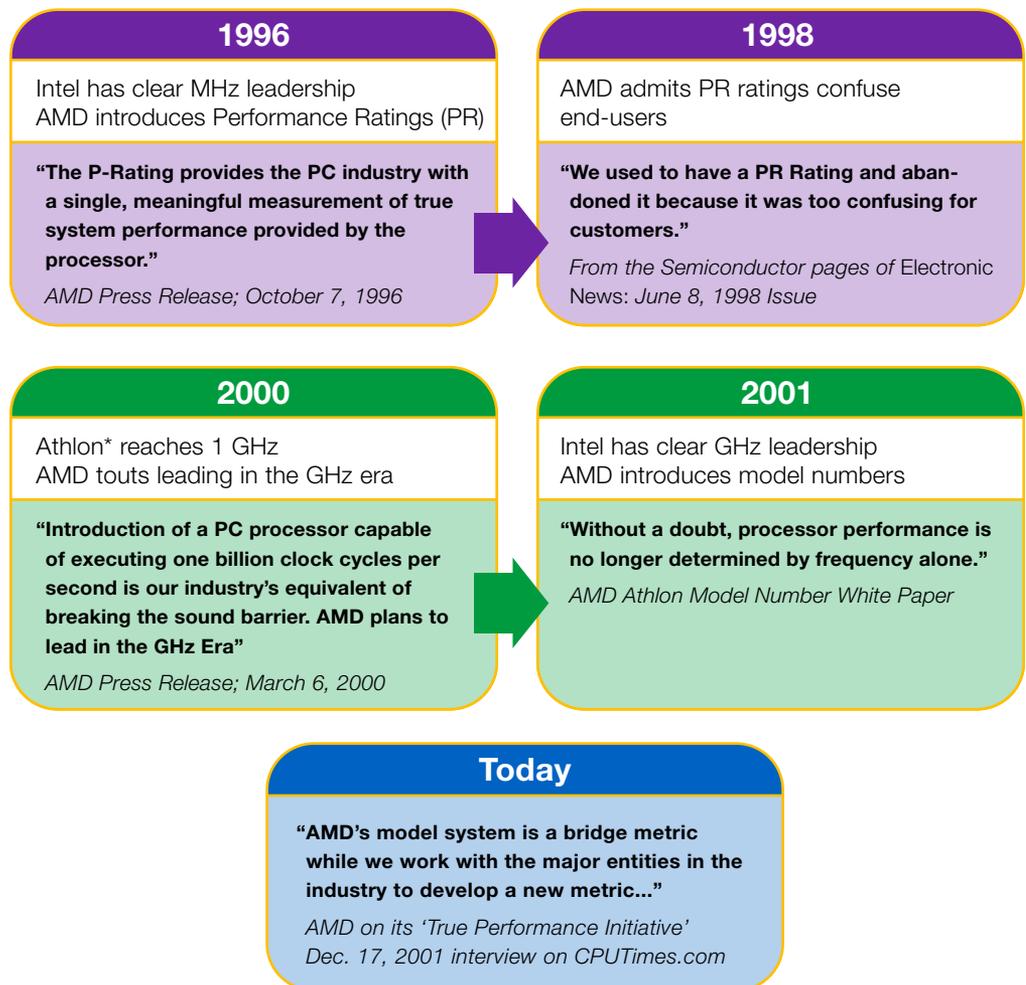# Athlon* Model Numbers Confuse Your Customers

Marketing campaigns should educate customers about products.

However, Athlon* model numbers actually confuse your customers.
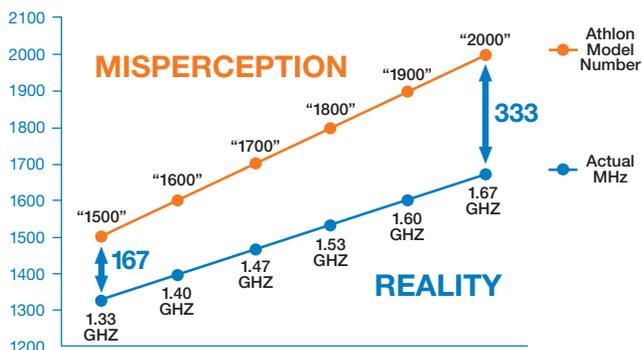
The Stance on Ratings Continually Changes

1996

Intel has clear MHz leadership
AMD introduces Performance Ratings (PR)

"The P-Rating provides the PC industry with a single, meaningful measurement of true system performance provided by the processor."

AMD Press Release; October 7, 1996

1998

AMD admits PR ratings confuse end-users

"We used to have a PR Rating and abandoned it because it was too confusing for customers."

From the Semiconductor pages of Electronic News: *June 8, 1998 Issue*

2000

Athlon* reaches 1 GHz
AMD touts leading in the GHz era

"Introduction of a PC processor capable of executing one billion clock cycles per second is our industry's equivalent of breaking the sound barrier. AMD plans to lead in the GHz Era"

AMD Press Release; March 6, 2000

2001

Intel has clear GHz leadership
AMD introduces model numbers

"Without a doubt, processor performance is no longer determined by frequency alone."

AMD Athlon Model Number White Paper

Today

"AMD's model system is a bridge metric while we work with the major entities in the industry to develop a new metric..."

AMD on its 'True Performance Initiative' Dec. 17, 2001 interview on CPUTimes.com

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Even AMD admits that model numbers are not the correct metric!

Model Number Assignments are Arbitrary

As frequency increases, the MHz to Model Number gap widens ...

MISPERCEPTION

Athlon Model Number

"2000"
"1900"
"1800"
"1700"
"1600"
"1500"

333

Actual MHz

1.67 GHZ
1.60 GHZ
1.53 GHZ
1.47 GHZ
1.40 GHZ
1.33 GHZ

167

REALITY

With each new launch, model numbers increasingly exaggerate the Athlon* processor's true capability

... even though there are no architectural changes to the Athlon* XP.

Model Numbers Do Not Equal Performance

Athlon* XP does not live up to its 2000 rating.

Applications and Benchmarks Comparing the Pentium® 4 Processor at 2A GHz to Athlon* XP 2000+

USAGE MODEL	BENCHMARK/APPLICATION	PENTIUM® 4 PROCESSOR 2A GHZ IS:
Productivity	SYSMark* 2002 (contains 14 mainstream applications)	12% Faster
Audio	MAGIX* MP3 Maker 2.0 Gold	17% Faster
Communications	WebMark* 2001 (Includes 12 popular Internet technologies)	12% Faster
Compute Intensive - Floating Point	SPECfp*_base2000 (14 floating point tests)	23% Faster
Computer Intensive - Integer	SPECint*_base2000	4% Faster
Imaging	Adobe* Photoshop* v 6.01	9% Faster
Entertainment	Quake* III: Arena Demo 1	5% Faster
Digital Video	MAGIX video deLuxe v 1.06 with DivX 4.11	19% Faster

Ensure your customers are informed when making a PC purchase

- As software evolves and benchmarks are updated, performance ratings become outdated.
- MHz is a factual and consistent attribute of processor performance.
- When MHz is combined with benchmarks that reflect your customers' usages, they offer a true assessment of performance.

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