



April 17, 2002

CONFIDENTIAL

**Press Release Supporting Quotes: “PCI-SIG Introduces  
‘PCI Express™’ (Formerly 3GIO) High-Speed Serial  
Interconnect Specification”**

**ATI Technologies Inc**

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[www.ati.com](http://www.ati.com)

*"The ramifications within the graphics industry are enormous," said Rick Bergman, Senior Vice President, Marketing & General Manager, Desktop Business, ATI Technologies Inc. "Our support of PCI Express is an extension of our long term relationship working with Intel, as well as the PCI-SIG and the other AWG promoter companies, to advance the PC platform."*

**Compaq Computer Corporation**

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[www.compaq.com](http://www.compaq.com)

*"Compaq has a long history in the development of open industry standards that provide value to our customers. We believe that PCI Express will enable a new generation of innovative products, deliver needed I/O bandwidth and performance, and facilitate new computing models that will improve the user's experience." said Jeri Callaway, Vice President and General Manager, Desktop & Workstation Division, Compaq Computer Corporation. "Compaq is proud to be a significant contributor to this exciting industry standard, and we are pleased that this technology will become part of the highly successful family of standards created by the PCI-SIG."*

**Dell Computer Corporation**

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[www.dell.com](http://www.dell.com)

*"PCI Express is a key technology which will play a major role in the industry's ongoing efforts to continuously improve the computing experience for the customer. The advancements made with this revolutionary serial technology eliminate performance barriers inside the system and solve lingering problems with ease-of-use and system*

**Supporting quotes for PCI-SIG's Press Release: "PCI-SIG Introduces 'PCI Express'  
(Formerly 3GIO) High-Speed Serial Interconnect Specification"**

*reliability, while making definitive inroads into overall total cost of ownership." - Brian Zucker, Technology Evangelist, Dell Computer Corporation*

**IBM Corporation**

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[www.ibm.com](http://www.ibm.com)

*"IBM is committed to industry standards. Having been there since the beginning -- with the invention of the PC and the ISA bus -- IBM recognizes the value of industry standards in the evolution of PC architecture," says Peter Hortensius, Vice President of Development, IBM Personal Computing Devices. "This transfer of the PCI Express specification is worth noting because of the PCI-SIG's long history of promoting, maintaining and enhancing standards across the industry. IBM is confident that PCI-SIG will continue to provide this leadership, making customers the beneficiaries in the form of PCI Express' compatibility with the past and its high-bandwidth options for the future."*

**Intel Corporation**

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[www.intel.com](http://www.intel.com)

*"PCI has been one of the most successful I/O initiatives in our industry. We now have a compelling opportunity with PCI Express, as the next generation of PCI, for continued innovation and performance enhancements in both computing and communications platforms," said Louis Burns, Intel Vice President and Co-General Manager, Desktop Platforms Group. "Intel is committed to support PCI Express architecture in a broad range of industry segments and is pleased to be working with the PCI-SIG in promoting PCI Express for initial product rollout in the second half of 2003."*

**Microsoft Corporation**

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[www.microsoft.com](http://www.microsoft.com)

*"Microsoft views PCI Express as an exciting technology for the I/O bandwidth and scalability that it brings to both the computing and communications industry, as well as the opportunities it will provide for system and device manufacturers to expand beyond the form factor and I/O expansion boundaries imposed by the current I/O architectures," said Rob Short, Vice President, Windows Division, Microsoft Corp. "We are very pleased to see PCI Express added to the PCI SIG portfolio of technologies. Microsoft will support PCI Express in the PCI-SIG at the board of directors level and with active participation in the SIG workgroups."*

## **Nvidia**

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[www.nvidia.com](http://www.nvidia.com)

*"The time is right to evolve PCI technology into a unified I/O chip-to-chip interconnect that is scalable up to 10GB per second to better meet the demands of applications requiring a higher degree of dedicated bandwidth such as graphics," said Dan Vivoli, vice president of marketing at NVIDIA. "From the start, NVIDIA has been a key contributor to the PCI Express architecture, as both a developer and supporter, and we are pleased to have this opportunity to shape this next-generation standard to ensure the best possible delivery mechanism for graphics on future computing platforms."*

## **Phoenix Technologies**

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[www.phoenix.com](http://www.phoenix.com)

*"Phoenix is pleased to have participated in the preparation of the PCI Express specification," said Susan L. Kennedy, Vice President of Product Marketing, Phoenix Technologies. "We look forward to adding innovative, new solutions to our FirstBIOS™ products in support of this next-generation PCI technology."*

## **Texas Instruments**

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[www.ti.com](http://www.ti.com)

*"TI is excited about the opportunities that PCI Express brings to computing and communications chipset design. With the increased bandwidth, low pin-count, and low-cost design, PCI Express will enable a whole new generation peripheral I/O devices," said Steven Schnier, PC Market Segment Manager for the TI Wireless Networking Business Unit. "TI has been proud to be a Key Developer in the Arapahoe Working Group, and will continue to support the advancement of the PCI Express standard on the PCI-SIG Board of Directors as well in the PCI Express Working Group."*

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