

End Users

"It's an exciting time to be in computer graphics. PCI Express and InfiniBand technologies are giving small shops the creative power once exclusive to the industry's largest firms." – *Jamie Elmer, ADi Creative Director, Animation Dynamics**

"Avid is constantly pushing the boundaries of technology in the film, video, television, broadcast, 3-D animation, and audio industries. Our Avid DNA product line is the industry's first hybrid architecture to leverage the power of both host-based processors and dedicated hardware for accelerating media processing. Intel is delivering vast improvements in memory bandwidth, processing speed, power consumption, and overall system performance, all of which are particularly beneficial for Avid users performing complex, data-intensive tasks, including working with large numbers of video streams at the same time, and manipulating HD images and 3-D animations in real time." – *Joe Bentivegna, Vice President of Video Development and Operations, Avid Technology, Inc.**

"We trust Intel architecture because it is enterprise proven. Intel® Xeon™ processors are the workhorse of our IT infrastructure, while Intel® Itanium® 2 processor-based systems power our back-end mission-critical applications, allowing us to provide 24-hour high availability global execution capabilities to our clients worldwide. This highlights our progressive and inventive use of technology to help our clients navigate the complexities of the global markets." – *Joseph Weisbord, Chief Technology Officer for G-Trade, The Bank of New York's global electronic agency brokerage and member of BNY Securities Group, Bank of New York**

"We're evaluating PCI Express because we can see the limitations of current bus architectures and need to establish a migration path for our hardware in the years ahead. Higher connectivity speeds and server-intensive applications like Microsoft SharePoint that can be distributed on multiple servers are natural applications for PCI Express in the data center." – *Bruno Lambert, IT Director, Cranium, Inc.**

"This new platform delivers more than just a faster processor. Our capabilities are greatly extended with PCI Express technology, which gives us a competitive advantage because it provides more bandwidth, which is essential for optimal high-end gaming development and player experience." – *Marc West, Chief Information Officer, Electronic Arts**

"We previously used a dual Xeon™ processor-based server running ESRI's ARC GIS, a mapping application. With the old system [for Oregon Department of Transportation (ODOT)] we could render a map of 65,000 census tracts in about three hours or more. With the new Dell workstation using PCI Express, we can do the same job in 15 minutes." – *Michael Clark, Pacifica Intermedia* (ODOT systems integrator)*

Original Equipment Manufacturers

"HP is committed to offering customers time-to-market, industry-leading technologies that deliver the best price/performance combination available. The new Intel® Xeon™ processors represent a natural evolution of the x86 architecture and allow customers to utilize the broadest set of industry-standard solutions by being able to run current 32-bit and 64-bit applications on the same Xeon-based workstation. The combination of the new Intel Xeon processors running on our high-powered, industry-proven workstations allows customers to meet their most demanding technical requirements today, while having the scalability to meet new demands in the future." – *Jim Zafarana, Vice President and Worldwide Marketing Manager, Workstation Global Business Unit, HP**

<http://www.hp.com/workstations/index.html>

"IBM is excited about Intel's announcement of the new Intel® Xeon™ processor-based platforms with Intel® Extended Memory 64 Technology (Intel® EM64T), DDR2 memory support and PCI Express. IntelliStation workstation customers across many of our key industry segments--including oil and gas, engineering, and digital content creation--are clamoring for 64-bit systems to relieve the 4GB memory constraints of 32-bit environments. They're ready to begin a smooth transition to 64-bit Linux and Windows operating systems supported by Intel EM64T. IBM seed workstations based on Intel® Xeon™ processors are currently being evaluated by several of our premiere customers and are undergoing application certifications at key ISVs. We expect to begin shipping these systems in August." – *Jeff Benck, Vice President BladeCenter and IntelliStation, IBM**
http://www-132.ibm.com/content/home/store_IBMPublicUSA/en_US/IntelliStation_workstations.html

Original Design Manufacturers

"ASUS announces a most compact and powerful workstation Motherboard NCT-D to the market!! The combination of the Intel® E7525 chipset and Intel® Xeon™ processor with Intel® Extended Memory 64 Technology (Intel® EM64T) and NCT-D again boosts the performance for workstations. Supporting 800MHz FSB, PC2-3200(DDR2-400) Memory, Intel® EM64T, PCI Express, Serial ATA-II interface, all these leading edge technologies make NCT-D powerful and reliable as well as an excellent candidate for various workstation applications, such as CAD/CAM, Digital Content Creation, etc." – *Bernard Cheng, Associated Vice President of Server Business Unit, Asus**
<http://www.asus.com/products/server/serindex/intelplatform.htm>

"We are very excited to see Intel launch this new chipset. With its phenomenal technology, including PCI Express, DDR2 memory and especially the innovative Intel® Extended Memory 64 Technology (Intel® EM64T), users have more flexible choice to run 32 and 64 bit application in their current 32 bit investment. More, we anticipate most enterprise users will benefit by these features and are looking for higher market segment share in the market coming with this new product" – *Etay Lee, General Manager of Network and Communication Business Unit, Gigabyte**
http://tw.giga-byte.com/Server/Products/Products_ServerBoard.htm

"IWILL announces better reliability, scalability and flexibility with its Intel® E7525 chipset-based workstation board, DJ800, which supports the advanced technology of next generation FSB800MHz Dual Intel® Xeon™ processors, Dual Channel Registered DDR2 400MHz system memory with ECC function, and PCI Express X16 and X4 interface. IWILL DJ800 brings you outstanding performance with embedded innovative product features including SATA RAID and support ZCR to support RAID 5. IWILL DJ800 allows you to balance your digital life and casual mind." – *Mason Su, General Manager, Iwill Corporation**
<http://www.iwill.com.tw/home/home.asp>

"Our new Master-S2 workstation product based on the new Intel® Xeon™ processor and Intel® E7525 chipset is bringing leading technologies to market, including support for PCI Express, DDR2 memory and Intel® Extended Memory 64 Technology (Intel® EM64T). These new technologies are enabling our customers to deliver innovative workstations that meet the needs of demanding users." – *Norman Tsai, Director of Server Business Department, MSI**
http://www.msi.com.tw/program/products/server/svr_index.php

Independent Software Vendors

"Adobe customers across the creative industries and the enterprise demand high performance systems that complement our mission critical software platforms -- be it a publishing house standardizing on Adobe Creative Suite or a business deploying our LiveCycle document services software. Intel's Xeon™ processor family is delivering the performance and next generation functionality that will allow hardware vendors to bring exciting new systems to market and software vendors to create no-compromise applications." – *Greg Gilley, Chief Software Architect for Publishing and Graphics, Adobe**
<http://www.adobe.com/>

"The new Intel® Xeon™ processor-based platforms deliver a host of new technologies that enhance 64-bit Linux applications required for very large SoC designs. Initial testing shows that new capabilities such as Intel® Extended Memory 64 Technology and faster memory support should deliver significant performance gains to customers of the Encounter platform for digital IC design." – *Eric Filseth, Vice President, Product Marketing, Cadence**

<http://www.cadence.com/>

"We are excited by the host of new capabilities delivered by the new Intel® Xeon™ platforms. In particular, innovations enabled by the new platform, such as PCI Express and DDR2 will improve the performance of subsurface modeling and 3D visualization applications, enabling our customers to enhance speed and accuracy for numerous Exploration and Production (E&P) work processes." – *Murray Roth, Executive VP Marketing and Systems, Landmark Graphics**

<http://www.lgc.com/>

"Novell is pleased to support the latest Intel Xeon processor-based platforms which deliver compelling new capabilities to dual processor workstations. Faster processors and bus speeds, cutting edge graphics, faster memory and 64-bit extensions for expanded memory addressability all combine to form one of the most sweeping changes to workstations in years." – *Alan Nugent, Chief Technology Officer, Novell*

<http://www.novell.com/>

"PTC is excited by the new technologies and capabilities delivered by the new Intel® Xeon™ processor and chipsets. The improved performance, advanced graphics, extended memory addressability and memory support will enable PTC customers to realize a better and quicker return on their investments." – *Brian Shepherd, Senior Vice President Product Management, PTC**

<http://www.ptc.com>

"The new capabilities of the Intel® Xeon™ processor-based platforms, including advanced PCI Express graphics, faster DDR2 memory support and enhanced memory addressability with Intel® Extended Memory 64 Technology (Intel® EM64T), will enable higher performance and better price performance for Red Hat customers. We're excited to support this new platform with Red Hat Enterprise Linux." – *Paul Cormier, Executive Vice President of Engineering, Red Hat**

<http://www.redhat.com/software/rhel/>

"The new Intel® Xeon™ processor-based platform delivers innovative technologies that will provide enhanced performance and greater return on investment for our enterprise customers," said Kathleen Schaub, vice president of Infrastructure Technology and Solutions Group at Sybase. "Our workstation customers, particularly those with data-intensive processing requirements such as in financial services, continue to demand ever-increasing throughput and scalability of their IT infrastructure. By optimizing Sybase(R) data management and integration solutions on Intel's latest Xeon processor-based platform with memory extensions, we jointly continue to provide competitive advantage in the global marketplace to our customers." – *Kathleen Schaub, vice president of Infrastructure Technology and Solutions Group, Sybase**

<http://www.sybase.com>

Independent Hardware Vendors - PCI Express* Technologies

** Other names and brands may be claimed as the property of others*

"Intel's drive to establish PCI Express provides a truly significant advancement for the graphics industry and a huge opportunity for 3Dlabs to deliver a highly competitive solution this year. 3Dlabs can maximize the potential of PCI Express with the Wildcat Realizm 800 graphics accelerator, providing an industry-leading workstation graphics solution." – *Hock Leow, President of 3Dlabs and Chief Technology Officer of Creative Technology Ltd., 3Dlabs* and Creative Technology Ltd.**

<http://www.3dlabs.com>

"Agilent Technology's track record of continuously meeting Intel's requirements and of delivering early insight into key technologies, such as PCI Express, has facilitated the industry-wide adoption of this new standard. Agilent has worked closely with Intel on the definition of several tools widely adopted for logic

analysis validation of the PCI Express bus. This effort has resulted in a wide range of tools focused on reducing the computer industry's time to market. " – *Ron Nersesian, Vice President and General Manager of Design Validation Division, AgilentTechnologies**
<http://we.home.agilent.com/USeng/home.html>

"PCI Express is certainly showing itself to be a leading future I/O technology. There has been about a 50 percent increase year over year on protocol test tool customers. We are fully committed to enable the PCI Express development community with the Protocol Test Card that Intel and Agilent developed. It ensures compliance and interoperability for a large array of present and future PCI Express devices. Our 'Best in Test' awarded Agilent E2960 PCI Express bus analyzer is yet another proof point for Agilent's innovation, making it easy and engaging for engineers to continuously develop the next generation PCI Express workstations, systems, cards and drivers." – *Siegfried Gross, Vice President and General Manager for Digital Verification Solutions Division, AgilentTechnologies**
<http://we.home.agilent.com/USeng/home.html>

"With PCI Express, Intel® Extended Memory 64 Technology (Intel® EM64T) and the pervasiveness of Gigabit-plus networking, the PC industry is going through a major inflection point. These are once-in-a-decade key enablers that deliver vastly improved value for the whole enterprise platform over what was previously available. By taking advantage of PCI Express, Ample's family of Gigabit Ethernet silicon delivers a significant improvement in networking and performance across servers, workstations, desktops and mobile platforms. Ample is very excited to deliver supercharged performance for the PC platform together with Intel". – *Sanjay Sharma, Chief Strategy Officer, Ample Communications**
<http://www.amplecomm.com>

"PCI Express is an exciting transition for the industry. We have worked hand-in-hand with Intel, from the early beginnings of PCI Express, to ensure that our mutual customers are ready for this industry-wide transition." – *Rick Bergman, Senior Vice President, Marketing, General Manager, Desktop, ATI Technologies Inc.**
<http://www.ati.com/>

"The PCI Express industry is seeing rapid growth with the introduction of many new high-speed applications. We are excited to be in a position to accelerate the industry's adoption of PCI Express by leveraging our close working relationship with Intel Corporation and other key PCI Express technology leaders to deliver protocol verification systems with advanced functionality - such as our PETracer product line - to satisfy the increasing demand for high-speed development and debug tools." – *Carmine Napolitano, President, CATC*
<http://www.catc.com>

"Anticipating that PCI Express technology will provide substantial performance improvements for so many applications on Intel® architecture platforms based on Intel's new server and workstation chipsets, Catalyst Enterprises Inc., has worked closely with Intel on our latest development tools, providing stress testing and performance characterization for use by industry developers in their production of PCI Express enabled solutions. The most recent products to come from this cooperation are the integrated PCI Express Analyzer-Exerciser and real-time performance analysis with compliance test capabilities." – *Nader Saleh, Chief Executive Officer, Catalyst Enterprise Inc.**
http://www.catalystwms.com/content/Solution_Center/services/erp.asp

"Marvell has developed the Yukon-EC to enable a breakthrough in I/O performance for enterprise applications based on PCI Express Gigabit Ethernet technology. Our close working relationship with Intel has resulted in the delivery of an innovative Gigabit Ethernet solution based on Marvell's robust technology for Intel's PCI Express-enabled platform." – *David Young, Vice President and General Manager, Connectivity Business Unit, Communications Business Group, Marvell**
<http://www.marvell.com/index.jsp>

"The combination of the Intel® E7525 chipset and NVIDIA's PCI Express-based graphics hardware dramatically raises the bar for professional workstation graphics from film production to advanced fluid dynamics simulations. The top-to-bottom line of NVIDIA Quadro PCI Express graphics cards have been used in Intel's chipset validation and are selected by some of the world's leading OEMs, including Fujitsu-Siemens Computers, HP, IBM Corporation and others." – *Dan Vivoli, Executive Vice President of Marketing, NVIDIA Corporation**
<http://www.nvidia.com>

Independent Hardware Vendors - DDR2 Technologies

"DDR2 enables increased memory performance capability for enterprise applications while delivering necessary improvements in memory power consumption. Elpida is ready to deliver a full spectrum of DDR2 solutions including 512 Megabyte, 1 Gigabyte and 2 Gigabyte DDR2 registered DIMMs for the server and workstation market. We have worked closely with Intel to ensure that our DDR2 products receive full validation, and this effort has resulted in our readiness to supply products in time for Intel's DDR2-enabled platform launch." – *Jun Kitano, Director of Technical Marketing, Elpida Memory (USA)**
<http://www.elpida.com/en/>

"Kingston is strongly committed to supporting the latest in new technology and supporting customers that are on the cutting edge of technology. Kingston has been working diligently on the DDR2 solution for quite some time and recently has ensured that its full spectrum of DDR2 products are fully validated by Intel and ready in time for Intel's DDR2-enabled platform launch." – *Kevin Wu, Vice President, ValueRAM Sales and Business Development, Kingston**
<http://www.kingston.com/>

"DDR2 enables increased memory speed and performance capability for enterprise and desktop applications while delivering power consumption improvements for low-power applications. Hynix is working with Intel to ensure that our full line-up of DDR2 products are validated in time for Intel's DDR2-enabled platform launch." – *Ji Bum Kim, Vice President of Technical Marketing, Hynix Semiconductor Inc.**
<http://www.hynix.com/eng/main.jsp>

"Infineon has been working with Intel and workstation and server manufacturers to promote this advanced memory technology for next generation server and workstation applications. DDR2 Technology provides lower power consumption, faster access times and increased bandwidth than the current DDR technology. Infineon's DDR2 modules are best-in-class in power consumption and thus support critical customer needs. Our product portfolio includes a wide range of DDR2 Modules in densities from 256MB to 2GB, currently available both as unbuffered and registered module types. 4GB registered modules will be available later in 2004, offering high-end users even more choice in density." – *Dr. Carsten Gatzke, senior director of commodity DRAM marketing, Infineon Technologies**
<http://www.infineon.com/cgi/ecrm.dll/jsp/home.do?lang=EN>

"DDR2 increases memory performance for enterprise applications while reducing power consumption, which is important for blade and rack server environments. Micron is providing a complete spectrum of Intel validated DDR2 components and modules in time for Intel's DDR2-enabled platform launch." – *Terry Lee, Executive Director of Advanced Technology and Strategic Marketing, Computing and Consumer Group, Micron**
<http://www.micron.com/>

"DDR2 delivers high performance with reduced power consumption. Nanya has worked with Intel to ensure that our DDR2 products are fully validated. This effort has resulted in the successful delivery of a full spectrum of DDR2 solutions from Nanya in time for Intel's DDR2-enabled platform launch." – *Dr. Pei Lin Pai, Vice President of Global Sales and Marketing, Nanya Technology Corporation**
<http://www.nanya.com/>

"There is no question now that the industry's transition to DDR2 is well underway. Samsung has already shipped several million DDR2 devices to meet the needs of the fast-growing market for high-performance PCs, workstations and servers. Our Intel validated DDR2 solutions are delivering the memory performance enhancements and reduced power consumption demanded by a new generation of blade and rack server equipment." – *Tom Quinn, Senior Vice President of Marketing and Sales, Samsung Semiconductor, Inc.**
http://www.samsung.com/index_02.htm