

最新国际

# 版式设计

主编 吴常剑 湖南美术出版社

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公共能源  
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保险业  
房地产  
零售 经销商  
餐饮 娱乐  
运输 物流

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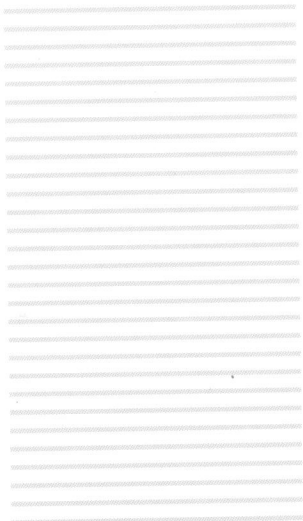
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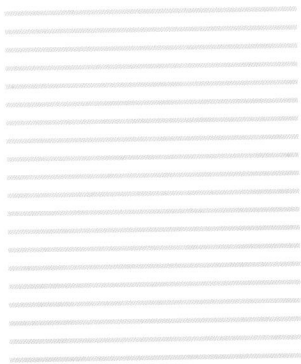
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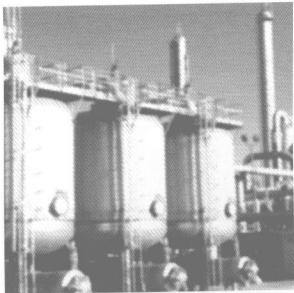
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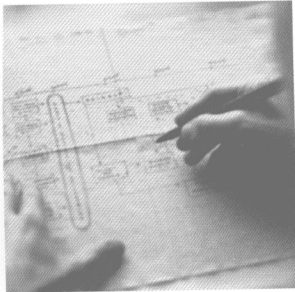
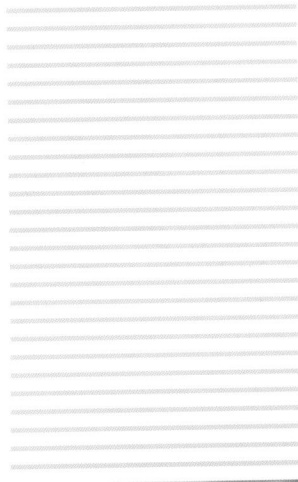
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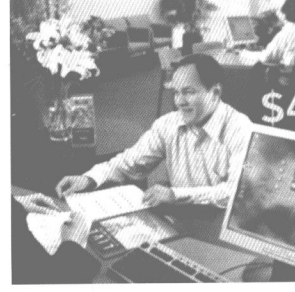
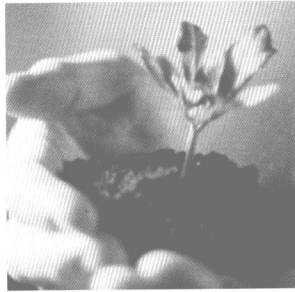
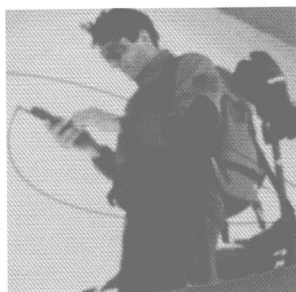
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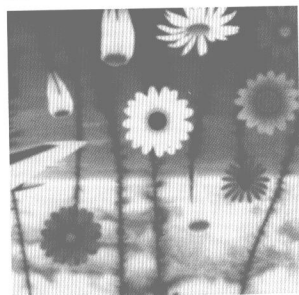
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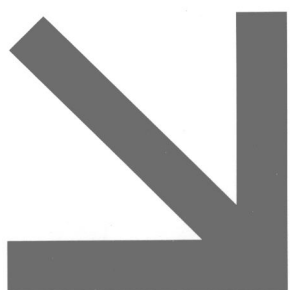
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# 电子科技





#### About AMD

AMD (NYSE:AMD) designs and produces microprocessors, Flash memory devices and low-power processor solutions for the computer, communications, and consumer electronics industries. AMD is dedicated to delivering standards-based, customer-focused solutions for technology users, ranging from enterprises to government agencies and individual consumers. For more information, visit [www.amd.com](http://www.amd.com).

#### Financial Information

The annual corporate overview, Form 10-K, and quarterly financial news releases are available without charge from the Company's literature department at (800) 222-9323.

All documents filed with the SEC may be accessed from the AMD Web site Investor Relations page at [www.amd.com](http://www.amd.com).

For other investor-related information, interested parties should contact the Investor Relations Department at: (800) 538-8450, ext. 43887 (408) 749-3887 [investor.relations@amd.com](mailto:investor.relations@amd.com)

#### Manufacturing Facilities

Atsugi, Wakamatsu, Japan  
Austin, Texas  
Bangkok, Thailand  
Dresden, Germany  
Kuala Lumpur, Malaysia  
Penang, Malaysia  
Singapore  
Suzhou, China

One AMD Place  
PO Box 3453  
Sunnyvale, CA 94088-3453  
[www.amd.com](http://www.amd.com)

### Defining Leadership

### Delivering Results

### Growing Alliances

The forward-looking statements contained herein are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that the forward-looking statements contained herein involve risks and uncertainties that could cause actual results to differ materially from current expectations. We urge investors to review in detail the risks and uncertainties in our Securities and Exchange Commission filings, including but not limited to the Annual Report on Form 10-K for the year ended December 26, 2004.

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## 2004 Annual Corporate Overview

## Defining Leadership

In markets around the globe

AMD's customer-focused solutions have led to industry success, technology leadership, and are propelling AMD's market advances going forward.

#### Leadership in existing markets

Our AMD64 technology-based processors have allowed us to penetrate new markets and expand our competitive position for our Computer Products segment. This technology provides a single architecture for servers, desktops and mobile platforms. With Windows® XP and Linux, AMD64 technology also offers the industry's broad choice of operating systems for 64-bit servers.

We provide a powerful and expanding portfolio of leading brands from AMD Opteron™ to AMD Athlon™ 64.



AMD Athlon™ 64 FX, AMD Sempron™ processor, Sempron™ and the new AMD Turion™ 64 mobile technology. We believe our broad spectrum of products will meet the wide range of market needs - from entry-level to high-performance.

In 2004, we led the industry to enhance 64-bit computing. In 2005, AMD's anticipated introduction of

How to Manage \$40 Billion Microsoft®. Heavy managers gained momentum that need not be productivity when they switched to the AMD Opteron™ processor with Direct Connect Architecture to create a single architecture for managing their 64-bit applications. Running their 32-bit applications on AMD's 64-bit extended system enables them to conduct their business in less than half the time that on their previous systems. They doubled performance without having to recompile a single line of code and are now considering their migration to 64-bit applications without disrupting their business.



#### Defining Leadership in Markets around the Globe

As prime processors, along with the availability of Microsoft's 64-bit Windows® XP and Sun Microsystems Java™, AMD is helping the momentum for the enterprise market's adoption of 64-bit computing.

In the Flash memory market, Sparrow held its leadership position as the leading supplier of NAND Flash memory technology in 2004. During 2004, Sparrow transitioned to producing 10 nanometer Flash memory products, the first commercially available NAND Flash products since 10 nanometer.

Sparrow is currently in 90 nanometer technology in the second half of 2005.

Sparrow is entering the Flash memory business in the strength of the innovative "Memory" technology. Furthermore, Sparrow is developing the CHiPlet™ architecture which has



the potential to revolutionize the industry by offering some of the best features of both NOR and NAND Flash technology in a single product.

Defining global markets. We are expanding the AMD brand worldwide through strategic alliances with leading global companies, and AMD's supporting the expansion with operations and leadership manufacturing facilities in Europe and Asia in addition to the United States.



#### Defining Leadership

As prime processors, nearly 80 percent of the world's population does not have internet access. Our 32-bit Opteron™ is an expression of our goal to empower 80 percent of the world's population with internet access and computing technology by the year 2005.

In this way, AMD and a growing network of companies are delivering solutions that will enable consumers in the developing world to realize their dreams.

As part of the 32-bit initiative, AMD introduced the Personal Internet Communicator (PIC), which provides a set of productivity and multimedia applications, and internet connectivity through the PIC we will endeavor to provide affordable internet access to 80 percent of the world's population in high-growth markets such as Brazil, the Caribbean, China, India, Mexico and Russia.

"The AMD Opteron™ processor is very compelling for us, because it boosts the performance of our current 32-bit applications and simultaneously prepares our migration to 64-bit technology when we are ready. This is the very alluring aspect of AMD64 technology."

-Nick Miller  
IT Services Manager,  
CAD/CAM/CAE Group  
Bell Helicopter

## Delivering Results

With industry-leading solutions

Our unparalleled design and world-class manufacturing processes create innovative solutions for our customers and deliver what our customers want - when they need it.

#### AMD creates customer-focused solutions

AMD creates customer-focused solutions that also are designed for manufacturing efficiency. Our product delivery takes advantage of the AMD legacy of manufacturing systems. AMD has built distinctive design and world-class manufacturing capabilities that enable us to respond quickly to new technologies and meet customer demands as our new products come to market. We are able to make rapid in-field adjustments to products in manufacture on our test cluster.



align our production with customer requirements.

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#### Delivering Knowledge

China's Hubei Education Bureau plans to deploy more than 20,000 AMD processor-based systems for its long distance education initiative for elementary and middle schools in rural areas, leading to over 200,000 students. This is an emblem of tremendous progress in providing high-quality, advanced long-distance education through Long Distance Education (LDE) systems.

AMD's commitment to improve education nationwide and a significant part of China's "informatization" initiative to fulfill more effective communication.



AMD's commitment to improve education nationwide and a significant part of China's "informatization" initiative to fulfill more effective communication.

#### Delivering Results

AMD has become an industry leading manufacturer through its proprietary Automated Precision Manufacturing (APM) process in its industry. APM is a well-defined and repeatable manufacturing process that we consistently meet or exceed our customer needs.

APM consists of more than 400 general-purpose manufacturing techniques that automate the complex processing applications required in microprocessor and Flash memory fabrication. AMD has achieved industry leading operational results, such as making 100,000 microprocessors daily to 80 percent in just three years, even as the complexity of processor design increased dramatically. In addition, APM is a key enabler of our transition to the 90 nanometer technology for our microprocessor products. AMD is using the power of the APM technology



to make the implementation of 90 nanometer microprocessor manufacturing one of the most efficient and cost-effective in our history.

#### Delivering Results

Our employees and their unwavering customer focus are behind AMD's industry leading design and manufacturing. Their vision and innovation have led to our efficiency and innovation as demonstrated by the products and processes created in 2004. We continue to gain recognition as an industry leader across the design and manufacturing expertise to deliver the technology our customers need.

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#### Delivering Results

"Developing a new and unique strained silicon transistor technology with AMD demonstrates that companies, such as ours, willing to share expertise and skills can find new ways to overcome roadblocks and help lead the industry to the next generation of technology advancements."

-Liss Su  
Vice President of Technology Development and Alliances,  
IBM Systems & Technology Group

Based on the momentum and success of 2004, we are determined to do great things in 2005 and are committed to changing the competitive dynamics of our industry.



A transformation began in 2004. Rather than just being a part of our industry, AMD took some important steps toward redefining it. This transformation is the result of a unique combination of customer-driven solutions, world-class manufacturing, strategic global alliances and a great deal of hard work and perseverance. We are committed to our goal of continuing to deliver industry-leading solutions and shareholder value in 2005 and beyond.

Throughout the year, both of AMD's core businesses - Computation Products and Memory Products - made significant contributions to our progress.

**Computation Products**  
In 2004, AMD's processor business grew by 29 percent over 2003, with an operating profit in 2004 of \$303 million. Entering 2005, we have an expanding portfolio of processors, covering the broad spectrum of mainstream, 32-bit/64-bit, client, server, and workstation applications.

We continued our unprecedented growth in the server and enterprise markets based on the strength of the AMD Opteron™ processor family. Sales of processors based on our AMD64 technology increased in 2004. As a result, AMD64 technology-based

processors now represent approximately one-half of our processor business.

Most significantly, as 2004 came to a close, more than 40 percent of the companies on the Forbes Global 100 list or their affiliates were AMD64 technology customers. These top-tier firms are deploying critical enterprise applications on the AMD Opteron processor. We plan on continuing to expand into the commercial sector in the coming year and we believe that our success in 2004 supports our focus on the server and enterprise markets.

In 2005, we plan to leverage the

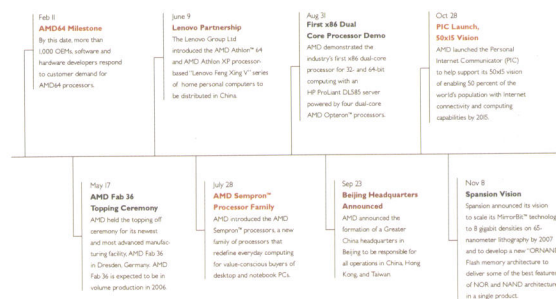
strength of our AMD64 technology-based processors to increase our share of the market, particularly in the enterprise segment. We also plan to provide customer-driven solutions to high-growth global markets through strategic partnerships and our 50x50 Initiative, which is our goal to deliver affordable, accessible Internet connectivity to 50 percent of the world's population by the year 2005.

#### Memory Products

For our Memory Products, there is no question that AMD ended 2004 in a much better position than where we started. Flash memory sales for 2004

#### 2004 Corporate Timeline

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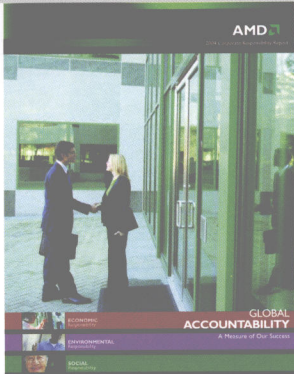


美国AMD公司是一家全球性的个人和网络计算机及通信市场的集成电路供应商。

## ABOUT THIS REPORT

This report provides information on progress achieved in environmental, social, and economic performance, and on the company's approach to managing these issues. The report is intended to provide information to investors, analysts, and other stakeholders. The report is prepared in accordance with the Global Reporting Initiative (GRI) Standards, which are the most widely used standards for sustainability reporting. The report is prepared in accordance with the GRI Standards, which are the most widely used standards for sustainability reporting. The report is prepared in accordance with the GRI Standards, which are the most widely used standards for sustainability reporting.

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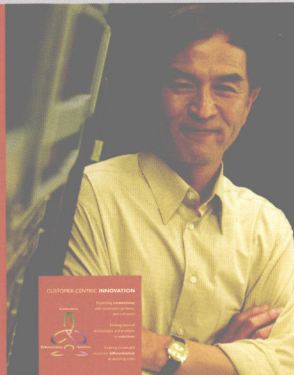


AMD  
GLOBAL ACCOUNTABILITY  
A REPORT ON OUR IMPACT

GLOBAL ACCOUNTABILITY  
A REPORT ON OUR IMPACT

## OPERATING & MANAGING FOR A SUSTAINABLE TOMORROW

At AMD, we are committed to providing information on our progress in environmental, social, and economic performance, and on the company's approach to managing these issues. The report is intended to provide information to investors, analysts, and other stakeholders. The report is prepared in accordance with the Global Reporting Initiative (GRI) Standards, which are the most widely used standards for sustainability reporting. The report is prepared in accordance with the GRI Standards, which are the most widely used standards for sustainability reporting.



CUSTOMER CRITICAL INNOVATION  
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50x15

As the chairman and CEO of a Fortune 500 company in the information technology industry, I feel that I have two incredibly important responsibilities. The first is to do everything I can to maximize shareholder value and the second is to do everything I can to help make the world a better place.

I believe these are both equally important.

— Richard H. Stallman, President and Chief Executive Officer

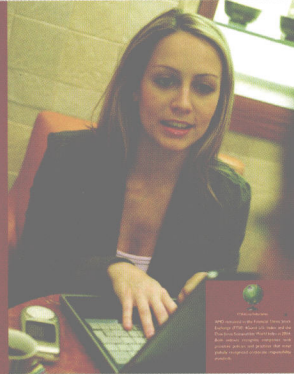
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FINANCIAL HIGHLIGHTS

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Table 1: Sales and Operating Income by Segment	2008	2007
Sales	\$1,000,000	\$900,000
Operating Income	\$100,000	\$90,000

## SITE REPORTS

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AMD's dedication to customer-centric innovation and competitive spirit is an unbroken thread running from our early days in the integrated circuit business.

"The era of technology for technology's sake is behind us. Innovation driven by real customer needs - customer-centric innovation - is the new path to leadership."

**Heechul Rhee**  
Chairman of the Board  
President and CEO, AMD



Everything we create is developed through...  
...connecting with customers to understand their needs, finding a way to help, offering our offering, and being the best integration of...  
...customer-centric innovation is the world for our work.



To succeed in today's highly competitive markets, global electronics companies need...  
...right solutions in time, on budget, and in the right way for customers.

That's why AMD employs a highly effective...  
...team that focuses on the leading edge of performance and power efficiency. By bringing the...  
...best of silicon to the leading edge of performance and power efficiency, AMD...  
...offers the best of silicon to the leading edge of performance and power efficiency.

At AMD, innovation is our talent. We are passionate about developing products and solutions that will forever change the way we...  
...live. We are passionate about developing products and solutions that will forever change the way we...  
...live. We are passionate about developing products and solutions that will forever change the way we...  
...live.

How to use it all to design the future of...  
...small, convenient, differentiation, and solutions.

CUSTOMER-CENTRIC INNOVATION

OPERATIONAL EXCELLENCE



Working at AMD, you can see that our...  
...technology is at the heart of our...  
...innovation. We are passionate about...  
...developing products and solutions that...  
...will forever change the way we live.



AMD is committed to...  
...developing products and solutions that...  
...will forever change the way we live.



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...developing products and solutions that...  
...will forever change the way we live.

LEADERSHIP POSITIONS

TECHNOLOGY PARTNERSHIPS



AMD offers consumers smarter features, smarter performance, smarter innovation, and smarter value.



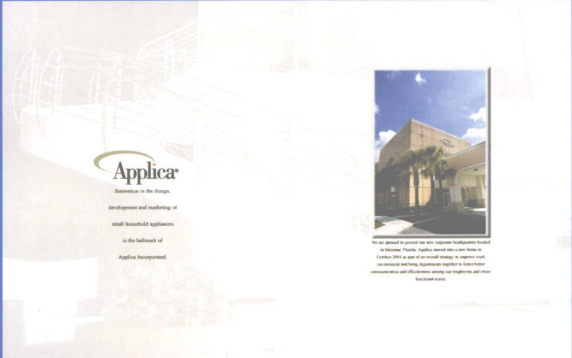
The new AMD Athlon™ 64 X2 dual-core processor makes TRUE multi-tasking possible. It's like having two processors on one chip, so users can rip and burn CDs while downloading digital pictures, or edit video while shopping and surfing the Web.

CONSUMER PROCESSORS

CONSUMER PROCESSORS



美国AMD公司是一家全球性的个人和网络计算机及通信市场的集成电路供应商。



**Applica**  
Innovation in the design of small household appliances

**Steve A. Schmitt, President and Chief Executive Officer**

Steve A. Schmitt, President and Chief Executive Officer of Applica, Inc., is a seasoned executive with over 20 years of experience in the consumer electronics industry. He has held various positions of increasing responsibility, including President of Applica, Inc., and has been instrumental in the company's growth and success. Steve is a member of the National Association of Manufacturers and the International Brotherhood of Electrical Workers. He is also a past president of the Applica, Inc. Board of Directors.

**Applica, Inc.**  
Applica, Inc. is a leading manufacturer of small household appliances, including blenders, coffee makers, and toasters. The company is committed to innovation and quality, and has a long history of serving customers around the world. Applica, Inc. is a publicly traded company, and its stock is listed on the New York Stock Exchange.

**Applica, Inc. - A Division of Black & Decker**

Applica, Inc. is a division of Black & Decker, a leading manufacturer of power tools and equipment. Black & Decker has a long history of innovation and quality, and Applica, Inc. is a proud member of the Black & Decker family. Applica, Inc. is committed to providing customers with the highest quality products and services, and is dedicated to making life easier for everyone.

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**Preparing to Cook is More than Half the FUN!**

Black & Decker's new line of kitchen appliances is designed to make cooking easier and more fun. The new line includes a variety of products, including blenders, coffee makers, and toasters. Each product is designed with a focus on quality and innovation, and is built to last. The new line is available in a variety of colors, including black, white, and stainless steel. The new line is a great addition to any kitchen, and is sure to make cooking a more enjoyable experience.

**Black & Decker**

**Pressing Matters**

Black & Decker's new line of steam irons is designed to make ironing easier and more efficient. The new line includes a variety of products, including steam irons and steam generators. Each product is designed with a focus on quality and innovation, and is built to last. The new line is available in a variety of colors, including black, white, and stainless steel. The new line is a great addition to any laundry room, and is sure to make ironing a more enjoyable experience.

**Black & Decker**

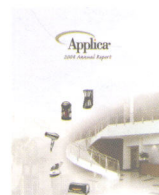
**Fun to Give and Great to Get!**

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**Black & Decker**

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