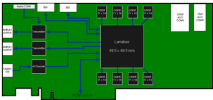


21 September 2007

By: Alexandru Pancescu, Hardware Editor



Intel Larrabee board design
The Web

"Intel Is Copying Us", Claims AMD

Intel's Nehalem closely resembles AMD's processors

During the year's edition of the Intel Developer Forum, the largest computer hardware manufacturing company in the world presented a number of technologies and upcoming hardware components like central processing units and the like which are said to hit the market in the following years. One of those presented products, the next generation Intel Nehalem processing units, is said to closely resemble the technical innovations found already implemented in AMD's processors. After the Nehalem presentation and after Intel revealed a number of details concerning the technical specifications of the new hardware platform, Advanced Micro Devices issued a public statement claiming that its rival is copying its technologies in order to boost the performance of its own line of products. "What's amazing is that many of the 'groundbreaking, innovative new technologies' are close facsimiles of technologies AMD pioneered, is already shipping, and in some cases, has been shipping for years," a press statement of AMD reads that was cited by the news site [xbitlabs](#). A number of already deployed Advanced Micro Devices technologies like the HyperTransport and the integrated memory controller are now being copied by Intel and this happens after a long time of simply mocking AMD's technical innovations. For example the already deployed and quite old in fact HyperTransport AMD technology is only now coming on Intel made processors in the form of the QuickPath, while the built in memory controller is expected to show up too. While the two technologies are solely found in AMD central processing units from the low end Semprons, to the medium level Athlon 64s and soon to come high end Phenom CPUs and in the server intended Opterons, the manufacturing company released no information about their part in the overall performance structure of its products. AMD's Bulldozer will soon face Intel's Nehalem and the solution prepared by Intel has an integrated graphics core while AMD is developing a whole new project for that market segment while keeping the Bulldozer only in the traditional CPU role. "Products that are more than a year away, like Nehalem (compare to native quad-core AMD Opteron), and QuickPath (compare to AMD Direct Connect Architecture and HyperTransport) are simply Intel's admission that AMD was right all along about an integrated memory controller being the key to a superior processor architecture," AMD said. AMD also said that Intel's current efforts to integrate a traditional central processing unit with a graphics core into the upcoming Nehalem and Larrabee projects are again proofs that the bigger company is matching all the moves made by it and that means that AMD was right from the start when it comes to the selection of features and architectures needed for a performance centered platform. As AMD and ATI merged, the company has now the know-how needed for delivering a better visual performance to its customers while Intel's products "leave something to be desired in that department", according to the same AMD press release.