

## News release



# HP Expands Computing Choices for Business Customers

## New AMD processor-based thin client, industry-standard x86 servers build on 10-year portfolio

PALO ALTO, Calif., March 15, 2006 – HP is celebrating more than a decade of providing unmatched variety, quality and value in computing technology with the introduction of new AMD processor-based products for business customers.

HP introduced its first AMD processor-based thin client as well as enhanced industry-standard x86 server offerings, which extend the company's portfolio to more than 30 products based on AMD processors.

"Our success is dependent on the speed of transactions," said Sean Gilman, chief technology officer at Currenex, which offers corporate and institutional buyers and sellers reliable, low-cost and secure electronic access to the more than \$1 trillion a day global foreign exchange market. "HP and AMD bring a dynamic processing power that our clients now rely on. Since we made the move to HP servers, several customers have stated they choose Currenex because we executed trades much more quickly than the competition."

### **HP expands AMD-based portfolio with new business products**

The HP t5720 thin client, featuring the AMD Geode™ NX 1500 processor, is the optimum choice for business customers who need a powerful, secure and reliable computing experience.

HP also is expanding the industry's largest portfolio of AMD Opteron™ processor-based servers with the addition of Dual-Core AMD Opteron processor Models 185, 285 and 885 to the HP ProLiant DL145, DL385, DL585 density-optimized servers and HP ProLiant BL25p, BL35p and BL45p server blades. The servers, which can help customers maximize the value of their business-critical databases and reduce power consumption, are expected to be available worldwide on March 20.

"HP is dedicated to providing the overall best experience for customers, so we strive to make it easy for them to improve their work and play through easy-to-buy, easy-to-use technology," said Satjiv Chahil, vice president of marketing, Personal Systems Group, HP. "HP offers the industry's broadest portfolio of trusted, proven AMD processor-based computing technology, and today's new product introductions further our commitment to providing customers the widest choice in technology to meet all of their needs, whether they're focused on performance or their pocketbook."

In 1996, HP and AMD began their collaboration with the introduction of the HP

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Pavilion 6330, the first AMD processor-based consumer PC from a major manufacturer. The computer featured an AMD K6-2 microprocessor for an industry-low price of \$949.<sup>(1)</sup>

The turn of the millennium brought a multitude of AMD processor-based industry firsts from HP, starting with the first business desktop featuring AMD Athlon™ XP processors in 2002.<sup>(2)</sup>

“Working together, HP and AMD have successfully garnered greater market penetration and global acceptance for AMD64 technology-based HP systems,” said Henri Richard, executive vice president and chief sales and marketing officer, AMD. “Our close relationship has evolved to today’s expansive consumer and commercial product lineup, driving a balanced computing market that ultimately benefits the end customer in both technology innovation and performance-per-watt competitiveness.”

The addition of AMD processors to the HP ProLiant server line in 2004 reinforced the company’s position as the No. 1 vendor of industry-standard x86 servers worldwide, and HP quickly became the leading provider of AMD Opteron processor-based server systems.<sup>(3)</sup> As the world’s No. 1 consumer PC company, HP later that year introduced the first Media Center PC featuring the AMD Athlon 64.

More groundbreaking introductions followed in 2005 with the launch of HP ProLiant server blades featuring AMD Opteron processors with Direct Connect Architecture, as well as the first AMD Athlon 64 processor-based PC blade for its Consolidated Client Infrastructure solution. The company also introduced the first globally available HP Compaq business notebook incorporating AMD Turion™ 64 mobile technology with advanced security features.

More information and additional joint HP and AMD milestones are available in an online press kit at [www.hp.com/go/HPAMD10years](http://www.hp.com/go/HPAMD10years).

### **About HP**

HP is a technology solutions provider to consumers, businesses and institutions globally. The company’s offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Jan. 31, 2006, HP revenue totaled \$87.9 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at [www.hp.com](http://www.hp.com).

Note to editors: HP news releases are available via RSS feed at [www.hp.com/hpinfo/rss.html](http://www.hp.com/hpinfo/rss.html).

<sup>(1)</sup> HP and AMD had a previous relationship based on printing technology, dating to 1991.

<sup>(2)</sup> Both HP and Compaq offered an AMD-based business PC in 1995, but only as a limited market test.

<sup>(3)</sup> Source: IDC’s Worldwide Quarterly Server Tracker, November 2005.

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