



**Insight**

**64**

**Insight 64 Raises 64-Bit Mindshare  
Alert Status to Orange**

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Based on a dramatic increase in "64-bit chatter" coming from a variety of industry sources, Insight 64 is raising its 64-bit mindshare alert status from yellow, or elevated, to orange, or high, the second-highest level. We raising this level based on our expectation that one or more semiconductor and/or system suppliers will announce or demonstrate new 64-bit capabilities within the next 45 days, resulting in increased mindshare for 64-bit systems. The nature of these announcements is still not clear, but we believe they will be big and (in some cases) unexpected. As far as we can tell, they will extend the range of alternatives available to purchasers of 64-bit computer systems, and allow for deployments of two-way 64-bit servers from top-tier suppliers at volume price points starting below \$5,000.

Insight 64 recommends that IT purchasing departments continue with their planned purchases of 32-bit servers and workstations, but remain alert for dramatic improvements in price/performance later in the year.

The Insight 64 64-Bit Mindshare Advisory System has been designed to capture the degree to which 64-bit computing architectures impact mainstream computational environments. There are five mindshare levels, each identified by a description and corresponding color. From lowest to highest, the levels and colors are:

Low = Green;  
Guarded = Blue;  
Elevated = Yellow;  
High = Orange;  
Extreme = Red.

The higher the mindshare level, the more broadly 64-bit systems are being evaluated and/or deployed. The industry entered the lowest state, green, when suppliers added 64-bit features to proprietary 32-bit RISC architectures in the late 1990's. The adoption of Intel's Itanium architecture in high performance computing applications forced a change to code blue or moderate mindshare in 2002. The release of 64-bit versions of Microsoft's Windows 2003 Server and SQL Server enabled the start of the migration of enterprise applications in 2003, and moved the industry to yellow or elevated status. As noted above, the impending launch of 64-bit servers at volume price points is driving the change to orange or high mindshare. Insight 64 believes it will be several years before the industry enters the red, or extreme state, indicating that 64-bit computing will have become as ubiquitous as 32-bit computing is today.

**About Insight 64**

Insight 64 is a market research and consulting organization that focuses on the semiconductor devices used in general purpose computing systems, including personal computers, workstations and servers. Insight 64's offices are located in Saratoga CA.

[See 64-Bit Mindshare Advisory System graphic, attached]



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# Insight 64 64-BIT MINDSHARE ADVISORY SYSTEM

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## **EXTREME**

**64-BIT TECHNOLOGY REQUIRED IN  
ALL DESKTOP SEGMENTS**

## **HIGH**

**64-BIT TECHNOLOGY ENTERS  
VOLUME SERVER MARKETS**

## **ELEVATED**

**64-BIT INDUSTRY STANDARD SYSTEMS  
MOVE INTO THE ENTERPRISE**

## **MODERATE**

**64-BIT INDUSTRY STANDARD SYSTEMS  
IN TECHNICAL APPLICATIONS**

## **LOW**

**64-BIT PROPRIETARY SYSTEMS  
GAIN SHARE AT HIGH END**