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PC Industry Rallying Behind DTX Specification to Enable Small Form Factor Adoption

Open Standard Allows OEMs and ODMs to Innovate and Develop Smaller, Quieter and More-Efficient Desktop Systems

HANNOVER, Germany--(BUSINESS WIRE)--

Further demonstrating its commitment to lead the world to energy-efficient computing, AMD (NYSE:AMD) today announced strong ecosystem support for DTX, the open standard specification driven by AMD to enable the broad development of small form factor (SFF) PCs. DTX has been developed to empower industry stakeholders to deliver innovative, energy-efficient small form factor solutions that are smaller, quieter, and desktop-friendly, all while delivering rich visual experiences. Companies including Akasa, Albatron, ASUS, Asetek, Compucase, ECS, Founder, FSP, Gigabyte, Hedy, NVIDIA, Shuttle, SilverStone Technology, Thermaltake, and Tongfang have expressed support for DTX, as well as their intent to develop and bring innovative solutions to market designed that benefit both businesses and consumers.

"AMD's customer-centric leadership role in defining DTX is invigorating the ecosystem and we are seeing the industry rally around the possibilities and future with this open standard," said Bob Brewer, corporate vice president, Desktop Division, AMD. "With the DTX open standard specification, the potential exists for the small form factor market to reap benefits similar to what the ATX standard has done for the desktop market in recent years. Leveraging commonalities within the PC ecosystem can also benefit customers and end users who value the size advantage, power savings, and quiet nature of energy-efficient systems."

AMD believes growth and availability of systems in the small form factor market can be accelerated with a mechanical interoperability standard that offers a similar business model and economics to what currently exists with ATX-based systems today. The DTX open standard specification is designed to help neutralize the cost difference between small form factor and standard desktop PCs by allowing OEMs, ODMs, and component vendors to take advantage of existing ATX infrastructure. Available benefits include cost efficiency, system options and backward-compatibility to help enable OEMs and the channel ecosystem offer ground-breaking PC design.

"Our customers have asked for energy-efficient solutions and smaller sizes," said Ms. Yingzhen Liao, vice president, Marketing Department, Founder Technology Group Corp. "We support AMD in their effort to enable the new DTX open standard for the next generation of desktops that enables optimum system design."

"The demand for desktop systems of small form factors has been growing throughout the PC industry," said Mr. Maowei Xing, general manager, Computer Systems Business Group, Desktop Product Division, Tsinghua Tongfang Co. Ltd. "DTX provides the opportunity for OEMs to supply solutions for what the market demands by leveraging this mechanical interoperability standard. We are excited to join AMD in supporting this broad ecosystem strategy for SFF standardization."

DTX embraces energy-efficient processors from AMD and other hardware vendors, and allows an optimally designed small form factor system to consume less power and generate less noise. When processor power consumption is reduced, system size and cooling costs can also go down. Energy-efficient processors can also help extend the longevity of PCs while offering consumer and business users a quiet, more pleasant experience in their offices or living rooms.

DTX Specification Now Available Online

With the release of a review copy of the proposed industry guidelines for DTX, AMD is encouraging companies to contribute to the guidelines. The DTX specification defines a minimum set of parameters necessary for interoperability, freeing vendors to innovate. A review copy is now available online at www.DTXPC.org.

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--  DTX allows up to four motherboards - for production
    optimization - per standard printed circuit board
    manufacturing panel;

--  Mini-DTX allows up to six motherboards - for low cost - per
    standard printed circuit board manufacturing panel sizes;

--  DTX motherboards can be manufactured in as few as four-layers
    of printed circuit board wiring for motherboard cost savings.

DTX Benefits Both Customers and End-Users
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OEMs can enjoy the inherent cost benefits of standardization. Enterprises can benefit from innovative designs that lower energy bills and therefore can help reduce overall operating costs, as well as sleeker systems taking less space in offices and cubicles and designed to operate quietly. Moreover, small form factors based on the DTX specifications will help enable differentiated and competitive solutions, thus choices for enterprises.

For consumers, the electricity cost savings benefit, while important, may be secondary to the innovative new designs for small form factor PCs, which AMD believes are better suited to non-traditional locations in the home. The flexibility of DTX will help enable an array of small form factor designs. The size and noise output of these smaller designs should be less intrusive than traditional PCs and designed to encourage more multi-PC households. When linked with the other PCs and devices, these small form factor PCs can help provide more convenient access and management of content for every end user in the home.

About AMD

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Quote Addendum: Ecosystem Supports DTX Open Specification

Industry stakeholders including Akasa, Albatron, ASUS, Asetek, Compucase, ECS, FSP, Gigabyte, Hedy, NVIDIA, Shuttle, SilverStone Technology and Thermaltake are demonstrating support for DTX.

"Akasa applauds AMD's initiative in promoting a small form factor to address today's need for cost-effective, low-noise, energy-efficient small form factor PCs," said Adrian Young, marketing director, Akasa. "The DTX standard is flexible so our designers can achieve their goals without being restricted by too many specific platform requirements. For example, cooling can be tailored to each chassis type giving us scope for thermal innovation."

"Albatron is pleased to work with AMD to provide solutions supporting the new DTX platform," said Darryl Chan, director of Albatron Motherboard Business Department. "The new DTX form factor is expected to change the application of the desktop PC outlook. DTX will help standardize the small form factor, and enable the industry to build a smaller form factor based on common building blocks. Current KI51PV-754 motherboards and the upcoming KI690-AM2 motherboards are ready for this latest AMD DTX form factor. Combining AMD's expertise in processing and chipset technology with Albatron's motherboard engineering capability, Albatron platforms will provide compact and powerful solutions."

"Asetek has been a great believer for years that smaller form factors and lower acoustic noise emission are important elements in the future of desktop PCs," said Andre S. Eriksen, CEO at Asetek. "Besides allowing for such better end-user experiences, we see DTX as an excellent business opportunity as we have thermal management solutions to enable the OEMs and ODMs to build smaller form factors at reduced acoustic levels."

"We like DTX because it helps to implement small form factors in the channel market," said Joe Hsieh, Director of ASUS Motherboard Business Unit. "DTX motherboards are compatible with current ATX and Micro-ATX PC cases, so users can enjoy great and affordable motherboard alternatives for normal desktop PCs as well."

"Compucase Enterprise admires that AMD efforts constantly help drive the development of new and better products to serve consumers around the world, said Bill Wang, president, Compucase Enterprise Co., LTD. "The benefits of DTX, for new and smaller form factor platforms, should help consumers and enterprise clients by helping with electricity costs, taking up less space, and enabling systems that are quieter and do not generate excessive heat. We believe that consumers will enjoy a pleasant computing experience by using DTX form factor platforms."

"ECS is excited about the DTX open standard initiative by AMD," said SF Chang, Director of Desktop Marketing and planning, ECS. "This initiative can accelerate adoption of small form factors by leveraging existing ATX components and enable PC manufacturers to create smaller, more affordable and innovative products for our customers."

"As a power supply provider, FSP is glad to see the development of an open standard specification for small form factor systems," said Allen Cheng, CEO, FSP. "We believe small form factors will be the trend in the coming years. Our embedded SFX PSU can provide high

performance, low noise and high efficiency within smaller systems. AMD is taking the lead in focusing the market on small form factor systems and making them standard. We are glad to see this, and expect the market to give positive feedback and actively accept the new standard backed by AMD."

"We strongly believe that DTX platforms are a good solution for the small form factor market," said Alan Chen, assistant VP of Gigabyte ODM and PC System Business Unit. "Together with AMD, Gigabyte is highly interested in developing such platforms this year."

"With DTX, ODMs and component vendors will be empowered to design solutions based on open standards that can deliver new innovative systems to meet our customers' needs for small size without compromising performance or price," said Mr. Hailong Wei, director, Marketing Department, Hedy Holding Co., Ltd.

"We applaud AMD's leadership in driving standardization for a smaller, more energy-efficient, desktop-friendly PC," said Drew Henry, general manager of MCP business at NVIDIA. "NVIDIA is working closely with AMD to develop outstanding NVIDIA nForce MCP and GeForce GPU motherboard solutions for the DTX platform. With our industry-leading technology in these markets, we are confident that DTX systems powered by NVIDIA technology will usher in a new wave of innovation for desktop PCs."

"Finally, with DTX, there is an open standard for small form factor PCs," said Brian Chen, Marketing Director of Shuttle Computer Group. "Together with AMD, Shuttle is dedicated to bringing more innovative small form factor solutions with cost efficiency to the market."

"The new open standard DTX form factor, backwards compatible with current ecosystem offerings, provides many users with a solution that was not available before," said Joe Lee, president of SilverStone Technology. "SilverStone Technology is now able to make full-featured chassis in sizes and shapes otherwise not possible, thanks to the DTX small form factor driven by AMD."

"Thermaltake is proud to support the new DTX open standard, a small form factor standard, with AMD," said Kenny Lin, CEO of Thermaltake. "Thermaltake products, most popular among enthusiasts, adapt to the new DTX standard perfectly and will enable seamless adoption and integration from different market segments."

Source: Advanced Micro Devices, Inc.