AMD Unveils Turion 64 Mobile Technology

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AMD today announced that it will usher in a new era in mobile computing. AMD Turion 64 mobile technology was unveiled by six-time Tour de France winner Lance Armstrong at an AMD event at the International CES 2005 show in Las Vegas.
Based on award-winning AMD64 technology, AMD Turion 64 mobile technology is uniquely optimized to bring AMD64 performance to a new level of mobility. AMD tailored the upcoming processor family to suit highly mobile business professionals and consumers who demand reliable, high-performance notebook PCs with long battery life, outstanding wireless compatibility, rich graphics and enhanced security -- both today and tomorrow.

"AMD Turion 64 mobile technology represents freedom and mobile performance personified. We expect this new product family will set a precedent for mobile PCs in the same way that AMD Opteron™ did for servers," said Marty Seyer, corporate vice president and general manager, Microprocessor Business Unit, Computation Products Group, AMD. "Again, AMD will be the first to market with leading technologies, bringing you a complete family of high-performance, 32-/64-bit processors made for mobility."

"What's custom about today's PC technologies is not the technologies themselves, but how they are arranged to meet the needs of specific usage models," said Shane Rau, senior analyst with IDC. "Technology brands, such as the new AMD Turion 64 brand for its mobile PC processors, reflect how PC technology providers are adapting standardized technologies, such as the x86 instruction set, to meet the

needs of consumer and commercial mobile PC users."

"In cycling, just like any other elite competition, there is a thin line between success and failure," said Lance Armstrong, champion cyclist. "As our team's technology partner, AMD helps us achieve uncompromising performance, extraordinary mobility and exceptional reliability."

By working with best-in-class industry partners, AMD enables its customers to develop differentiated solutions based on open standards, to uniquely satisfy the variety of ways in which notebooks are used. More details about AMD Turion 64 mobile technology will be forthcoming when PC systems become available. Business professionals and consumers can expect to see notebook PCs based on AMD Turion 64 processors from leading OEMs worldwide in the first half of 2005.

Mobile AMD AthlonTM 64 processors will continue to be offered for notebook buyers who want exceptional performance for the most demanding applications, readiness for tomorrow's 64-bit applications, and Enhanced Virus Protection in conjunction with Windows XP Service Pack 2.