

New AMD Sempron Processor Family for Everyday Computing

July 28 2004



[AMD](#) today announced the availability of AMD Sempron™ processors, a new family of processors that redefine everyday computing for value-conscious buyers of desktop and notebook PCs. The AMD Sempron and Mobile AMD Sempron processors are designed to deliver best-in-class performance and a full-feature set to meet the evolving day-to-day computing needs of home and business PC users.

“Today, AMD charts a new course for the industry by changing the definition of everyday computing to reflect what businesses and consumers really want to do with their PCs,” said Marty Seyer, corporate vice president and general manager, Microprocessor Business Unit, Computation Products Group, AMD. “The AMD Sempron processor family provides PC users a winning combination of functionality and performance for home and office productivity applications to improve their overall computing experience.”

The day-to-day computing needs of home and business users have

evolved from basic e-mail, Web browsing and word processing to downloading music, photo editing, movie viewing, Web conferencing, and advanced office productivity. AMD is delivering the AMD Sempron processor family to meet the evolving everyday computing needs of notebook and desktop computer users.

“In working together with partners like AMD, we are able to create the optimal PC for customers across all consumer price points - whether they are looking for a great home office PC, a computer that helps them enrich their lives with digital photos and music, an all-inclusive digital entertainment PC, or a powerful gaming system,” said Sam Sztejnbaum, vice president, Consumer Computing – North America, HP. “With the AMD Sempron processors, expected to be offered on select HP Pavilion and Compaq Presario PCs later this year, we are able to offer customers the right PC to fit their needs, at a competitive price.”

Lenovo Group Ltd. is currently offering AMD Sempron processor-based desktop systems in China.

“The AMD Sempron processor-based Lenovo PC offers users in China a tremendous opportunity to buy a PC with the performance and features that meet their daily home and business computing needs,” said Lu Yan, vice president of Lenovo Group. “Whether our customers need their PC to surf the Internet, send digital images, e-mail, or listen to music, with the AMD Sempron processor they get best-in-class performance for their applications-of-choice.”

“Consumers and businesses want desktops and notebooks that perform well on everyday applications,” said Roger Kay, vice president of client computing at IDC. “As client computing evolves, more buyers are seeking both performance and value.”

Acer, Medion, Twinhead, and many more OEMs and system builders are

also expected to offer AMD Sempron processor-based notebook and desktop systems in the second half of this year.

AMD Athlon™ 64 processors, for those who need performance computing, will continue to be offered for outstanding 32-bit performance, capability for tomorrow's 64-bit applications, and Enhanced Virus Protection in conjunction with the upcoming Windows® XP Service Pack 2.

About the AMD Sempron™ Processor Family

The AMD Sempron™ processor family is redefining everyday computing for today's value-conscious buyers of desktop and notebook PCs. The AMD Sempron and Mobile AMD Sempron processors are designed to offer best-in-class performance for the growing segment of PC users who want more from their PC at home, in the office, or on the go. This full-featured product line enables performance at the top of its class on home and business applications.

Availability

AMD Sempron™ processors 3100+, 2800+, 2600+, 2500+, 2400+, 2300+ and 2200+ are available immediately. Mobile AMD Sempron™ processors 2600+, 2800+, and 3000+ designed for full-size notebooks and Mobile AMD Sempron processors 2600+ and 2800+ designed for thin and light notebooks will be available in August 2004.

Pricing

All mobile processor pricing is in 1,000-unit quantities, while all desktop processor pricing is in 1,000-unit PIB quantities. The Mobile AMD Sempron™ processors 2600+, 2800+, and 3000+ designed for full-size notebooks are \$84, \$108, and \$120, respectively. The Mobile AMD Sempron™ processors 2600+ and 2800+ designed for thin and light notebooks are \$85 and \$99, respectively. The AMD Sempron™ processors 2200+, 2300+, 2400+, 2500+, 2600+, 2800+ and 3100+ are

\$39, \$45, \$61, \$74, \$85, \$109, and \$126, respectively. For pricing details, please visit www.amd.com/pricing.

Citation: New AMD Sempron Processor Family for Everyday Computing (2004, July 28)
retrieved 9 April 2024 from
<https://phys.org/news/2004-07-amd-sempron-processor-family-everyday.html>

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