

PC Currents



Your Processor News Source From AMD

COMDEX SPECIAL

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When you stop by AMD's Comdex booth (#P301R) this November 18–22, you'll find "amd @ work"—hard at work demonstrating the mainstream computing performance of the AMD-K5™-PR133 processor and signing up members for the new AMD Reseller Program.

"With more than 200,000 attendees, including OEMs, VARs, corporate buyers, dealers, and distributors, Comdex gives AMD an outstanding opportunity to showcase our recently introduced AMD-K5-PR133 and PR120 processors for mainstream desktop computing," said Rob Herb, vice president of strategic marketing for AMD's Computation Products Group.

The Microsoft® Windows®-compatible AMD-K5-PR133/PR120 processors were introduced in October. The latest in AMD's family of independently developed fifth-generation microprocessors, the AMD-K5-PR133 and PR120 devices offer performance equal to or better than 133- and 120-MHz Pentiums, based on Ziff-Davis Winstone 96 benchmarks.

Back in the Mainstream with PR133

"Fifth-generation systems in the PR133 performance range will be far and away the volume leader, with close to 40 percent of the PC system market in the fourth quarter of this year," said Mike Feibus, principal, Mercury Research.

"Seventy percent of the desktop PCs sold today are in the PR133-and-under performance range," added Larry Hollatz,


vice president and general manager of AMD's Texas Microprocessor Division. "These new AMD-K5 family members put AMD solidly back in the mainstream desktop PC market."

Connecting with Resellers in Real Time

While at Comdex, AMD is addressing the needs of resellers by providing in-depth demonstrations that communicate the proven compatibility and delivered performance (based on the P-Rating) of the AMD-K5 processor.

"The AMD-K5-PR133 processor's superior price/performance gives resellers the opportunity to dramatically offer their customers more full-featured solutions at lower prices than ever before," said Dave Sheffler, director of channel sales and marketing at AMD.

Resellers attending Comdex can join the AMD Reseller Program by registering online at the AMD booth. The program provides a direct communication link to resellers, giving them real-time access to product information, announcements, events, and hot technical tips.

AMD's reseller areas at Comdex are showing off the performance of AMD-K5 processor-based systems from four regional distributors: Riodan & Ross, BOLDdata, Solomon, and Liuski. AMD's "storefront" area in the booth features an "AMD Challenge" demo, a competitive comparison of PC performance, and point-of-sale tools for AMD resellers. 

AMD Unveils AMD-K6™ Processor Architecture at Microprocessor Forum

Lance L. Smith, AMD's director of technical marketing, disclosed design and technology details of the AMD-K6™ processor at the Microprocessor Forum, an influential microprocessor industry conference held October 21–24 at the Fairmont Hotel in San Jose.


The Microsoft Windows-compatible and Pentium Socket 7-compatible AMD-K6 processor is a true sixth-generation PC processor that supports the multimedia extension (MMX). AMD's independently developed 8.8-million transistor device, code-named "AMD-K6," is designed to provide high performance on both 16-bit and 32-bit software. The AMD-K6 processor's advanced six-issue RISC86® superscalar core combines highly efficient RISC out-of-order throughput with x86 instruction set compatibility to deliver performance competitive with the fastest Pentium Pro.

The AMD-K6 device's Socket 7 (P54C and P55) compatibility will enable PC manufacturers and resellers to speed time to market and deliver high-performance systems at

an affordable cost by taking advantage of existing fifth-generation system designs and infrastructure.

The AMD-K6 processor features a multimedia unit that implements Intel's MMX multimedia instruction set specification. MMX-equipped CPUs like the AMD-K6 device reduce the time it takes to execute tasks common to computation-intensive multimedia applications, such as audio, video, and 3-D graphics processing.

The AMD-K6 device will be manufactured using AMD's 0.35-micron, 5-layer metal process at AMD's Fab 25 wafer fabrication facility in Austin, Texas. The sixth-generation processor will be available in a 321-pin ceramic pin grid array (CPGA) package using C4 (Controlled Collapse Chip Connection) flip-chip interconnection technology pioneered by and licensed from IBM.

AMD will begin sampling the AMD-K6 processor to key development partners by the end of 1996. Volume production will begin during the first half of 1997. 

AMD-K5™ Design Wins

AMD-K5 Processors Power Epson's ActionPCs for Latin American Market

At home or at the office, today's PC users demand higher-powered multimedia systems. That's why Epson America has introduced a line of multimedia-ready ActionPC desktop systems, now available with a choice of AMD-K5-PR75, PR90, and PR100 processors. The ActionPC 5600 and 8600 systems offer Windows 95 OS-enabled, 586-class desktop computing power and multimedia features that are ideal for business and home applications. The new PCs are available throughout Latin America and the Caribbean from authorized Epson distributors.

The ActionPC 5600 features a two-channel enhanced IDE controller supporting up to four IDE devices and

a high-speed 1MB PCI VGA controller with an integrated 24-bit RAMDAC that supports MPEG-1 playback. The system's PCI local bus architecture provides faster data transfer for up to two high-performance PCI cards and can be configured with a maximum of 128MB of RAM.

The ActionPC 8600 also incorporates advanced capabilities, such as MPEG video and page memory. Available in a tower case version dubbed the ActionTower 8600, the system is configured with 8MB of RAM, supports True Color graphics

with 1MB of video RAM, and has 256KB of external cache memory.



ActionPC 8600

New AcerEntra Desktop PC Line Uses AMD-K5 Processors

Acer America is using AMD-K5-PR75 and PR100 processors to power its AcerEntra desktop computers for the North American market. Introduced last year, the AcerEntra is Acer America's branded basic system, which is customized by resellers for their customers. Marketed through Acer America's distribution channel, the new AcerEntra PCs are available in several configurations.

The AcerEntra 3712K PC and AcerEntra 312YK are ideal as network-client PCs offering AMD-K5 processor-based performance in a small footprint. Designed as general-purpose business PCs, both systems are Novell workstation-certified and comply with the EPA Energy Star program.

"The AMD-K5 processor provides the proven compatibility and performance that Acer America customers have come to expect from the AcerEntra line of desktop PCs," said Norm Choy, Acer America's director of product marketing for commercial systems.

"Acer PCs have an international reputation for outstanding performance at affordable prices," added Gino Giannotti, director of business marketing for AMD's Computation Products Group. "We believe that affordably priced, high-performance PCs, such as the new AcerEntra systems, will stimulate market expansion."

For more information on the AcerEntra, call 1-800-SEE-ACER or access Acer America's Web site at <http://www.acer.com/aac/>.

AMD-K5™ Processor Setup Recommendations

To ensure proper operation of the AMD-K5™ processor, it is essential that the motherboard is correctly configured. This document provides guidelines for proper motherboard setup. Use this guide in conjunction with the motherboard manufacturer's manual for the motherboard being configured.

CPU Voltage

The AMD-K5 CPU requires a voltage of 3.52 V to function properly. Use of a lower voltage may result in unreliable operation. If the CPU voltage exceeds 3.6 V, the processor might be permanently damaged.

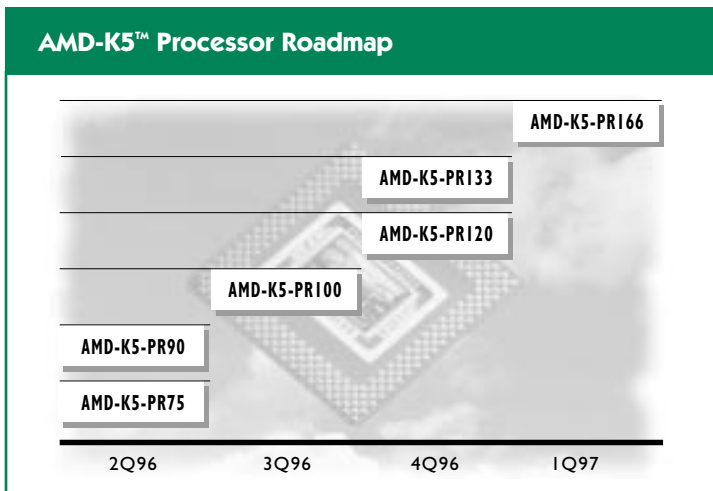
Thermal Requirements

The case temperature of the AMD-K5 CPU must be maintained at or below 60°C to ensure reliable operation. AMD recommends the use of a quality heat sink and fan in conjunction with the AMD-K5 processor. For a list of recommended heat sink and fans, refer to the AMD-K5 Processor Thermal Considerations application note (order #20092) available on the AMD Web page under PC Solutions technical documentation (<http://www.amd.com>).

Clock Multiplier and Bus Speed		
Processor	Clock Multiplier	Bus Speed
AMD-K5-PR133	1.5 X	66 MHz
AMD-K5-PR120	1.5 X	60 MHz
AMD-K5-PR100	1.5 X	66 MHz
AMD-K5-PR90	1.5 X	60 MHz
AMD-K5-PR75	1.5 X	50 MHz

BIOS Issues

If the motherboard is set up properly, the BIOS should recognize the AMD-K5 processor when the system powers up. Since the AMD-K5 processor is a relatively new device, there may be motherboards that do not properly identify the AMD-K5 CPU and require a BIOS update. If the motherboard requires a BIOS update, contact the motherboard manufacturer.

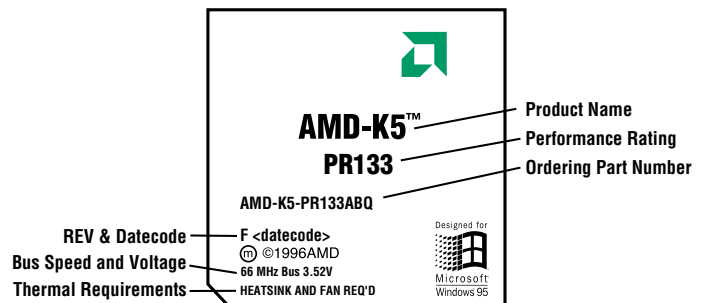


Motherboard Manufacturers List

AMD has validated the following motherboard manufacturers that support the AMD-K5 processor. Motherboard validation consists of electrical and functional testing to ensure that the motherboard design meets the basic functional requirements needed to operate using an AMD-K5 processor. This list is a sampling of popular motherboards verified by AMD to support the AMD-K5 processor. This information is updated on a regular basis. Access AMD's WWW site at <http://www.amd.com> or call AMD's Facts-On-Demand™ fax service at (800) 222-9323 (U.S. only) and order #20714.

Vendor	Model
Abit	PR5
Abit	AR5
Asus	P55T2P4
Asus	P55TVP4
Biostar	8500TUC-A
Biostar	8500TUR
Biostar	8500TVX
Chaintech	5VGM
DataExpert	EXP8661
ECS	P5VX-B
EFA	P55T2SPIO
FIC	PA2005
Gigabyte	GA586HX
Gigabyte	GA586VX
Holco	553
Holco	555
Microstar	5129
Ocean	Rhino 6VX
Soyo	5VA2

Sample Chip Marking



AMD Reseller Program Supports Channel Effort in Europe

Hot on the heels of its U.S. debut, AMD's Reseller Program hit the ground running in Europe this October with program launches in the UK, Italy, and Germany. This initiative marks the company's first channel-focused effort to commit both AMD product marketing support and dedicated budget dollars to helping resellers drive the growth of their markets worldwide.

Designed as a direct communication link to AMD, the reseller program provides the sales tools and marketing services needed to increase profit margins and enhance channel sales of AMD-based solutions. Qualified participants can receive the latest in AMD product information, technology updates, training programs, and promotional kits via the World Wide Web, e-mail, fax, and custom mailings.

"The Reseller Program has been tailored to meet the exact needs and requirements of the channel," says Tony Thuy, reseller program manager for AMD Europe. "By providing a consistent and reliable flow of information, resellers are better informed and more comfortable recommending and selling AMD products."

To learn more about the AMD Reseller Program in Europe, call +44 (0) 1276 803121. For information on subsequent AMD Reseller Program launches in Europe, Asia, and Latin America, access AMD's WWW site at <http://www.amd.com>.

Home in on the AMD Reseller Program

Here's a sampling of the useful information you'll find when you bookmark AMD's Reseller Program page at <http://www.amd.com>.

From AMD's home page, select "Reseller Program" as your Special Interest Area in the dialog box. This will take you to our Reseller Program overview, an on-line application form, AMD product information, and support tools designed to help you sell AMD-based solutions.



AMD

RESELLER PROGRAM

What's New

- [Introducing AMD-K5™-PR133 Processor](#) **HOT!**

Program Overview

- [Introduction](#)
- [Reseller Program Application](#)
- [Contact reseller@amd.com](mailto:reseller@amd.com)

Processor Products

- [Processor Overview](#)
- [AMD-K5™ Processors \(PR75/90/100/120/133\)](#)
- [Am5X86™-P75 Processor](#)
- [P-Rating Brief](#)
- [PR75/90/100 Benchmarking Report](#)
- [Compatibility](#)
 - [AMD-K% Processor XXCAL Certification](#)
 - [Compatibility Test List](#)

Sales Support Tools

- [AMD-K5 Reseller Where to Buy](#)
- [Point of Sale Kit](#)
- [Advertising Kit](#)
- [Motherboard List](#)
- [Chipset and BIOS Manufacturers](#)



P C C u r r e n t s

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