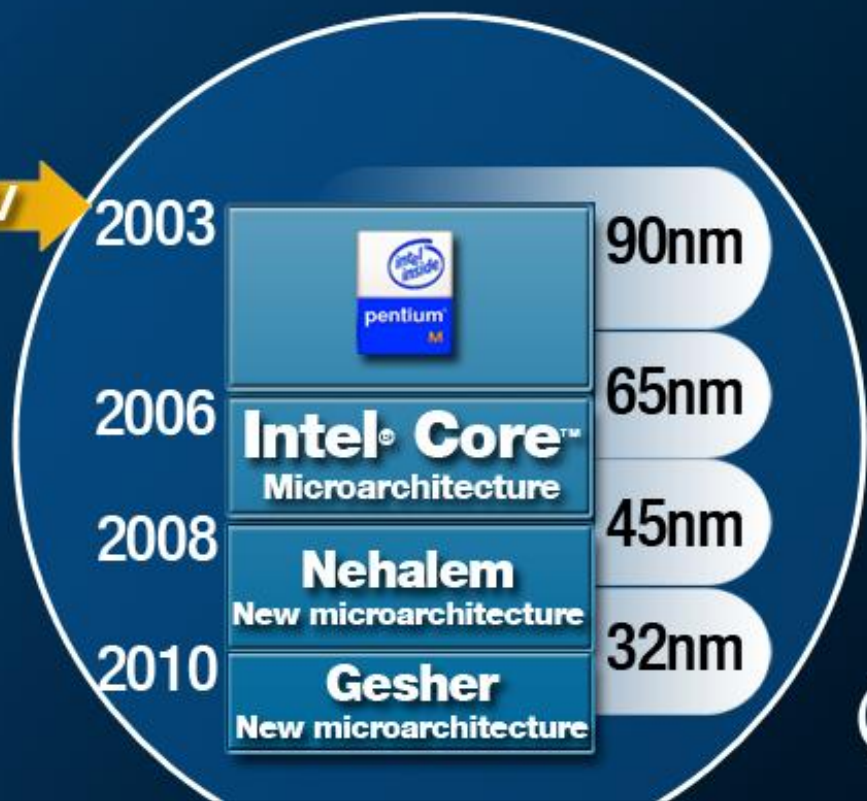


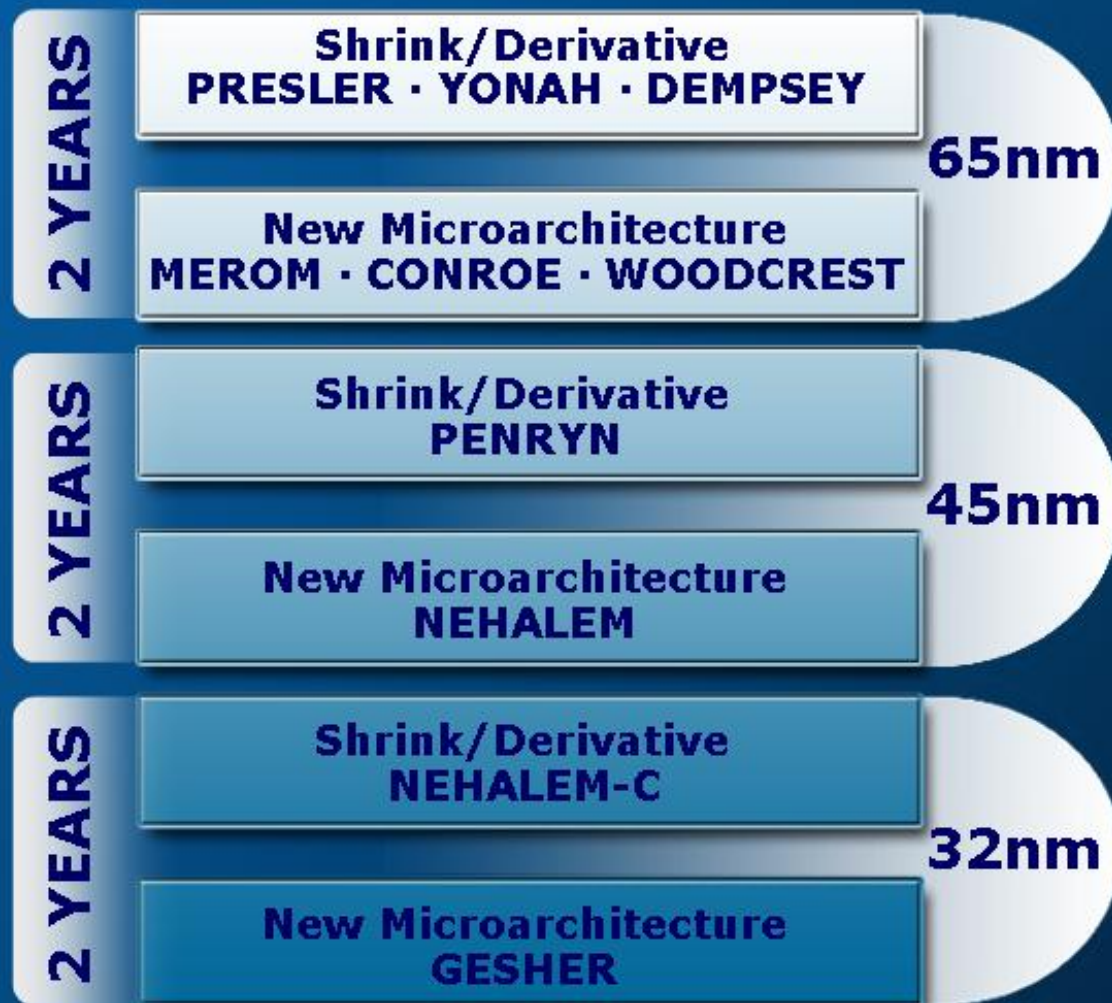
Architecture Transitions



**SHIFT to
PERFORMANCE/
WATT**



Microprocessor Design Model



PRINCIPLES

1. One micro-architecture for all high volume market segments
2. Optimized for performance/watt
3. Parallel design teams
4. No waiting on new process technology
5. Chipset cadence offset for fast ramp

OBJECTIVE: Sustained Technology Leadership

