Redefining Everyday Computing for Today's Mobile Lifestyle

Mobile AMD Sempron™ Processor 3000+
for Thin and Light Notebooks

November 2004

Agenda

AMD

- Mobile AMD Sempron™ processor 3000+ for thin and light notebooks
  - Designed for today's mobile lifestyle

- Redefining Everyday Computing

- Enhanced Virus Protection (EVP)
  - AMD security feature enabled by Windows® XP Service Pack 2

The Mobile AMD Sempron™ Processor 3000+

AMD

AMD Mobile Sempron™

- AMD redefines everyday computing for today's value-conscious buyers of notebook PCs

- Introducing the new Mobile AMD Sempron processor 3000+ for thin and light notebooks

  - Best-in-class performance

  - Security with Enhanced Virus Protection enabled by Windows® XP Service Pack 2

- Notebooks expected soon throughout Europe

  - Packard Bell

    - Packard Bell Easynote E6

  - Gericom
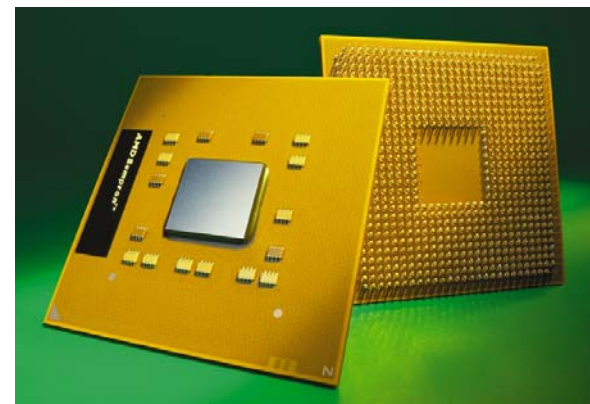
    - Blockbuster Advance Excellent 7000

Packard Bell

Gericom

Mobile AMD Sempron™ Processors

- **Enhanced Virus Protection capability**
  Advanced security with Enhanced Virus Protection enabled by Windows® XP SP2

- **AMD PowerNow!™ technology**
  Advanced power management to extend battery life

- **Designed for thin & light notebooks**
  Mobile AMD Sempron™ processors with a lower operating voltage are optimized for notebook PC designs that are thinner and lighter to suit today's mobile lifestyle

- **Wireless compatibility**
  Compatible with all currently available 802.11a, b and g wireless solutions to stay connected at home, in the office, or on the go

- **3DNow!™ Professional technology**
  Delivers outstanding multimedia software capabilities for streaming video and audio, DVDs or music playback

Low-Voltage Models Available:

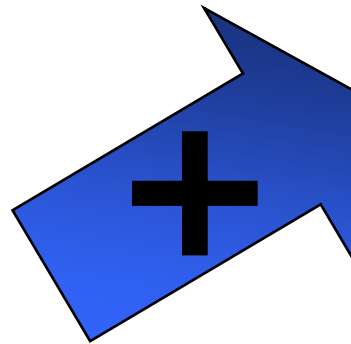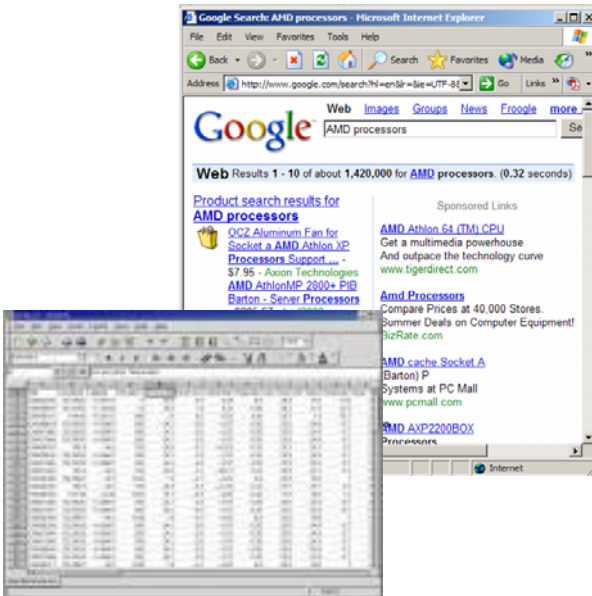Mobile AMD Sempron™ processors 3000+, 2800+ and 2600+*

* These model numbers indicate relative software performance among AMD Sempron™ processors

Day-to-day computing needs of home and business PC users have evolved
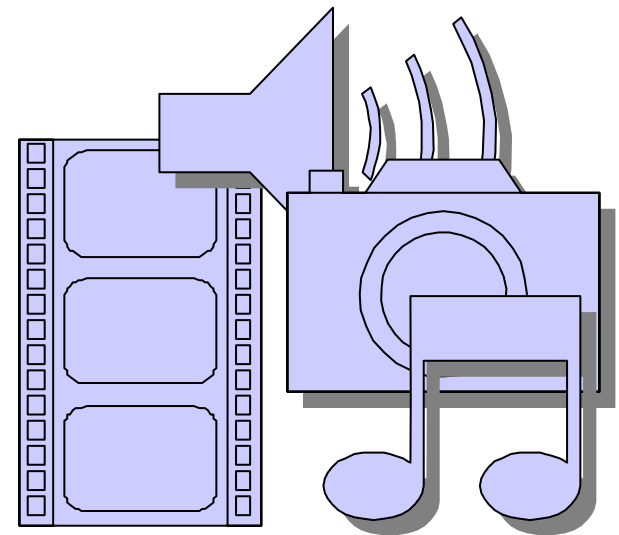
Yesterday

– Email

– Web browsing

– Word processing

– Spreadsheets

Today

– Downloading and playing music

– Editing and sending photos

– Viewing movies

AMD

Today's mainstream consumers want more from their PC
AMD is delivering with Mobile AMD Sempron™ processors

- **Best-in-class**
  - Performs at the top of its class for the home and business applications consumers use most

- **Full-featured**
  - Delivers leading-edge features with highly responsive performance for an improved computing experience

- **Mobility**
  - Runs over 60,000 of the world's most popular business and home applications virtually anywhere users need them

- **Reliability**
  - AMD is a customer-focused industry leader with over 35 years of design and manufacturing experience

AMD Enhanced Virus Protection and Microsoft
Bringing Peace of Mind to Notebook Users

- Mobile AMD Sempron™ processors provide the performance and features required by today's on-the-go consumers who expect reliable computing and Internet access everyday, everywhere

- Along with increasing Internet usage comes the potential for greater exposure to viruses, so AMD has equipped the Mobile AMD Sempron™ processor family with Enhanced Virus Protection, an advanced security feature enabled by Windows® XP Service Pack 2

- Enhanced Virus Protection feature is designed to significantly reduce the cost, damage, and infection rate of certain viruses such as MSBlaster and Slammer by preventing the spread of malicious code*

Enhanced Virus Protection will by default only protect the user's Windows operating system. After properly installing the appropriate Windows release, users must enable the protection of their applications and associated files from memory buffer overrun attacks. Contact your application software vendor for information regarding use of the application in conjunction with Enhanced Virus Protection. AMD and Microsoft strongly recommend that users continue to use third party anti-virus software as part of their security strategy.

AMD

- Today, AMD introduces the new **Mobile AMD Sempron™ processor 3000+** designed for thin and light notebook PCs

  - The latest addition to the **Mobile AMD Sempron processor** family is redefining everyday computing for today's mobile lifestyle with best-in-class performance, leading-edge features, true mobility and reliability

AMD

Thank you –
Background material to follow

- **Thin and Light Solutions**
  - Great performance and reliability for the mobile lifestyle

Ferrari from Acer

Averatec

Fujitsu Lifebook

- **Full-Size Solutions**
  - The ideal balance between exceptional performance and true mobility

HP Pavilion

eMachines

- **Desktop Replacement Solutions**
  - The ultimate in high-performance computing

VooDoo Envy

Medion

Vobis

AMD Brand Comparison

Brand	Computing Focus	Usage
AMD 64 Athlon™ / AMD 64 Mobile Athlon™	Performance Computing	• Gaming • Digital Media • Digital Content Creation • Office Productivity
AMD Mobile Sempron™	Everyday Computing	• Office Productivity • Some Digital Content Creation

Partner Support for AMD Mobile Solutions

AMD

Widespread infrastructure support from original design manufacturers, chipset, graphics and wireless vendors

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