simultaneously running a massive number of compute-intensive applications. We are seeing now as we prepare for the launch of Microsoft Vista, that applications are rapidly moving to multi-threading. Gaming applications such as Call of Duty 2, Serious Sam 2, Tony Hawk's American Wasteland, and City of Villains, as well as numerous digital media applications like Sony Vegas 7.

Instead of simply gluing two processors together, our upcoming "4x4" platform is uniquely designed around direct-connect technology and an integrated memory controller. This enables high bandwidth processing for enthusiasts who are working with more and more "megatasking" scenarios each day. As many of you know, AMD's upcoming "4x4" platform is a 2-core, 4-socket platform with graphics powered by

NVIDIA chipsets, which is expected to be available from Alienware later this year.

When we announced our intention to launch our enthusiast platform at E3 in May earlier this year, we requested feedback from the enthusiast community. Overwhelmingly, we received responses regarding the need for a best-of-breed, multi-core platform that is accessible to all enthusiasts seeking systems to meet their ever-demanding compute-intensive needs.

The upcoming AMD "4x4" enthusiast platform that is expected to be available next month (some of you may know it as Quadfather) not only multiplies the processors, it doubles the experience. And this platform will be upgradeable to 8-cores when AMD launches "true, native" quad-core in 2007.

As a customer-centric company, we consistently listen to our customers and deliver what *they* want, and we believe "4x4" is exactly what the enthusiasts and gamers will be looking to buy this holiday season from Alienware.

Additionally, AMD is excited about the evolving digital entertainment market characterized by advancements enabling consumers to access their personal collections of movies, TV shows, music, pictures and other digital files from virtually anywhere. AMD is collaborating with partners such as Alienware to offer consumers the most enriched media experience possible.

For instance, the new Alienware DHS based on AMD LIVE! PC technology is a beautiful marriage between PC and home entertainment system, offering discerning customers an immersive experience powered by AMD dual-core technology. Representing the wave of the future, the Alienware DHS is perfect for consumers seeking the ultimate digital living room experience.

We understand that consumers and enthusiasts want their computers to wait on them – they don't want to wait on their PCs. And they don't have to, not with the promise of true multi-core computing technology that gives Alienware and other manufacturers the power to get the hardware out of the way of a real immersive experience.

In closing, we are truly excited about what the future holds for cutting-edge computing technology. Whether these technology innovations enable you to more easily share and enjoy your digital content, or rule

minions in a real-time strategy session, we know that technology will be at the heart of creating enhanced experiences for all consumers.

Your computing experience remains our greatest priority. And, our commitment to bringing that leading edge experience to you grows stronger everyday. We know it's important for you to experience intense applications, cutting-edge systems and jaw-dropping performance capabilities-- everything that next generation technology has to offer. With AMD's culture of groundbreaking innovation, we are determined to continue to anticipate your every evolving computing need and respond with solutions that push the frontiers of innovation, one path breaking technology at a time.

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