

# **AMD And Cable & Wireless Enable Internet Connectivity And Computing Power Throughout The Caribbean With The Personal Int**

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Building on the launch of the Personal Internet Communicator (PIC) in October 2004, Advanced Micro Devices (AMD) today announced Cable & Wireless will be offering the PIC to citizens of the Caribbean. Cable & Wireless will offer the PIC as part of its exclusive, new Internet solution, branded, Max. The Cable & Wireless Max solution provides a complete, extremely easy-to-use and affordable way for people to bring the benefits of high-speed Internet access into their homes.

The PIC is a new category of innovative consumer devices designed to provide managed Internet access for people in global, high-growth markets to enhance communications, education and entertainment opportunities. Developed as part of AMD's 50x15 strategy, the PIC features a Microsoft® Windows®-based operating system and is helping deliver Internet and computing capabilities to half of the world's population by the year 2015.

“AMD is committed to driving Internet access and computing capabilities to half of the world's population by the year 2015 with our global 50 by 15 initiative,” said Iain Morris, senior vice-president, AMD Personal Connectivity Solutions Group. “We are pleased that Cable & Wireless shares AMD's vision and we are honored to join them in providing the Max Internet service to the people of the Caribbean.”

Cable & Wireless developed Max primarily for first-time Internet-at-home households, multi-user households and children who want or need access to the Internet. The combination of easy-to-use, low-cost Internet solutions with affordable payment plans reinforces its partnership commitment to the communities and citizens of the Caribbean. The Max Internet service offering will combine Cable & Wireless' Xnet broadband Internet service with the PIC.

The rollout of the Max Internet Service offering from Cable & Wireless began last month in the Cayman Islands, Anguilla, the BVI and Turks and Caicos. The product will be launched this week in Barbados, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Antigua & Barbuda and Dominica. Launches are planned for Jamaica and Grenada in January 2005, with availability in all Cable & Wireless service areas in the Caribbean by the end of February 2005.

### The Personal Internet Communicator

The PIC is based on a Microsoft® Windows® Powered operating system and is designed to be an easy-to-use, affordable consumer device that provides managed Internet connectivity and basic computing and Internet capabilities such as a Web browser, e-mail, productivity tools (word processing and spreadsheet), and the ability to view images, multimedia files and standard format documents. More information and pictures of the new device can be viewed and downloaded at [www.amd.com/50x15](http://www.amd.com/50x15).

Other companies playing an integral role in the development and manufacturing of the PIC include Solectron, Seagate, Samsung and Macromedia. Incorporating technology components from each of these industry leaders means the PIC is designed to be a high-quality, easy-to-use, robust consumer device that meets users' needs while being able to withstand the potentially harsh environmental demands of high-growth

markets, which can include inconsistent power voltage, dust and dirt. The PIC is a sealed device, operates without a fan and can only be upgraded by the service provider, thus reducing the risk of human errors such as the accidental deletion of critical system files.

## **AMD Global 50x15 Initiative**

50x15 is AMD's initiative to enable affordable Internet access and computing capabilities for 50 percent of the world population by the year 2015. With the current global Internet penetration rate at approximately 15 percent, and the global population estimated to reach 7.2 billion people by 2015, there is tremendous potential for 50x15 to bring billions of people around the world into the digital age.

50x15 is about empowerment and economic growth. AMD and a growing network of partners are delivering innovative solutions in high-growth and developing markets that empower consumers to lead better lives.

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