



Made to match your digital lifestyle.



THE AMD MAINSTREAM CONSUMER CHANNEL TOOLKIT

On this DVD you will find everything you need to execute the Mainstream Consumer Channel Toolkit campaign. In order to access the files you need, first read through the instruction set and then copy the appropriate files to your desktop.

-  Toolkit Instructions
-  Messaging
-  Channel Creative
-  End-User Creative
-  End-User Sales Presentation
-  Training Module
-  Poster
-  Window Decal
-  Logos and Tools
-  End-User CD Files

➤ Consumer Enthusiast Channel Toolkit



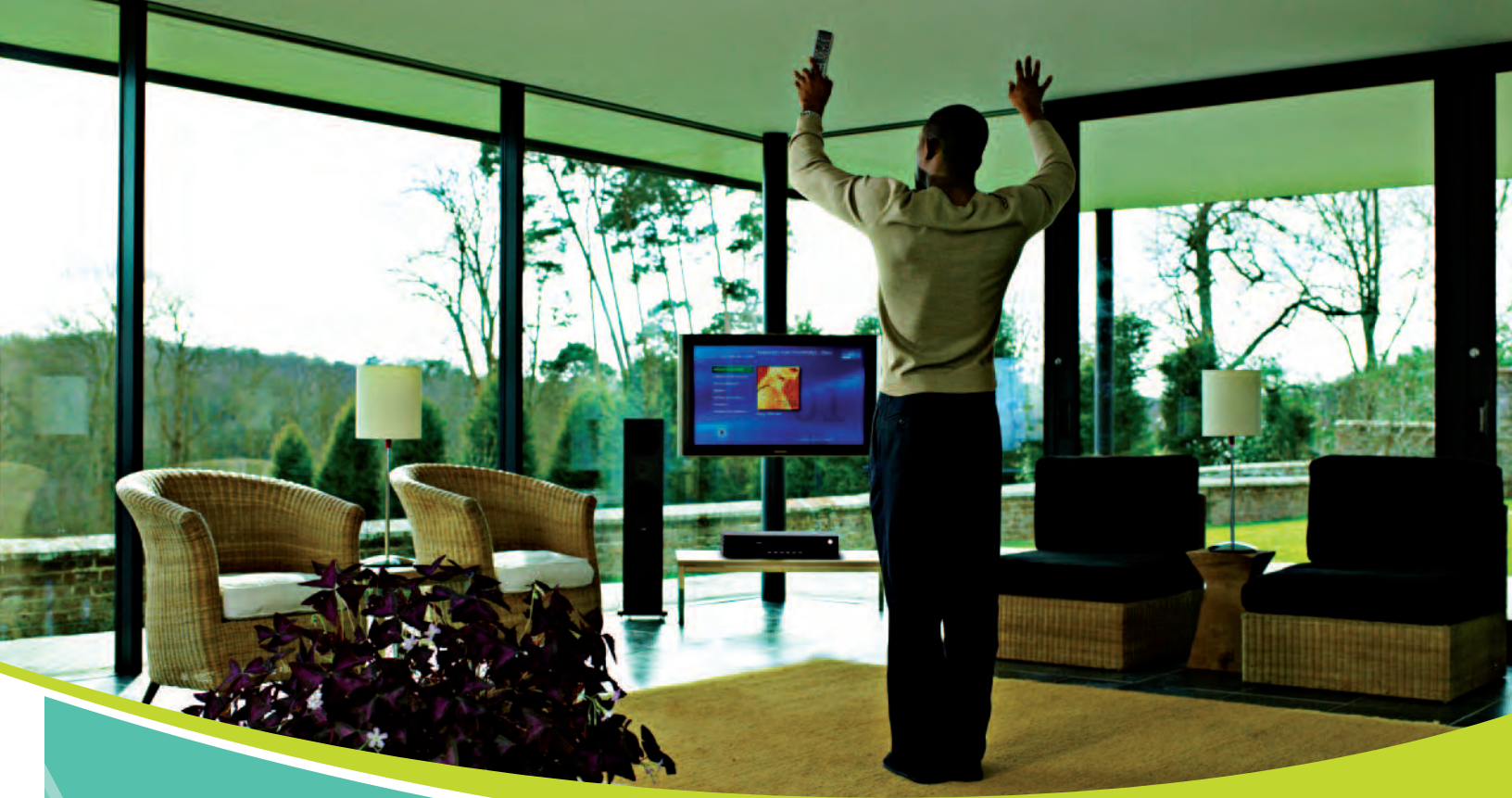


MADE TO MATCH
YOUR CUSTOMERS'
DIGITAL LIFESTYLE.



Make a Smarter Choice. AMD64-based platforms are built to break the limits of performance. Whether your customers are interested in the latest digital media, true multi-tasking, or superb mobility, the AMD desktop and notebook processor family can help you bring their digital worlds to life. Now your customers can make the most of their desktop and mobile PCs and benefit from AMD's focus on performance, security, reliability, and investment protection. For customers who demand choice, offer them the choice built for their digital lifestyle—AMD64.





Made to match your digital lifestyle.

AMD brings your digital world to life with smarter features, smarter performance, and smarter innovation.

From the ultimate processor for digital media, to dual-core technology that enables true multi-tasking, to powerful solutions for the on-the-go lifestyle, the AMD64 desktop processor family has something for everyone. Which AMD desktop processor is right for you? It's your choice.

With each AMD64-powered system, you can experience a whole new realm of digital media and entertainment. AMD64 technology gives you the power of simultaneous 32- and 64-bit computing—along with outstanding performance—so you can:

- Create and share exciting digital videos and photos
- Download, organize, and burn digital music
- Stream and view near cinema-quality video and audio
- Enjoy high-quality DVD playback
- Explore realistic virtual worlds in interactive 3-D games



Made to smash the hourglass.

AMD ATHLON™ 64 X2 DUAL-CORE PROCESSOR

Imagine being able to do more things at once on your PC—without having to wait for the system to catch up. AMD Athlon™ 64 X2 dual-core processors can help. Dual-core technology is like having two processors working together, each one taking care of different applications. So now you can simultaneously burn a CD, check e-mail, edit a digital photo, and run your virus protection—all without compromising performance. In multi-tasking benchmark testing, AMD Athlon 64 X2 dual-core processors have demonstrated that they outperform similar single-core processors by up to 30 percent.*



Made to do digital magic.

AMD ATHLON™ 64 PROCESSOR

Your PC is not just for email, word processing, and the Web anymore. The AMD Athlon™ 64 processor gives you full-throttle performance to go wherever your digital world takes you. Whether you're watching videos, ripping and playing music, or playing games, AMD64 performance helps you fully enjoy multimedia experiences with a "you are there" reality. AMD Athlon 64 processors feature Enhanced Virus Protection** to help safeguard your valuable digital media. Plus, AMD64 technology allows you to transition seamlessly to new 64-bit applications at your own pace.



Made for full performance computing on the move.

AMD TURION™ 64 X2 MOBILE TECHNOLOGY

Want more from your laptop? With AMD Turion™ 64 X2 mobile technology, you get the power of true multi-tasking capabilities for today's thin and light notebook computers—along with proven AMD64 features like Enhanced Virus Protection**. AMD Turion 64 X2 mobile technology delivers the dual-core performance you need while on the go. To get more from your mobile lifestyle, get AMD.

Bring home the power of AMD64 technology.

Whichever AMD processor you choose, you get the built-in benefits of AMD64 technology. Systems built on AMD64 technology offer you access to major AMD innovation such as:

- AMD64 technology with Direct Connect Architecture
- HyperTransport™ technology
- Integrated DDR memory controller
- Enhanced Virus Protection (EVP**)
- Cool'n'Quiet™ technology (available on AMD Athlon™ 64 processors)
- AMD PowerNow!™ technology

Make a smarter choice

CHANNEL PARTNER HEADLINE GOES HERE.

[Channel Partner copy goes here.]

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* http://www.amd.com/us-en/Processors/ProductInformation/0,30_I18_9485_I3041I3077I3116,00.html

** EVP is only enabled by certain operating systems, including the current versions of Microsoft® Windows®, Linux®, Solaris®, and BSD Unix. After properly installing the appropriate operating system release, users must enable the protection of their applications and associated files from buffer overrun attacks. Consult your operating system (OS) documentation for information on enabling EVP. Contact your application software vendor for information regarding use of the application in conjunction with EVP. AMD strongly recommends that customers continue to use third-party antivirus software as part of their security strategy.

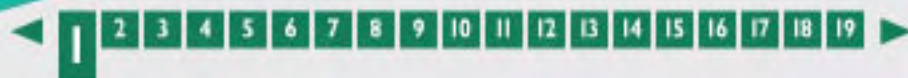
About AMD

Advanced Micro Devices (NYSE:AMD) is a leading global provider of innovative microprocessor solutions for computing, communications and consumer electronics markets. Founded in 1969, AMD is dedicated to delivering superior computing solutions based on customer needs that empower users worldwide. For more information visit www.amd.com

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Made to match your digital lifestyle.

Learn all about AMD64 client solutions for customers



In this training presentation, you'll find the competitive differentiation you need to effectively sell AMD64 client solutions to your customers.

By delivering what your customers want now — such as exceptional performance for digital media, the power for true multi-tasking, or jaw-dropping speed for superb mobility — platforms based on AMD64 processors can help you rapidly grow your consumer client business.

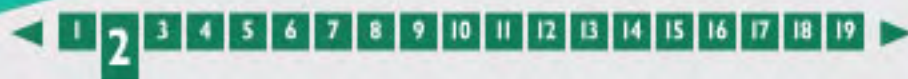
Get started now!



Made to match your digital lifestyle.

Knowledge builds leadership

What you'll learn in this presentation



Once you're familiar with the compelling advantages AMD64 solutions offer your customers, you'll have the tools you need to stay ahead of the competition.

Here, you'll learn key information about the clear advantages of AMD64 technology and platforms, including:

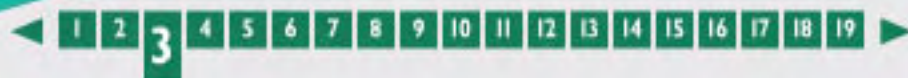
- An overview of **AMD64 technology**
- An introduction to **AMD64 solutions for consumers**
- A closer look at **AMD64 technology for client PCs**
- Target customers for the **AMD64 client solutions**
- **How to meet customer needs** with AMD64 client solutions



Made to match your digital lifestyle.

AMD takes the lead

The AMD64 technology story



AMD has been committed to innovation since its inception more than 35 years ago. Not just technology for technology's sake, but innovations that give customers what they want and need.

AMD64 technology was built to perform, either with single or multiple cores. Based on this innovative architecture, AMD64 client solutions range from performance desktops and media center PCs for the home to notebook designs made for the on-the-go lifestyle.

- AMD introduced **the world's first 32- and 64-bit processor** compatible with the x86 architecture
- The AMD64 architecture was **built from the ground up** to perform on multiple cores
- Dual-core designs offer **enhanced overall system performance** as well as a sophisticated platform for today's and tomorrow's complex applications
- Dual-core processors offer an ideal platform for enabling logical, **incremental performance increases** as multitasking demands increase in the future



Made to match your digital lifestyle.

AMD64 client solutions

Overview and positioning information



AMD64 technology for desktop and notebook PCs

The AMD Athlon™ 64 X2 dual-core processor

- Do more in less time — true multi-tasking capabilities and increased performance on digital media
- Enables the digital lifestyle, blazing the way for creating and viewing digital memories

The AMD Athlon™ 64 processor

- Powerful performance for a rich digital experience
- Exceptional 32- and 64-bit performance, built-in security*, and investment protection

AMD Turion™ 64 X2 Mobile Technology

- Exceptional technology for the ultimate, on-the-go mobile lifestyle
- Delivers better multi-tasking performance in thin and light notebooks, along with richer mobility choices



Made to match your digital lifestyle.

*Enhanced Virus Protection (EVP) is only enabled by certain operating systems, including the current versions of Microsoft® Windows®, Linux®, Solaris, and BSD Unix. After properly installing the appropriate operating system release, users must enable the protection of their applications and associated files from buffer overrun attacks. Consult your OS documentation for information on enabling EVP. Contact your application software vendor for information regarding use of the application in conjunction with EVP. AMD and its partners strongly recommend that users continue to include third-party antivirus software as part of their security strategy.