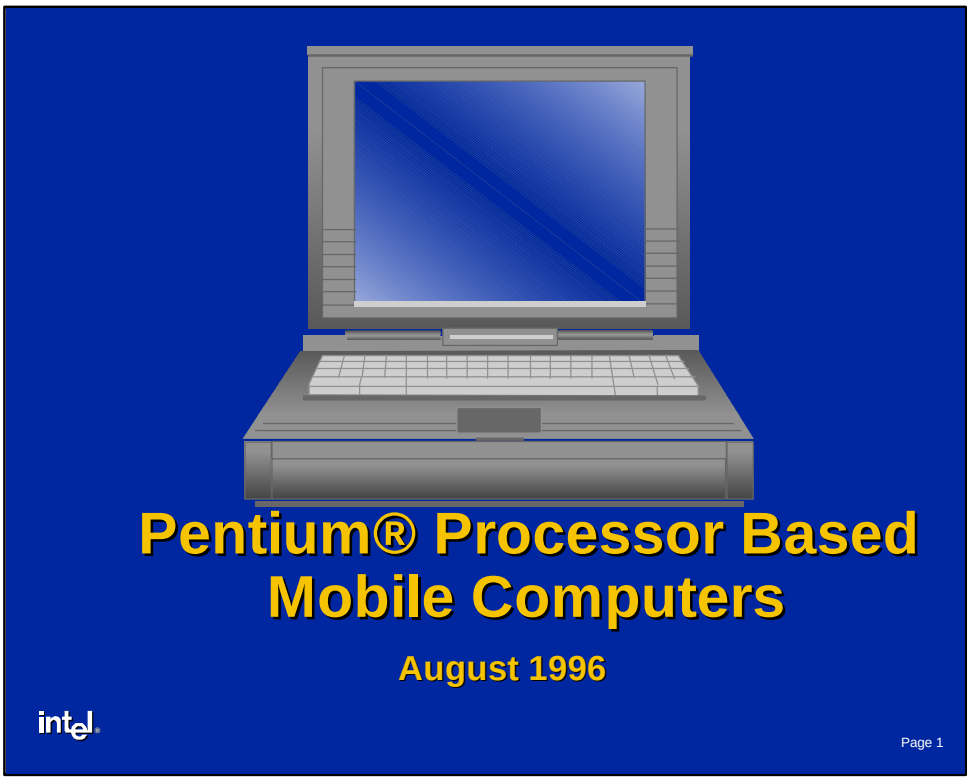
Pentium® Processor Based
Mobile Computers
August 1996
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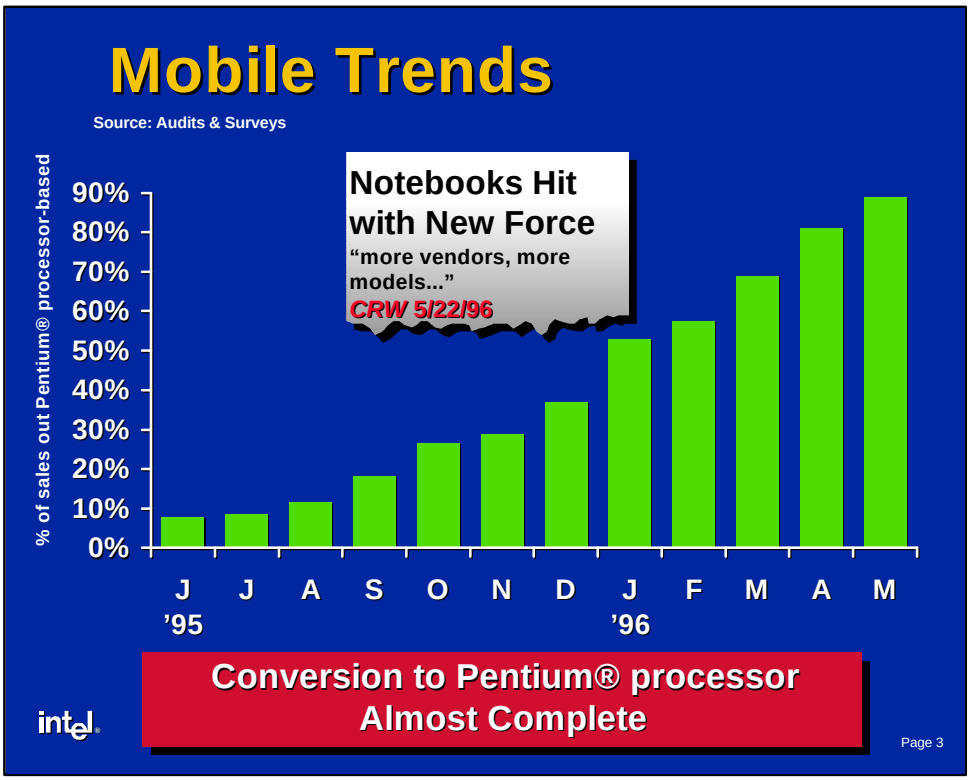
- Today we'll discuss trends in the mobile computing market segment. We'll start with a brief discussion on market trends. Then we'll go over the roadmap -- what the product line-up will look like in the next few months. Then, we'll discuss some recently introduced mobile products. We'll than talk about new capabilities that you'll see in mobile computers.



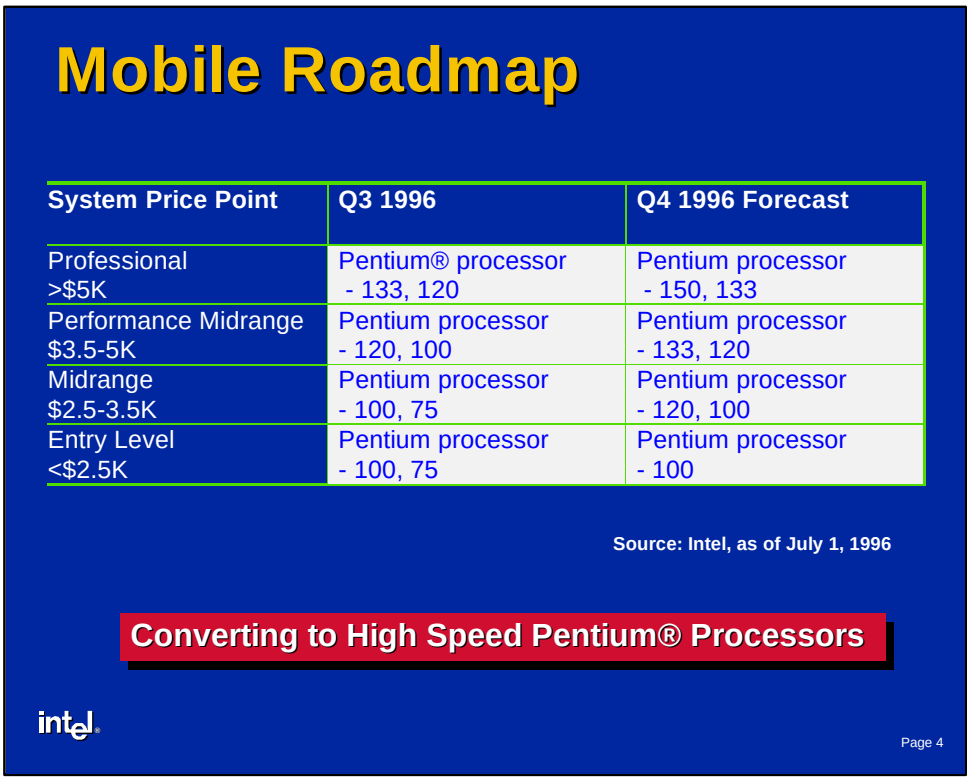
As you know, availability of Pentium processor notebooks was painful in 1995 -- but relief came in early '96, as manufacturers had finally transitioned their product lines.

Only recently that supply has come close to demand. In April, between component constraints, and very heavy demand, it was still quite difficult to get systems.

However, a combination of More Vendors and More Models has served up a better supply of notebooks.

According to numbers from Audits and Surveys, the channel is able to supply Pentium processor based system for ~ 90% of their sales out in March.

CRW = Computer Retail Week



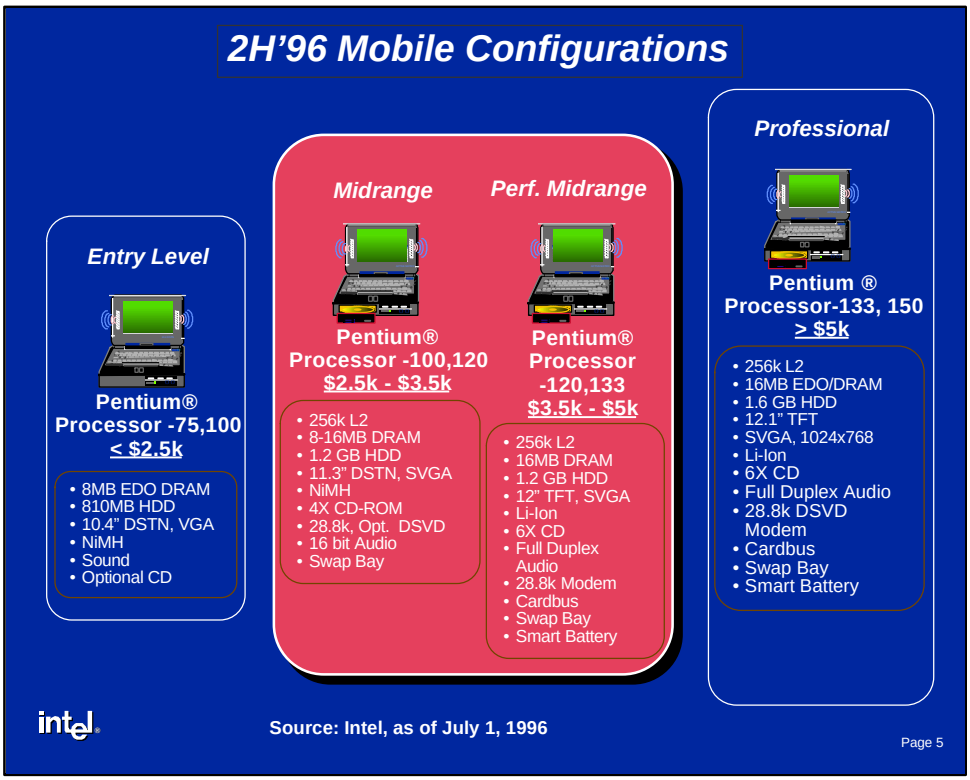
The mobile market segment has completed transition to the Pentium® processor.

75 MHz systems prices are falling and will be off the roadmap by end of Q3. 90 MHz systems should also be gone shortly. New 100 MHz systems begin to appear at the same price points as the 90MHz.

120MHz systems are already in the mobile sweet spot. They will fall into the midrange in Q4.

133MHz is available now. Like other “professional” introductions demand will likely outpace supply initially. Note that the 133 uses the same bus/systems design as the 100MHz, so the design is not new for OEMs. The 133 should hit the volume sweet spot by Q4 of this year.

The 150MHz will be introduced in Q3 and will be shipped in volume in Q4.



By 2H '96, we will continue to ramp to high end Pentium® processors at every price point and market segment.

•In the entry level, the 75 and 100Mhz Pentium systems will become standard , based on our pricing strategy and projected volumes. In addition, the market price on CD-ROM drives supports their inclusion in this category.

•Within the midrange, the 100 and 120Mhz platform should include bigger screens (though still Dual Scan) and the addition of more memory and some modems. This level of performance should bring some really exciting multimedia and communication capabilities to this price point.

•The Performance Midrange segment platform features the 120 and 133Mhz processor -- Intel's volumes support a very solid ramp around this part. This coupled with screen availability, larger memory, and plenty of 1.2GB drives) make this system a really powerful tool for most travelling professionals.

The 150 MHz Pentium processor leads the way in the professional segment introducing new communications and multimedia functionality.

It is clear that a richer mix in processor delivery will continue to deliver added performance at every segment price point throughout the year.

Many recently introduced products featured a thin, light weight form factor without compromising features. This is very different from the subnotebooks in the past. This slim form factor opens the door for market expansion. This creates value for the end users.

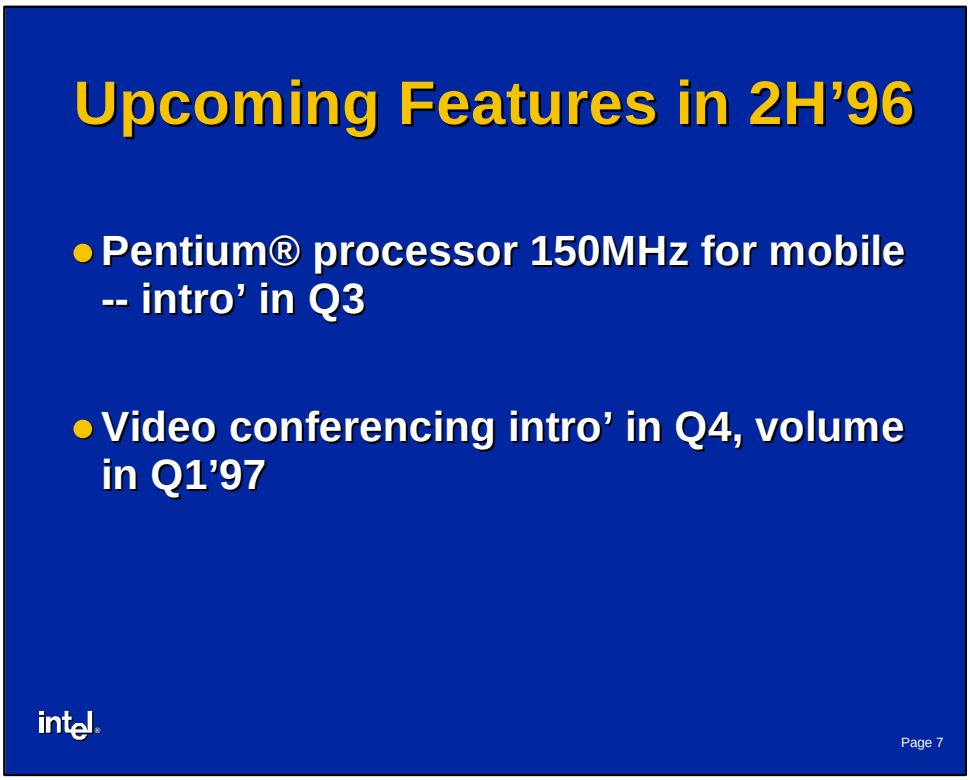
e.g. Toshiba Portege* 650 -- only 4.8 pounds but is powerful even by full-sized notebook standards. Has 133MHz Pentium® processor, 11.3 inch display, 16MB RAM, and 64-bit graphics subsystem. At about $4500.

Compaq Armada* -- only 5 pounds. Has 100, 120, or 133 MHz options. 133MHz model ships with 16MB RAM. 1GB hard drive is standard. Full 1 Watt sound from built in speakers. Priced between $2599 - $4599.

IBM ThinkPad* 560 -- The new ThinkPad 560 packs a 12.1" TFT SVGA screen, full-sized keyboard and powerful Pentium processor in an ultra-thin 1.2", 4.1 pound package. Before this announcement, the lightest notebook sporting a 12.1" TFT panel weighed nearly 7 lbs. Up to 133MHz processor, 1 GB drive, 8MB RAM expandable to 40MB.

TI Extensa* 570 -- Has 6X CD ROM drive. At 6.4 lb, with 1GB drive, 11.3 inch screen, 8MB RAM, 100MHz Pentium processor.

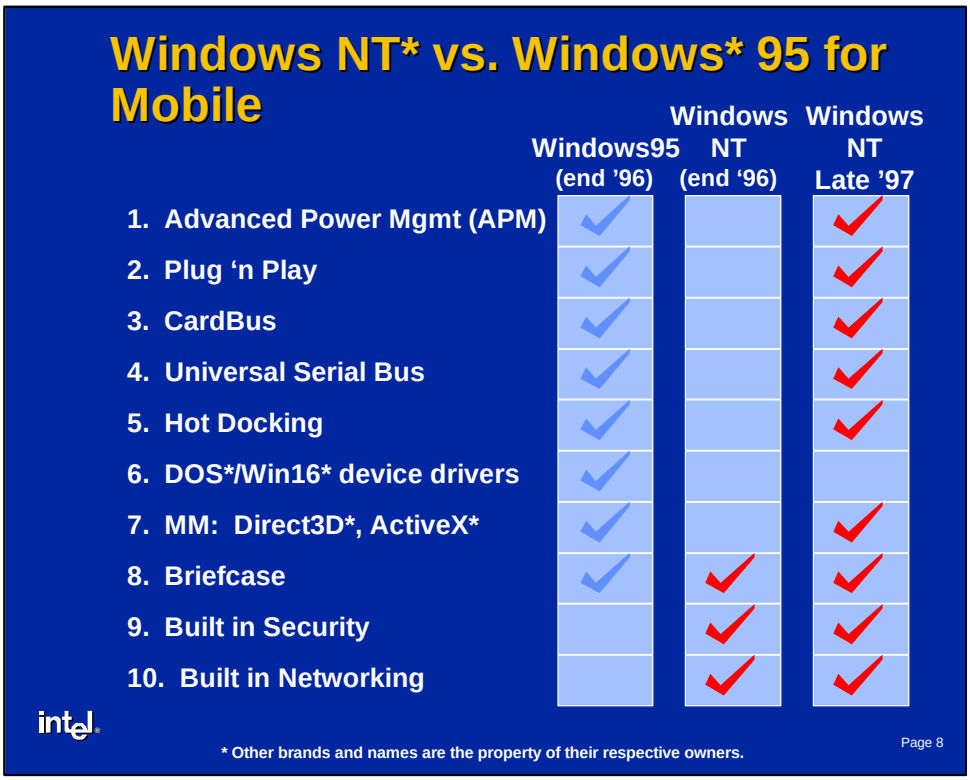
*** Other brands and names are the property of their respective owners.**



150MHz -- Besides thin and light notebooks, starting in Q3 there will be a new level of Pentium processor performance = the 150Mhz, (which will ship in volume in Q4). OEMs have shown pre-production systems with 150MHz: the thin and light form factor can support this -- without a fan.

POTS -- Another new feature that we think will be a hit is the capability to do POTs videoconferencing -- from wherever you might be.

There will not be widespread availability of these products in Q4, but the major OEMs will be showing off their systems with this capability, to line up for 1997 sales. Toshiba is "showing it off" even before they officially have the product available.



Windows* '95 is the preferred O/S choice for mobile computing platforms in '96.

Though each customer must decide what best suits their own needs -- Intel's experience points towards the use of Windows '95.

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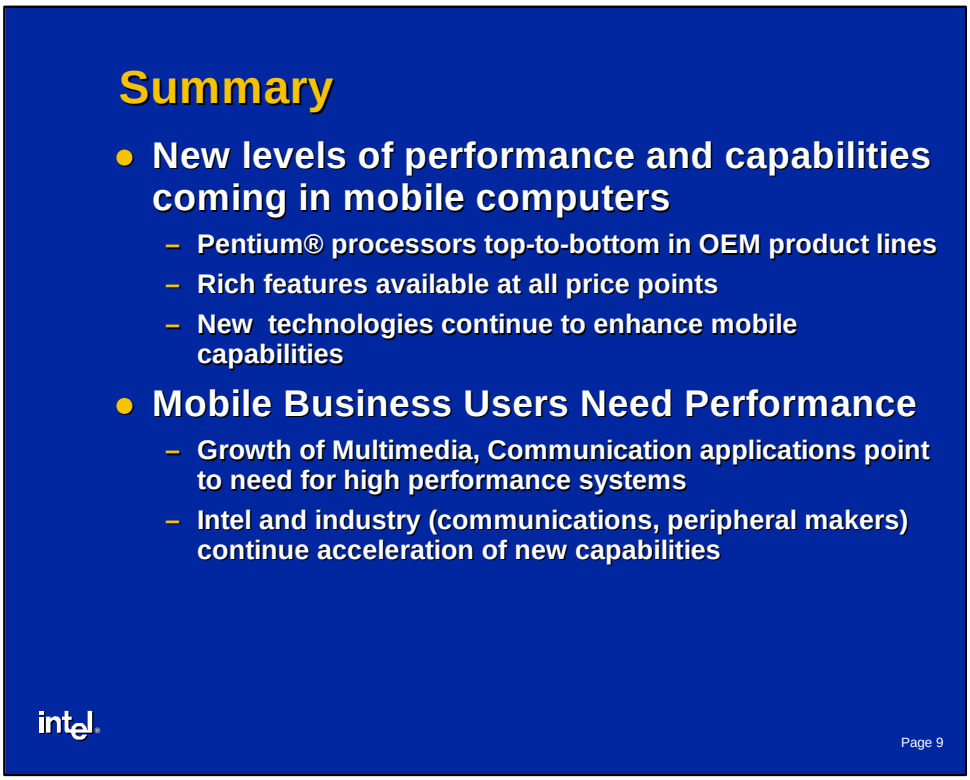

The message is: Get the latest Pentium® processor based notebook to support your multimedia and communication needs.

Thank You!

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