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AMD 🔺

AMD Empowers Channel Partners with New Product and AMD Validated Solutions Program Offerings

-- More Platform Providers, Products and Services Added to Industry-Leading Program --

-- AMD Athlon(TM) 64 X2 Dual-Core Processor 6400+ Black Edition Offers Channel the Next Level of Desktop Performance --

SUNNYVALE, Calif.--(BUSINESS WIRE)--

Further demonstrating its ability to add value and enable differentiation for solution providers to compete, AMD (NYSE:AMD) today announced enhancements to AMD Validated Solutions (AVS) including single-socket server motherboards with new platform providers, as well as advanced motherboard exchange. AMD also today introduced the AMD Athlon(TM) 64 X2 dual-core processor 6400+ Black Edition, the first enthusiast dual-core X2 processor targeted to the consumer channel, taking performance to the next level for sophisticated performance users.

"AMD understands that channel partners want consistency, predictability and stability from every one of their solutions providers and the technologies they deliver to their customers," said Stephen DiFranco, corporate vice president, sales and marketing, AMD. "These new offerings from AMD support the channel ecosystem by making it easier and more profitable for partners to integrate reliable solutions while differentiating their solutions based on AMD technology."

Said Russell Carlisle, vice president of marketing, at ZT Systems: "When you are selling into commercial SMB and vertical sectors like we do, a high level of support is crucial. The addition of 1P server motherboards combined with the advanced motherboard exchange service increases the value of AVS and makes our offer even more attractive to the customer, while providing us, and our customers, with further peace of mind."

AMD Validated Solutions Deliver Enterprise-Class Commercial Systems

AMD Validated Solutions provides solution providers with rigorous platform validation and testing, as well as post-sales service and support, directly from AMD. Broadening the AVS portfolio to include AMD Opteron(TM) processor-based 1P server motherboards will address the needs of small-to-medium-sized businesses (SMB). The new server motherboards tap the strength of AMD Opteron processors with industry-leading performance-per-watt and expand the breadth of options available through AVS, enabling solution providers to offer customers more choice.

Members of the AMD Validated Solutions program will also benefit from an advanced motherboard exchange service. Starting today, partners at the platinum and gold levels in the AMD Solution Provider Program will be automatically upgraded to next business day exchange service. All member-level partners will be upgraded to a two business day advanced exchange program for motherboards from their previous return merchandise authorization (RMA) level. Additionally, member-level partners will be able to upgrade to next business day return service for a small fee when they need expedited service.

Starting today, AVS program members have a choice of 10 motherboard platforms including eight commercial desktop motherboards and the two new 1P server motherboards. Super Micro Computer and Tyan Computer Corporation have joined the list of AVS platform providers that includes existing desktop providers Asus, ECS, Gigabyte and MSI.

"Our work with AMD has helped us stay true to our commitment to delivering highly integrated, reliable platforms for a wide range of applications," said Danny Hsu, president, Tyan Computer Corporation. "By introducing the first Tyan 1P server motherboard into AMD Validated Solutions, we'll be able to better address the quality, service and support needs of our whitebox builders and system integrator customers."

"Consistent with our strategy to offer top-notch quality and reliability on every server solution we deliver, our participation in the AVS program provides solution providers with even further validation of the quality and compatibility of our products," said Alex Hsu, chief sales and marketing officer at Super Micro Computer, Inc. (NASDAQ:SMCI). "At Supermicro, our Server and Workstation Building Block approach optimizes performance, scalability, and power efficiency to deliver exceptional value."

`The Next Level of Desktop Performance Targeted to the Channel`

With the introduction of the AMD Athlon 64 X2 dual-core processor 6400+ Black Edition, AMD now offers the channel an expanded dual-core desktop processor line up with exceptional dual-core computing benefits, across an even broader price and performance range.

Boxed in collector's packaging and targeted towards gamers, enthusiasts and digital content creators, the AMD Athlon 64 X2 dual-core processor 6400+ Black Edition can meet the needs of sophisticated performance users who run multiple processor-intensive applications simultaneously. The 3.2 GHz dual-core processor features an integrated 128-bit dual-channel memory controller, DDR2 memory up to and including PC2 6400 (DDR2-800) unbuffered memory, and a dedicated 2MB L2 cache. The AMD Athlon 64 X2 dual-core processor 6400+ Black Edition is now available in the channel in North America, Japan, Korea and parts of Europe, priced at $251 WOF (without a fan) for PIB (Processor in a Box).

"At Alienware, we share AMD's commitment to raise the performance bar on next-generation computing capabilities and deliver key technologies that open up a new world of possibilities for consumers," said Frank Azor, senior vice president of Alienware's Worldwide Product Group. "Alienware desktop systems based on the AMD Athlon 64 X2 dual-core processor 6400+ Black Edition can push the limits of computing by providing our customers access to extraordinary power, improved platform longevity, and superior entertainment capabilities."

"AMD's relationship with Falcon Northwest is founded on a common goal to deliver stable, reliable and high-performance computing solutions," said Kelt Reeves, president, Falcon Northwest. "We applaud AMD for remaining at the forefront of the technology revolution with

the launch of its 'Black Edition' dual-core processor to system builders, and look forward to the new desktop computing possibilities for our shared customers."

"The AMD Athlon 64 X2 dual-core processor 6400+ Black Edition responds to the needs of technology users by delivering the ultimate computing experience," said Randy Copeland, CEO at Velocity Micro. "This offering provides a solid foundation for Velocity Micro to reinforce our leadership position as the high performance PC provider among consumers."

About AMD

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