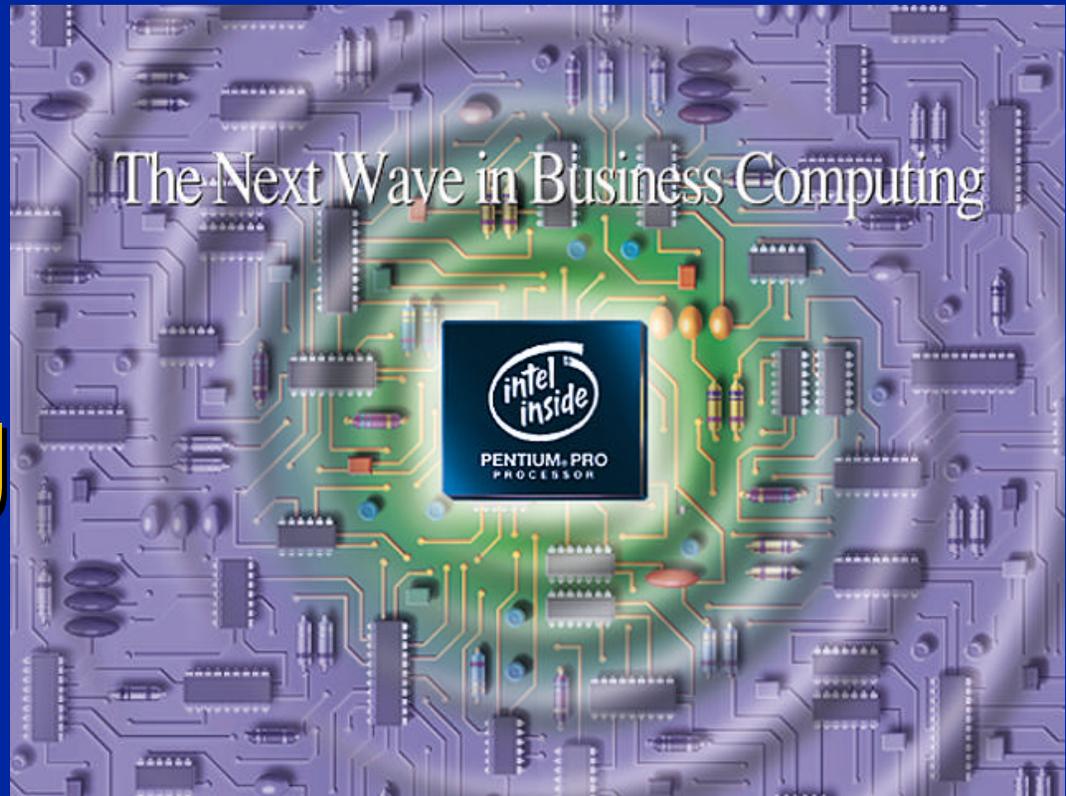


# Pentium® Pro processor Desktop Systems

## The Next Wave in Business Computing

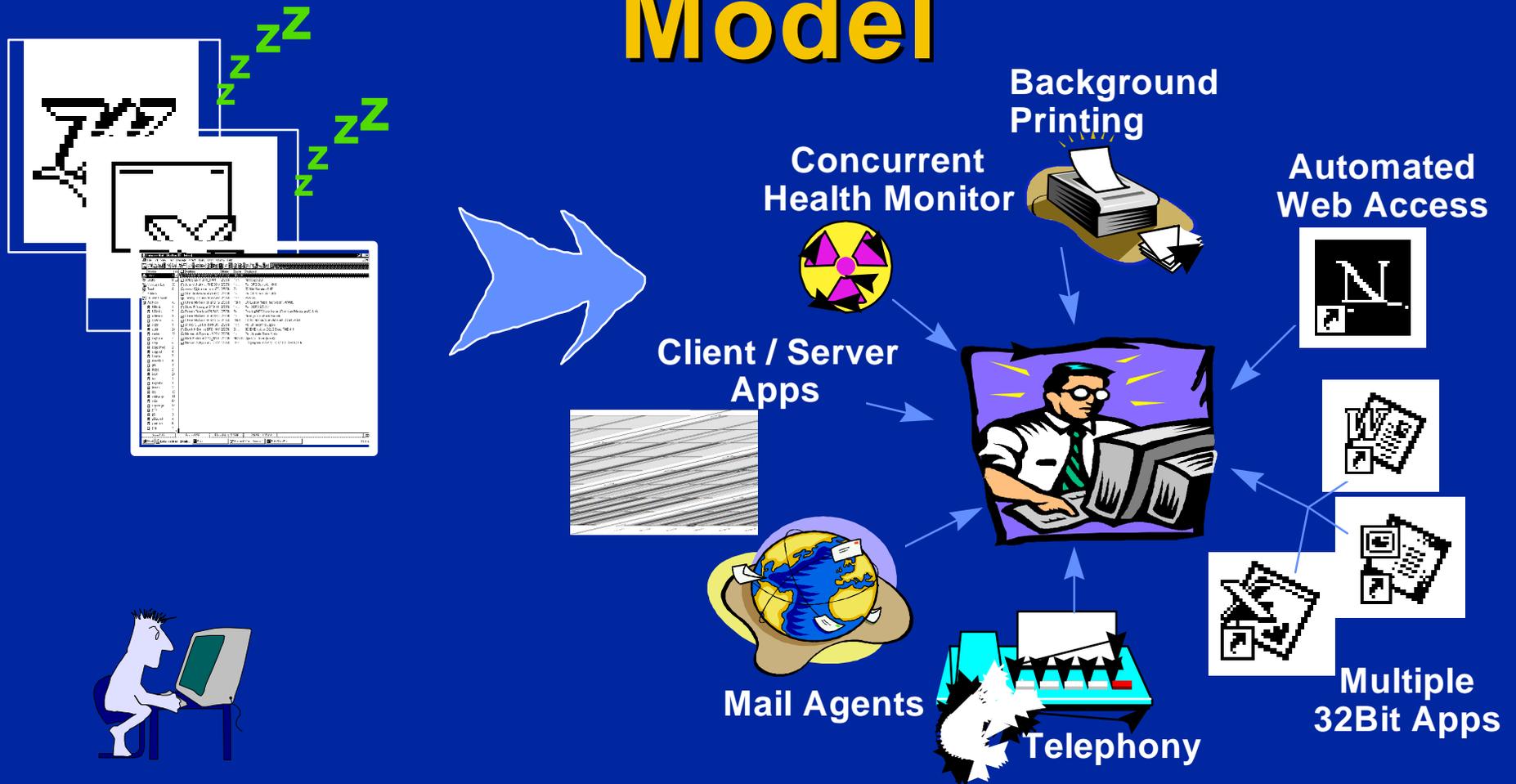
August 1996



# Discussion Topics

- **Desktop Business Environment**
- **Desktop Processor Roadmap**
- **Pentium® Pro processor based system is the ideal platform for new purchases**
  - **Provides advanced manageability features**
  - **Optimized for 32-bit software environment**
  - **Delivers superb multitasking performance**

# New Business Usage Model

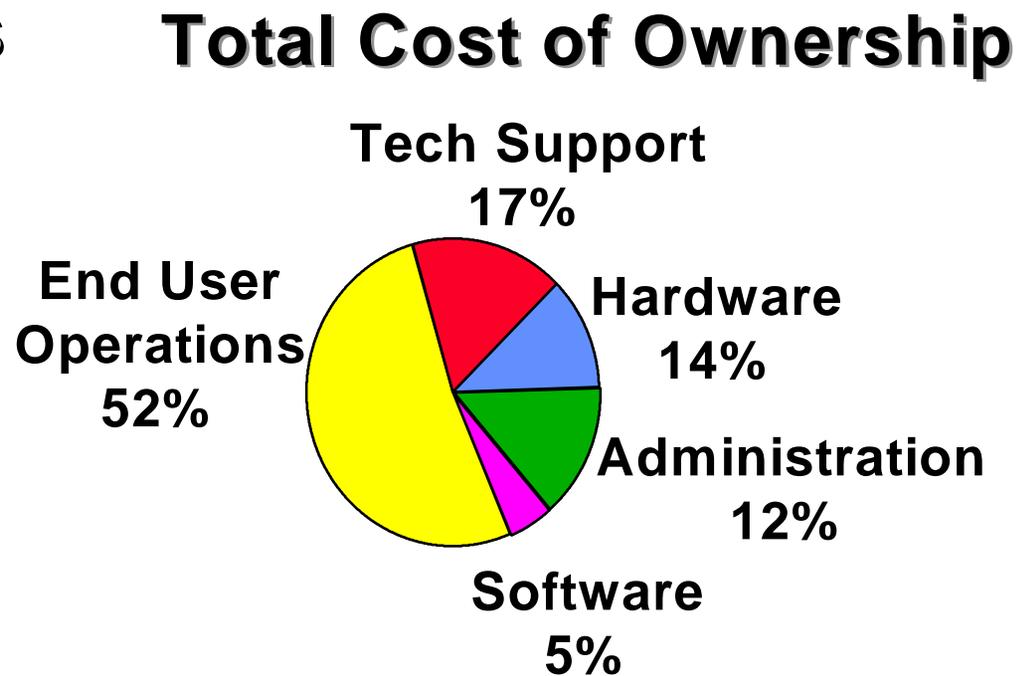


***Productivity Enhancement Requires Latest PC Platform***

# Total Cost of Ownership

## Major cost areas

- Support / operations costs are 69% of TCO.
- Hardware is a minor part of overall cost -- 14%.
- CPU is less than 2% of TCO.



Source: Gartner Group Presentation, 2/96.,

# Management Solutions Converging

## Standards

- ❑ Desktop Management Interface (DMI)
- ❑ Remote Desktop Management Interface (RDMI)
- ❑ Plug n Play

## Operating Systems

- ❑ Reliable 32 bit OS

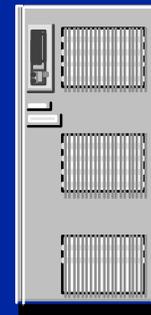
## HW Features

- ❑ Temp, Voltage HW Monitors on MB
- ❑ Universal Serial Bus (USB)
- ❑ Error Checking and Correction (ECC)

## Tools

- ❑ Browsers & Agents
- ❑ Management SW Suites

**Pentium® Pro  
processor-based  
Platforms**



# Pentium® Pro Processors for the Mainstream Business Desktop



⇔ 32bit OS & Applications  
e.g. Windows NT\*  
or Windows\* 95



- Addresses Manageability & Cost of Ownership
- Optimized for 32-bit Environment
- Delivers Superb Multitasking Performance

# Desktop Roadmap

## Pentium® and Pentium Pro Processor roadmap

System Price Point	Q3 1996 Forecast	Q4 1996 Forecast
Professional Desktop >\$4K	Pentium Pro proc. - 200, 180	Pentium Pro proc. - 200
Performance Midrange \$3-4K	Pentium Pro proc. - 200, 180 Pentium processor - 166	Pentium Pro proc. - 200, 180
Midrange \$2-3K	Pentium processor - 166, 150, 133	Pentium Pro proc. - 180 Pentium processor - 200, 166, 150
Entry Level <\$2K	Pentium processor - 120, 100	Pentium processor -133, 120

- **Business desktop converting to Pentium®Pro processor for manageability and performance**

# 2H '96 Business Desktop Systems

## Volume Systems

### *Entry Level*



**Pentium®  
Processor-120,133**

- 8 MB
- 850 MB HDD
- 14", 1024x768
- DMI/Browser
- Full Duplex Aud

#### ADDERS\*

- 256K PB L2
  - 4XCD
  - 10/100 Mb LAN
  - 16-bit Audio
  - Extd  
Warranty/Support
- ≤\$2000**

**\*Adders may  
result in \$100-500  
additional price**  
**intel®**

### *Midrange*



**Pentium® Pro  
processor - 180**

- Pentium  
processor-150,166**
- 16MB
  - 256K PB L2 (for PP)
  - 1.2 G HDD
  - 15", 1024x768
  - Mgmt. HW/SW (DMI)
  - Full Duplex Audio

#### ADDERS\*

- 4XCD
- 10/100 Mb LAN
- Voice C&C plus  
Headset
- Extd Warranty/Support

**\$2-3000**

### *Perf. Midrange*



**Pentium® Pro  
processor-200, 180**

- 16-32MB
- 1.6 G+ HDD
- 15", 1024x768
- Mgmt. HW/SW (DMI)
- Full Duplex Audio
- 64-bit Graphics

#### ADDERS\*

- 6XCD
- 10/100 Mb LAN
- Voice C&C plus  
Headset
- Video Conferencing  
HW, App & Camera
- Extd Warranty/Support

**\$3-4000**

### *Professional*



**Pentium® Pro  
processor-200**

- 32-64MB
- 2G HDD
- 17", 1024x768
- 10/100 Mb LAN
- Mgmt HW/SW (DMI)
- Full Duplex Audio
- 64-bit Graphics
- 8XCD

#### ADDERS\*

- SCSI HDD
- 3D HW Acc'l
- Voice C&C plus  
Headset
- Video Conferencing  
HW, App & Camera
- Extd Warranty/Support

**>\$4000**

# Aggressively Priced

**NOW STARTING AT \$2995**

## PENTIUM PRO STRIKES TWICE

**NEW LOWER PRICING!**

**ALR EVOLUTION 6**  
 Pentium® Pro Processor  
 486MB RAM  
 100MB Hard Drive  
 15" Monitor  
 Keyboard  
 Mouse  
 Windows NT\*  
 3 Year Warranty  
 \$3795

**ALR EVOLUTION 6**  
 Pentium® Pro Processor  
 64MB RAM  
 100MB Hard Drive  
 15" Monitor  
 Keyboard  
 Mouse  
 Windows NT\*  
 3 Year Warranty  
 \$2995

**ALR**  
 Computer Systems

**1-800-444-4ALR (4447)**

“[Compaq] said that its cheapest desktop powered by the Pentium® Pro would start at \$2,899”

Wall Street Journal 5/8/96

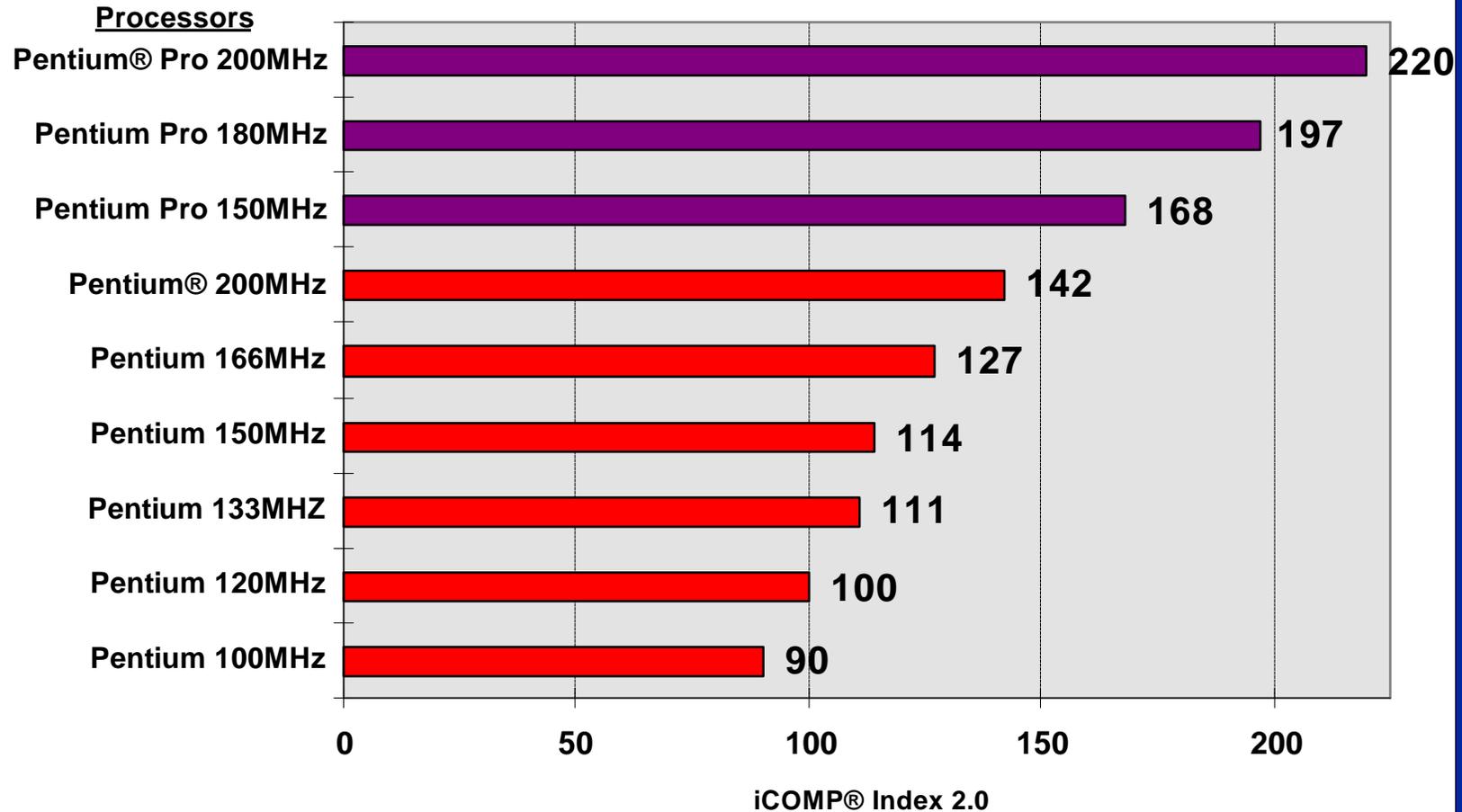
“With lower price points and fast adoption of Windows NT\*, we expect over 50 percent of [shipments] will be Pentium® Pro by the end of the year.”

Boris Elisman, Marketing Mgr HP, CRN 6/10/96

intel® VAR Business, Week of 4/1/96

\* Other brands and names are the property of their respective owners.

# iCOMP® index 2.0



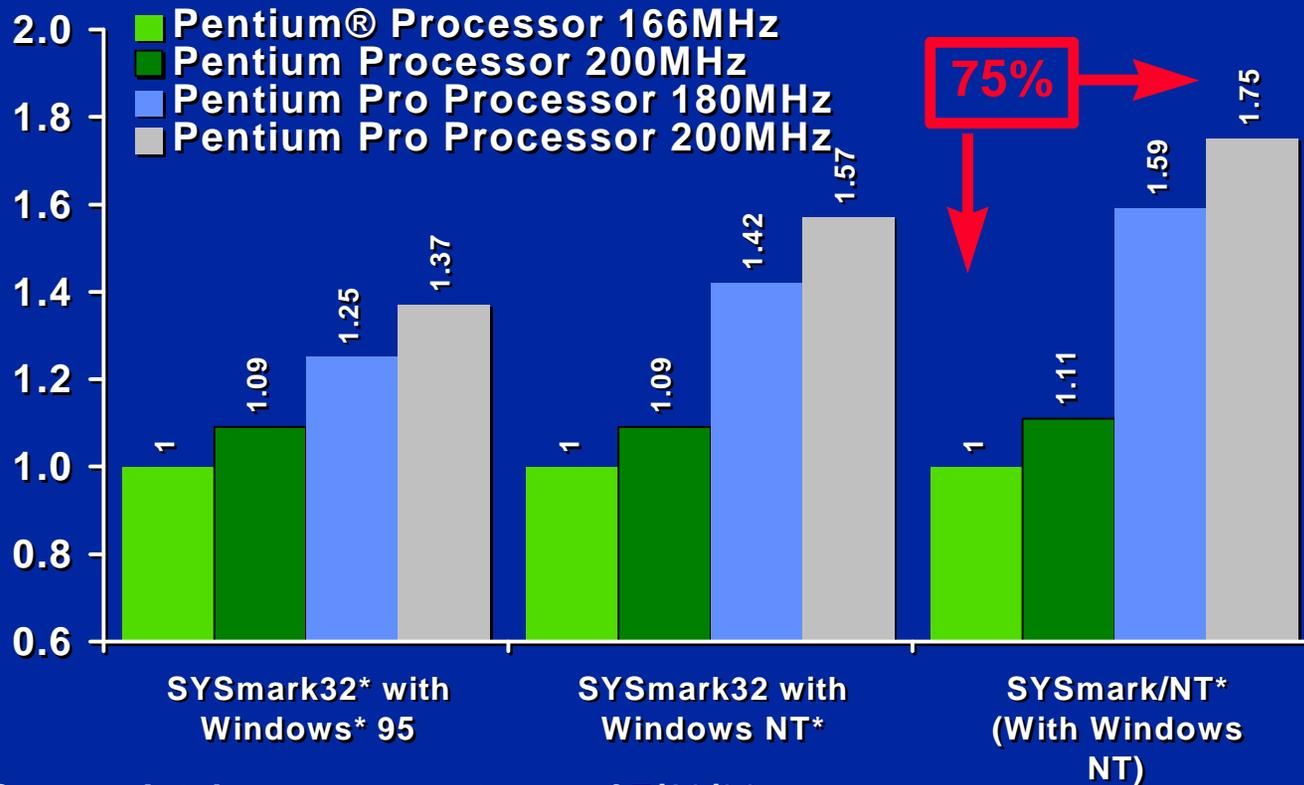
Differences in hardware and software configuration will affect actual performance. iCOMP(r) Index 2.0 reflects 32-bit applications and benchmarks. It combines 5 benchmarks: CPUmark32\*, Norton SI-32\*, SPECint95\*, SPECfp95\*, and Intel Media Benchmark. Each processor's rating is calculated at the time the processor is introduced. Ratings for processors introduced before iCOMP Index 2.0 were calculated when version 2.0 was released. For more information about iCOMP Index 2.0, including a description of the systems used to calculate ratings, contact your local Intel sales office.

\* All other brand and product names are trademarks of their respective owners.



# Pentium® Pro Processor Performance

Superior to Pentium processor on 32-bit apps  
Awesome on Windows NT\*



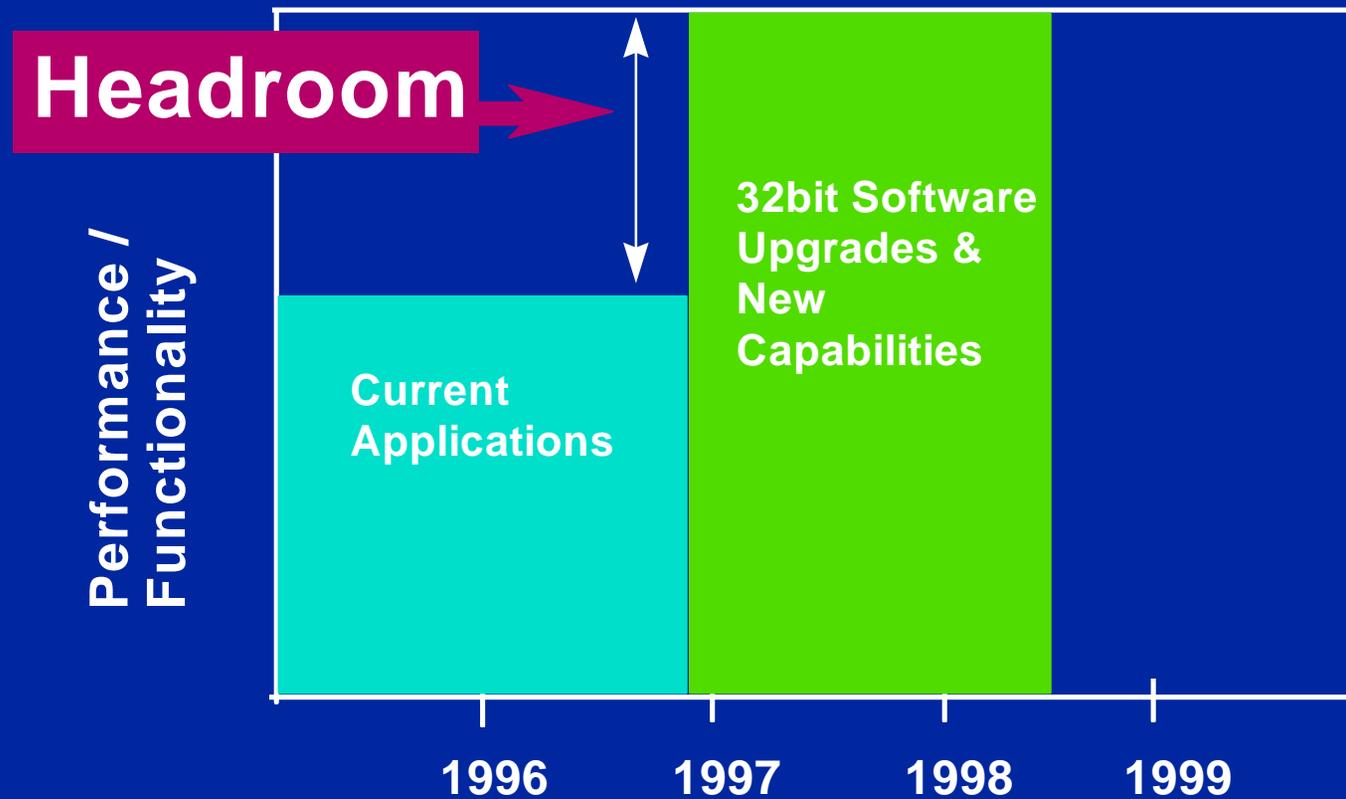
Source: Intel measurements, as of 7/10/96.

Numbers are normalized to Pentium Processor 166MHz.



\* Other brands and names are the property of their respective owners.

# Protecting Investment with Latest Platform Capabilities



*I.T. Buying for 1997 and beyond  
Infrastructure Today*

# Summary

- **Address new PC usage model and rising TCO**
  - Via manageable systems, 32-bit environment, and multitasking performance
  - Provided by Pentium® Pro processor based PCs
- **Pentium Pro processor based systems**
  - Ideal for mainstream desktop new purchases
  - Protect your investment with capabilities for the future

# The Next Wave in Business Computing

