AMD launches 64-bit Turion processor for notebooks to rival Intel's Centrino

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Expected to Launch Notebook PCs Worldwide in Coming Months

AMD today introduced AMD Turion 64 mobile technology, the latest in a succession of computing innovations based on the industry-leading AMD64 architecture. AMD Turion 64 mobile technology is uniquely optimized to bring award-winning AMD64 performance to thinner and lighter notebook PCs with longer battery life, enhanced security, and compatibility with the latest graphics and wireless solutions, both today and tomorrow.

Together with industry-leading partners, AMD enables a best-in-class ecosystem of open industry-standard technologies, helping PC manufacturers to deliver feature-rich systems that satisfy the variety of ways in which people use their notebooks.

"By embracing a broad partner community and industry standards, AMD is both providing choice and stimulating innovation," said Roger Kay, vice president of Client Computing at IDC.

"We have unleashed 64-bit mobile performance, allowing business professionals and on-the-go consumers to explore the freedom of mobile productivity with AMD Turion 64 mobile technology," said Marty Seyer, corporate vice president and general manager, Microprocessor Business Unit, Computation Products Group, AMD. "This is just the first of many innovations that we are planning to pioneer with this new product family made for mobility, choice and best-in-class notebook

designs."

Leading global manufacturers, hardware vendors and software suppliers have expressed support for AMD Turion 64 mobile technology. "Fujitsu welcomes AMD Turion 64 mobile technology innovation, and we congratulate AMD on their success," said Mr. Kazuhiro Igarashi, general manager, Mobile PC Division, Personal Business Group for Fujitsu Limited.

Business professionals and consumers worldwide can expect to see notebooks based on AMD Turion 64 mobile technology starting later this month in retail stores and through commercial distribution channels. The first systems are expected from Acer worldwide and Fujitsu Siemens Computers throughout Europe.

"We have had a great deal of success with our Ferrari branded notebooks based on AMD64 technology," said Walter Deppeler, senior corporate vice president, Acer Inc. "We look forward to continued success with our forthcoming notebook designs based on AMD Turion 64 mobile technology."

"As the leading European IT provider, we offer our customers world-class computing technology," said Herbert Schonebeck, Vice President Business Unit Consumer, Fujitsu Siemens Computers. "We are introducing innovative consumer notebook PCs based on AMD Turion 64 mobile technology to provide our customers efficient platforms to connect from virtually anywhere."

In addition, ASUS, Averatec, BenQ, MSI and Packard Bell are among the leading, global computer manufacturers who have indicated they will support AMD Turion 64 mobile technology.

Availability

AMD Turion 64 mobile technology models ML-37, ML-34, ML-32, ML-30, MT-34, MT-32, and MT-30 are available immediately worldwide.

In order to help consumers and business professionals simplify their notebook purchasing decisions, AMD Turion 64 mobile technology uses a new series of model numbers designed to provide a simple designation of both relative performance and degree of mobility within the processor family. The two letters of this model number indicate processor class, with the second letter designating increasing degree of mobility, as measured by power consumption.(a) As the second letter approaches the end of the alphabet, "higher" letters indicate greater mobility. The numbers indicate relative performance within the processor class. Higher numbers indicate higher relative performance among the AMD Turion 64 mobile technology family.

Pricing

AMD Turion 64 mobile technology models ML-37, ML-34, ML-32, ML-30, MT-34, MT-32, and MT-30 are priced at $354, $263, $220, $184, $268, $225 and $189 respectively, in 1,000-unit quantities.