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Michael Vizard: Hello. We all know, being in this business, that competition and innovation go hand in hand. Every time that we think we understand exactly how this industry is going to settle out, three kids in a garage invent something or some company that we thought we knew completely reinvents itself. Advanced Micro Devices is in the latter category.

With a rich history in processors, they have become a major force in the PC consumer space. Next week, they're going to take us to places in the 64-bit computing platform strategy that many of us never thought we'd ever see. What's really compelling about what AMD's trying to say is that the ROI model that they intend to get us there by is going to be completely different than anything that's gone before.

With one housekeeping note, I just want to remind everybody that the best of show awards are right after this event here. We encourage you to come look at that. With that, I want to thank everyone for coming. Please enjoy the presentation.

(opening video plays)

Hector Ruiz: Thank you and good afternoon everyone. I'm honored to be here with you today and to be able to share my views on the state of the IT industry, an industry that has become an increasingly important part of, not just our lives, but really everyone's lives. I think it's safe to say that we're meeting at an interesting time for those of us in the technology community.

For the first time in recent history, IT spending has been sluggish for a number of consecutive quarters. For perhaps a year now, there has been a real mix of opinion about how and when things might begin to look up. Some of those in our industry think we're seeing the beginning of a turnaround. Others believe we are in for more of the same, perhaps for a few more quarters. Still others believe that we could be in a period of stagnant spending for quite a while. Most of it is framed by the global economy.

The economy is important, hugely important, but if you're looking for some more specific insight on our collective future, the future of IT, I would encourage you to look past the economy to something more fundamental. I believe that regardless of how the economy fares, those of us in IT are in the middle of a rather profound sea change. A sea change that should have each one of us re-evaluating who we're buying from, who we're partnering with, indeed, and who's going to lead us into another round of innovation.

Now is the time to revisit these decisions, to honor a new set of priorities, to consider a new path. For many, as the video just showed, we're in a period of growing frustration. Frustration with vendors who ask you to invest in proprietary technologies that carry at least as many hidden costs as the benefits that they

promise. Frustration with the growing evidence that true innovation for the enterprise has reached some kind of standstill.

It has reached the point where even some industry experts are wondering aloud if the concept of IT as a source of competitive advantage is dead. On behalf of the IT community, allow me to borrow from Mark Twain and say that rumors of the death of IT have been greatly exaggerated. There are challenges, but we in the IT industry have demonstrated a remarkable resiliency and the capacity to change in response to the needs of our customers and our customers' customers.

We have done it before, and we will do it again today. That said, we all know things are not perfect. I think it is fair to say that a lot of today's new technology is missing something critical. Instead of technology focused on customer benefits, we're seeing a lot of what some refer to as technology for technology's sake. Technology advances that are either simply bigger or faster, but increasingly, business and IT decision makers are saying those three little words: at what cost. What are the installation costs? What are the integration costs? What are the maintenance costs? What are the disruption costs?

Disruption costs are those insidious hidden costs that come with making a transition from one technology to the next. They're often invisible and difficult to pin down, yet they can be substantial. In some cases, they're completely unnecessary. We'll talk a bit more about disruption a little later. In the meantime let me introduce one simple statistic.

According to Forrester Research, by 2007 IT consulting and systems integration will be a \$140 billion industry. Think about it: in less than two decades this will be one of the largest industries on earth. Given the fact that much of that investment is spent on integration, simply making things work together, this is not just a sobering statement, it suggests that something in the traditional vendor-customer relationship is seriously out of whack.

It implies that a whole lot of our IT dollars are not producing new productivity enhancements or performance benefits, or even better, a competitive advantage. It implies that there is a growing gap between what technology vendors are producing and what enterprise customers really need. I'd say that now is the time to close that gap.

Maybe it is good to take a step back from the day-to-day challenges we're facing and consider the state of the IT and enterprise; how far we've gone, where we are, and how that might affect where we're going. To me, as a CEO, perhaps the most important observation that I can point to about IT and the enterprise is how pervasive it has become. Think about it. We've really automated just about everything.

Most of those who need a personal computer have one. We have robust communications and productivity tools. We're connected to a virtually limitless network. Those of us who need it are able to access and query a vast, powerful database populated with volumes of real-time data. In the past decade, we in the IT community have done something remarkable. We have provided world-class computing power and real-time information access to everyone in our organization who needs it.

This is really an amazing achievement. We're concluding a phase of what I call 'first-order automation'. We have automated the un-automated. We have captured the easy efficiencies, the low-hanging fruit. From here forward, again at a very high level, it's going to start to get more difficult. The bar is getting higher.

We're moving to a phase of, for a lack of a better phrase, 'second-order automation'. Automating the automated; in a word, replacement. Did you ever think that the simple change might profoundly affect how we evaluate incremental IT investments? Well, it has. As we move from a mode of automation to replacement, we move from the low-hanging fruit to the harder-to-reach fruit that is stuffed with a slightly lower ROI.

As the returns become increasingly difficult to pin down, more and more of our focus in that ROI equation will be on the 'I', on the investment. It sounds pretty simple, yet this simple change has profound implications for all of you in the enterprise IT community. It should have similar implications for those of us in the IT vendor world.

At the end of the day, anyone trying to sell new technology into the enterprise must demonstrate that their investment results in lower complexity, fewer islands of proprietary technology, and more re-use in skills and expertise. Now is the time for IT vendors to elevate our thinking.

We no longer have the luxury to just add something new and throw away the old. We need to take advantage of things that work and bring to the table new technology that provides a graceful transition path to the next generation of performance. This is what at AMD we call 'customer-centric innovation.'

Ladies and gentleman, my next guest, Kevin Knox, is a former analyst with the Gartner Group. Many of you here today may be familiar with his name and work. He joined AMD two years ago to be our eyes and ears inside the enterprise community. He starts with listening to you and conveying to us your key issues and needs revolving around critical technology. To further discuss this issue of enterprise disruption costs, would you please welcome AMD's Director of Worldwide Enterprise Business Development, Kevin Knox.

Kevin Knox: It's a great pleasure to be here today. Let me begin by saying disruption itself isn't a bad thing. All transitions require some disruption. In a way, IT is in the business of managing disruption. With disruption comes a set of costs that have rapidly become an important part of the ROI equation. Some of these costs are necessary and some are completely unnecessary. It's those unnecessary costs that we consider disruption costs, and they should be eliminated.

A good example of a technology with low disruption cost is a DVD player. It was no accident that DVD systems became the fastest adopted technology by consumers in history. The complete compatibility with earlier CD technology made their adoption simple and low cost. Consumers could migrate to the next generation of home movie technology while maintaining the investment they already had put into audio technology.

This transparency and ease of use has helped fuel one of the greatest consumer electronic booms in history. It is also enabling growth and proliferation of other advanced digital technologies for the home. Now, imagine that the same seamless integration was present when introducing new technology to the enterprise market.

It's a nice thought, isn't it? At AMD, we believe that this goal should be what drives every development and product decision by technology companies today.

It simply requires a commitment on the part of your technology vendors to innovate within standards. It requires that you hold these technology partners to that specific commitment. While many transition costs are inherent and unavoidable, some can be avoided and in fact are unnecessary.

Should adopting new technology require hiring additional IT staff? Should you automatically have to upgrade additional IT components? Should you have to re-train your user base? Should have to recompile all your software or worse, dispose of perfectly good equipment that suddenly has been rendered obsolete by technology?

At AMD, we believe the answer to those questions is emphatically "no." IT vendors can no longer just focus on the features and functionality of their products. They actually have to worry about the efficiency of what it takes to deeply adopt new services and technologies into the enterprise market.

Reducing disruption costs was top of mind for us when we launched the AMD Opteron™ processor for servers and workstations. We keep hearing that 32-bit and 64-bit compatibility is an absolute necessity for enterprise market because many customers continue to use 32-bit applications for as much as 80% of their workloads, but at the same time they're migrating to 64-bit applications for their most essential and important solutions.

We knew 64-bit migration would not, and could not, happen overnight. Customers want to be able to migrate at their own pace, not at the pace dictated by their own IT vendors. We wanted to, in fact, and we needed to, protect our customers' valuable investments in 32-bit environments. We think this is why you have seen a lot of momentum behind the AMD Opteron processor.

Let me give you a couple of examples. We've seen strong support from the industry-leading software vendors: Microsoft, SuSE Linux, Red Hat, Oracle, IBM's DB2, and Computer Associates. With IBM DB2, and Computer Associates, they were able to port their applications over to the AMD Opteron processor in just two days. That's pretty remarkable when you think about it, two days to port these very big applications.

This is the type of non-disruptive technology that we're filtering down to the enterprise markets. Readers of InfoWorld recently voted the AMD Opteron processor the reader's choice in the processor category.

You may have also seen over the past several weeks that we have made several new announcements of customers who have installed AMD Opteron into their production environments. These include laboratories, research institutions, and universities. Let me give you a couple of examples: University of Michigan, Texas A&M, University of Utah, Los Alamos National Laboratories, and the upcoming Red Storm computer being built by Cray for Sandia Labs.

As you probably know, supercomputing or high performance computing environments have historically served as a proving ground for new server technology. We expect this same pattern to hold true with the AMD Opteron processor. I talk to enterprise customers literally every day, many of whom are actually evaluating AMD

Opteron-based platforms in their data centers. The feedback has been phenomenal. I am consistently hearing about improved performance in their existing 32-bit applications.

We believe that there is a way, a right way, to deliver new innovation and not be disruptive. We take a lot of pride at AMD in bringing a best-of-class 64-bit chip to the marketplace. We take an equal amount of pride in how we have been able to remove the pain that is normally associated with adopting next-generation technologies.

We think that it is irresponsible for an IT vendor not to consider disruption costs when they bring their next generation technology to market. By taking the disruption costs often associated with adopting innovative technologies out of the equation, IT vendors can stop talking about reducing total cost of ownership and actually start helping organizations reduce total cost of ownership. In doing so, the IT industry will take one giant step forward in becoming a better partner in the often difficult process of enterprise innovation.

It's lowered disruption costs and investment protection that have led Fortune 500 customers, such as H&R Block, to work with AMD and our partner HP on a company-wide desktop deployment. I'm pleased to announce today that H&R Block will be purchasing more than 15,000 AMD Athlon™ XP processor-based HP D25 business desktop PCs.

H&R Block chose the AMD solution because of the lower total cost to ownership that could be achieved by reducing the time spent on system imaging. Because they support thousands of desktops across many regions, a more stable system image will eliminate a significant amount of the time they spend on image development. We listen closely to customers such as H&R Block and other large enterprises who require technology to help solve real business problems.

This is a result of AMD working with best-in-class partners like NVIDIA and HP to deliver a desktop platform that delivers exceptional performance, reliability, and most importantly, stability. Ultimately, disruption costs can and will be controlled. The question before the IT community is whether the enterprise controls the disruption costs by simply not buying the next generation technology, or do we control disruption costs by innovating them out of our products and innovating them within standards? I want to thank you for your time today. Hector, I'm going to turn it back to you.

Hector Ruiz: Thank you Kevin. Back in April we introduced the AMD Opteron 64-bit server processor family. To reiterate, the results truly exceeded our expectations. Performance benchmarks in both 32-bit and 64-bit are nothing short of amazing.

I hope you noticed that just yesterday we announced that we are going to begin to ship mid- and low-power AMD Opteron processors for rack dense server and modular enterprise environments in the first half of next year. This will enable a new class of blade and storage servers that can take advantage of AMD Opteron processor's dramatically higher memory throughput and input/output. This is crucial for moving and manipulating large datasets while consuming minimum power.

This is just one of many signs that AMD Opteron momentum is growing. I'm spending more and more time listening to CIOs on Wall Street recently and in other global commerce centers around the world. I'm pleased to report that they're ready,

willing, and able to make the move to AMD Opteron. They love the performance. They love the efficiencies. There is no secret that they are enthusiastic about another strong competitor in the x86 server environment.

CIOs are constantly monitoring our progress with products, with partners, where we are making great progress, and within early adopter segments like high-performance and supercomputers. In other words, CIOs are saying, now is the time.

Another great example of AMD Opteron processor traction and one of which I'm personally proud, is in China. If you've heard me speak before, you probably know that I always like to talk about our progress in China. I believe China has an important role to play in this century as customers to be sure, but more importantly as contributors to our increasingly interdependent global society.

We at AMD believe in something that we call true innovation: bringing the best possible technology to the widest possible audience. Because we see technology as a great equalizer and enabler, we believe the next wave of innovation may just come from a 13-year-old in Beijing, China. We may never get the benefit of that innovation if that child is not provided with the basic technology tools to unleash her potential to help us all out.

One of the best examples of our success in China is our growing relationship with Dawning Information Industry Corporation. Dawning is planning to offer servers based on the AMD Opteron. They're also planning to build a supercomputer powered by more than 2,000 AMD Opteron processors.

The expected speed of this machine, the Dawning 4000A, will be 10 trillion operations per second, or 10 teraflops. It will be used in China's national computing center and the R&D institutions in the country's top universities for non-military applications. We are currently working through the technology export issues, and hope to have a green light on this project from the US government. This is a major milestone for supercomputing in China. I'm honored that we at AMD have the opportunity to play an enabling role. Let's take a little closer look at this amazing machine and what it will do for the people of China.

(Dawning video plays)

Hector Ruiz: As you can see, the Dawning 4000 provides a clear example of the benefits of AMD Opteron processors for supercomputing. Benefits that include outstanding performance, 64-bit capabilities, scalability, backward-compatibility with 32-bit infrastructure. Dawning Information Industry Corporation of China realizes that now is the time.

You may remember that IBM was with us at the launch of AMD Opteron earlier this year. We have been very busy working with IBM to help them with their on-demand computing vision to serve their most important enterprise customers. We're very proud of our growing relationship with IBM both on the manufacturing side as we blaze new trails in developing next generation silicon technology, and on the product side as we blaze similar new trails in enterprise computing solutions. Here to share with us an update of our collaboration is IBM's Vice President of eServer Products Group, Mark Shearer.

Mark Shearer: Thank you very much and good afternoon. I'm very happy to be part of this event today. What I'd like to do this afternoon is report on what has happened since April, when IBM first announced our intention to deliver an AMD Opteron-based server platform.

We decided to add AMD Opteron to our overall systems group portfolio because frankly, so many of our customers, especially in the scientific and technical arena, have been asking for it. They want IBM to provide an affordable migration path from today's 32-bit world to 64-bit computing. They know that IBM will step up to delivering this type of advanced technology.

Our customers have been asking us to help them move up to the 64-bit world without having to totally rewrite their existing applications. They want a choice. Our answer together with the AMD Opteron and AMD is the IBM eServer 325. This is our first AMD Opteron-based product providing this seamless 32-bit to 64-bit migration. The eServer 325 has attracted strong interest from customers around the world for several reasons.

Besides this 64-bit compatibility, the eServer 325 offers compelling price performance running both the Linux and Windows® operating systems. The eServer 325 also offers increased floating point performance and improved memory addressability. Now these are really key benefits for customers that are engaged in some of these demanding scientific technical applications such as oil exploration and digital rendering.

To date we've shipped more than 200 systems in advance of our general availability, which is scheduled for the end of this month. You may have read in the past month about the decision by Japan's largest national research organization to install an IBM Linux cluster supercomputer that will include more than 1,000 of these AMD Opteron eServer 325 systems. This supercomputer is going to deliver more than 11 trillion calculations per second. This makes it the world's most powerful Linux-based supercomputer.

At Yale University, the eServer 325 is going to play a really important role as they establish their plans to change the way computing is delivered across their campus, from the various separate grants funding for separate computers to a much larger shared resource. The IBM AMD Opteron-based systems will be used for both physical sciences and life sciences applications at Yale.

Now in the past couple of months, customers have motivated us to test the eServer 325 with other applications. In fact, these tests have produced a very compelling result. Let me give you some examples. In a recent TPC-H benchmark, the eServer 325 running our database DB2, beat a comparable HP system running Oracle delivering five times better price performance and more than double the overall performance. In response to interest from other customers, IBM expects to deliver an AMD Opteron-based workstation next year.

In addition to the IBM eServer 325, we're making AMD Opteron technology available in our supercomputing on-demand facility so that customers have the option to either build their own scale out cluster systems or gain access through our supercomputing on-demand facility to this AMD Opteron technology.

Some of you may have read about Electro Optical Devices, a life sciences company that's using our supercomputing on-demand capability. What they're doing is, they are going to accelerate the ability to diagnose various skin cancers. They have a handheld device and data analysis technique that they've pioneered. Doctors will be able to evaluate skin abnormalities and report the results to the patients while they're still in the office. In this instance, the biopsy sample has now become a digital image. The lab it gets sent out to is now the IBM supercomputing on-demand center.

There are many important advantages of IBM's AMD Opteron-based solutions that are really being recognized throughout the industry. For instance, at LinuxWorld in August, IBM's new DB2 integrated cluster environment we call ICE was awarded the Best Cluster Solution. This DB2 ICE is a new Linux database cluster that helps businesses of any size implement a low-cost, high-performance data center base based on the IBM universal database for Linux and IBM eServers.

It's obvious why the innovation made possible by AMD Opteron is important to IBM and IBM's customers. In addition to being the world leader in innovation, invention, and patents, we're the worldwide revenue leader for high-performance computing as well as number one in supercomputing, according to the industry rankings.

IBM is absolutely committed to continue delivering these industry-leading solutions that give customers the choices they need and ask for to run their business competitively and profitably. Our support for AMD Opteron reinforces our commitment to deliver the most comprehensive flexible portfolio of solutions. We are very pleased to have AMD Opteron as part of our portfolio of industry-leading technologies. Thanks very much.

Hector Ruiz: Thank you Mark. It is clear that a lot of people are optimistic about the future of AMD Opteron. We believe that AMD Opteron represents more than another great high-performance server platform. We believe that AMD Opteron is the beginning of a new wave of innovation across the IT industry. You may not be actively looking for the next wave of innovation at this point in time. You may, like a lot of other IT executives, be focusing your efforts on making what you have work better, more seamlessly. You're doing a great job.

In a recent issue of BusinessWeek, they reported that despite a recent economic slowdown, productivity in our economy has remained impressive, due in large part to you in IT capturing the inefficiencies of IT investments that were made in the late 90s. While companies have slowed their spending on IT in the last few years, they've maintained their relentless focus on capturing the benefits of those investments, which were reinforced with solid productivity gains.

We all know that this treadmill does not and should not slow down, that success in business comes largely from growth and that growth comes from innovation, and that innovation, while uniquely human, is enabled most directly by information technology.

You must keep an eye out for the next great wave of innovation as it approaches the horizon. As you continue to shoulder this awesome responsibility, allow me to offer this simple yet undeniable suggestion: seek refuge in standards—simple, reliable industry standards.

The standards free the innovators in our industry to focus on what they do best. The standards maintain stability, simplicity, and affordability. The standards reduce risk. Surprisingly, standards do not inhibit innovation, they ensure it. In fact, standards guarantee that innovations can be employed across the broadest set of users. The rewards can go out to the true innovators, those inventors of what we call true innovation.

Innovating within standards ensures that progress is orderly and evolutionary, not abrupt and confusing. These benefits accrue to all of us almost immediately, not at some point in the future but right here, right now. Ladies and gentlemen, you have tolerated the inefficiencies of proprietary platforms for too long. The next wave of enterprise computing is around innovating within standards.

At AMD, innovating within standards is the central tenant of our engineering philosophy. It is at the core of what we do. The introduction this year of the AMD 64-bit microprocessor architecture is solid proof of that commitment. We're making the industry standard x86 architecture, and we're bringing innovation to it. It is the first, and only, 64-bit architecture that is by definition already the enterprise standard for your 32-bit install base.

The introduction of the AMD64 platform brings to the enterprise a new class of computing that leaves no one behind. It means that you can continue to leverage your install base right now while migrating seamlessly at a pace of your choice to the power and security of 64-bit computing.

The AMD64 platform also enables complete freedom of innovation for the two other key areas of enterprise computing technology, the system level and the applications and solutions level. By providing a foundation for the next wave of technology innovation, we make it easy for hardware partners like IBM to develop those platforms and ISVs such as Microsoft, Oracle, SAP, and for Computer Associates to develop new software solutions and applications all based on known industry standards.

Let's take a moment to hear from some leading software providers, partners of ours at AMD, who share this commitment to innovating within standards. ISVs that feel, along with many of you, that now is the time.

(partner video plays)

Hector Ruiz: At AMD we're proud of our emerging role as a enabler of a new wave of customer centric innovation. As you can see these leading-edge software developers and solution providers share that same feeling that now is the time. You know what? The benefits of 64-bit computing in the data center are undeniable.

We believe that the unique 32-bit compatibility features of the AMD64 platform will incite a similar wave of innovation in the desktop arena as well. Those of you who are or serve power users know why the pervasive adoption of 64-bit computing is not a question of if, but when.

For the rest of you, the benefits will be real as well because pervasive adoption of AMD64 will result in huge economies of scale and drive cost structures down rapidly. The result will be incredible price performance curves that will make your head spin.

Not to mention the additional savings: lowered disruption costs associated with fewer distinct platforms to support, and fewer integration issues to deal with.

With that in mind, I'm delighted to announce that my company is just one week away from introducing the first 64-bit Windows-compatible processor for the desktop, the AMD Athlon 64 processor. I hope you understand that I'm not supposed to tell you a lot more than that, but here's a sneak peak at what the AMD Athlon 64 is all about.

(AMD Athlon 64 video clip plays)

Hector Ruiz: We're going to have some fun next week doing this launch. It's a great launch. We introduced the first desktop and mobile 64-bit processor for Windows because we work closely with people like you. We listened to what computer users said and what they wanted and needed.

We listened to gamers who told us that they wanted to open the throttle and really feel the type of immersive experience that they have been craving, something we call 'cinematic computing.' We listened to technology enthusiasts who told us they needed a processor that runs both today's software as well as tomorrow's on the same platform so they can follow their imaginations, wherever they want to go.

Most importantly, we listened to you, enterprise customers and business owners who said, of course we want to eliminate memory bottlenecks, boost application performance, and improve productivity, but we have an enormous investment in our installed base of 32-bit hardware and software. We just can't afford to migrate without that compatibility.

The result is a processor family that you will all hear about next week, the AMD Athlon 64 processor, the world's first and only 64-bit Windows-compatible processor for the desktop. It will make you think, now is the time. Our quest to enable efficiencies and innovation within standards to the enterprise does not stop at the desktop.

With the evolution of new semiconductor technologies and advances at the micro architecture level, we believe the same efficiency that will lead to x86-based standardization from the data center to the desktop will extend to a new wave of small form factor devices to the enterprise.

As an example, I have a device here from a customer called Tigit. It is a company founded by a bright team of entrepreneurs headed by Mr. Vaughan Pratt at the Stanford Wearable Computing Lab. It is a great example of what we will see as the x86 instruction set migrates into handheld devices.

This is a handheld PC for the mobile worker. This device provides full notebook functionality in a PDA size. It is powered by an AMD processor and runs any enterprise standard operating system, Windows, Linux, or UNIX. Not Windows CE. Not Palm OS, but the same full-featured OS that you currently run on your enterprise desktops and laptops. This handheld is running Windows XP.

Mobile workers will soon be able to access and utilize software that was previously tied to a desktop or laptop. No need to go through Web browsers to access applications that were too large or demanding to run on today's standard handhelds,

and no need to carry multiple devices in order to be both mobile and have real computer power.

IT departments can deploy and support handhelds running the same applications, OS, and services they support in the rest of their client PCs. Software developers are not forced to pull their applications to another mobile platform. They can focus their efforts on innovating within one common platform. Forget lugging around a laptop. This is truly portable computing.

My friends, this is what customer-centric innovation is all about, innovating within standards to expand what is possible with IT without requiring you to abandon all your current investments. I would encourage you check it out at tiqit.com for additional information.

Until today, enterprises had to make due with a variety of multiple architectures from multiple products and form factors. To date, the case for multiple architectures is rapidly fading. Recent technology advances allow for the possibility of one architecture to address the needs of a broad swath of categories.

At AMD we see the x86 instruction set as the foundation for powering computing solutions across every level of the enterprise, from servers to desktops to handhelds and every device in between. With the recent acquisition of National Semiconductor Information Appliance division, AMD is the only technology company committed to delivering a single industry standard architecture that will span all these categories.

We call this vision for the enterprise, 'one enterprise, one platform.' The benefits will be widely felt and massive. Higher platform stability for OEMs and systems builders, greater economic opportunity for software developers and lowered disruption costs for the enterprise.

More important, our vision of one enterprise, one platform will have to channel more IT resources away from low-upside areas such as integration and towards areas of higher efficiencies and productivity.

You have seen and heard about the great things that we're doing with IBM, Microsoft, Dawning supercomputer, and others. You've heard about our momentum with AMD Opteron and how it will continue with AMD Athlon 64 starting next week. You have heard about our plans to drive innovation standards, from supercomputers to data centers to the desktop and into mobile devices, in our one enterprise, one platform vision for enterprise computing.

This afternoon, I think it is fair to say that you've seen everything you need to know to realize that we can be a reliable supplier of critical technology. Now is the time to consider AMD. Now more than ever, the future is in your hands. Now is the time to take the next step if you want to be ahead of the trend. Now is the time to act if you want to be part of the next great wave of technology innovation for the enterprise. Now is the time for you to go with AMD.

Before I go, I would like to leave you with one thought, perhaps something a bit controversial but something I hope will make you think a little bit. We live in a society built on innovation, innovation that is honed and tempered by free and open competition. It is competition that keeps companies honest. Competition ensures that the best innovations win the day.

The next big wave of innovation in our industry will center around 64-bit computing. If AMD cannot win, and I define winning as gaining share, with a product that costs less, imposes no disruption, and has clearly superior performance, then I contend that market forces are no longer at work. When market forces are no longer at work, we have lost our engine of innovation. Ladies and gentlemen, it is up to you to keep the engine alive. Now is the time. Thank you for your attention this afternoon.