

TECHNOLOGY THAT'S BREAKING THROUGH BARRIERS.

Getting the performance and capabilities you want from a PC is possible. But it'll cost you — a lot. That's because there hasn't been a way to break the \$1,000 price barrier without compromising PC features or using yesterday's technology —

...until now.

Cyrix® introduces the MediaGX™ processor, a new generation of Windows®-compatible processor technology that's changing the way PCs are built — and shrinking costs in the process.

The MediaGX processor integrates the graphics and audio functions, the PCI interface and the memory controller right into the CPU. With all these functions pulled “on chip,” Cyrix delivers all the processing features you'd expect in a more expensive PC — for a lot less.

And that's why PCs with the MediaGX processor can break the price barrier — because Cyrix broke the technology barrier *first*.

Pulling the hardware “on chip.” The more processing that occurs on the CPU itself, the more efficiently the PC system performs. The reason is simple: while the CPU processes data at 133 MHz, for example, the bus that moves data to and from other components operates at only half that speed, or even less. Any off-chip data lookups take more time — and the potential for data “stalls” increases.

Cyrix eliminated this bottleneck, however, with a new processor architecture that breaks through traditional PC technology barriers to put needed multimedia and system functions right on the MediaGX processor.

To cut system cost, Cyrix developed the Virtual System Architecture™ (VSA*), a fully compatible software technology



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that replaces hardware functionality with VSA software instructions. This means a system based on the MediaGX processor doesn't need expensive add-in cards.

What's more, VSA is completely invisible to your software applications: It delivers the Windows compatibility you've come to expect from Cyrix.

As a result of these architectural advances, Cyrix developed three exclusive processor features that manage the multimedia and system functions of the MediaGX processor — XpressRAM™, XpressGRAPHICS™, and XpressAUDIO™.



* Patents pending

XpressRAM™ With XpressRAM, the MediaGX processor avoids the delays of data moving between the external cache and main memory. By placing the memory controller onto the chip, data lookups move directly to DRAM and back to the CPU, eliminating the need for external cache.

Benefit: XpressRAM ensures maximum memory performance which means software applications process just as fast as they do on more expensive PCs.

XpressGRAPHICS™ The XpressGRAPHICS feature of the MediaGX processor eliminates the need for graphics cards. In today's PCs, graphics are processed away from the main CPU through the slower PCI bus. But now with the graphics controller and accelerator moved onto the MediaGX processor, graphics process at the full megahertz speed of the CPU, then go directly to the monitor without delay.

But there's more. An innovative graphics compression scheme with high-speed buffering allows flexibility in memory configuration without

adding costly video memory. Just select the monitor resolution through Windows, and the MediaGX processor will automatically configure the rest.

Benefit: With XpressGRAPHICS, you don't have to worry about having enough video memory — you'll have the graphics power you need to run all your multimedia, educational and games software.

XpressAUDIO™ XpressAUDIO takes over the operations of a separate sound card. It generates all sound directly from the processor and is fully compatible with Sound Blaster.®

Benefit: The XpressAUDIO feature of the MediaGX processor ensures high-quality sound without the performance conflicts that often occur between audio and other components. In other words, the only thing you'll need to adjust is the volume control.

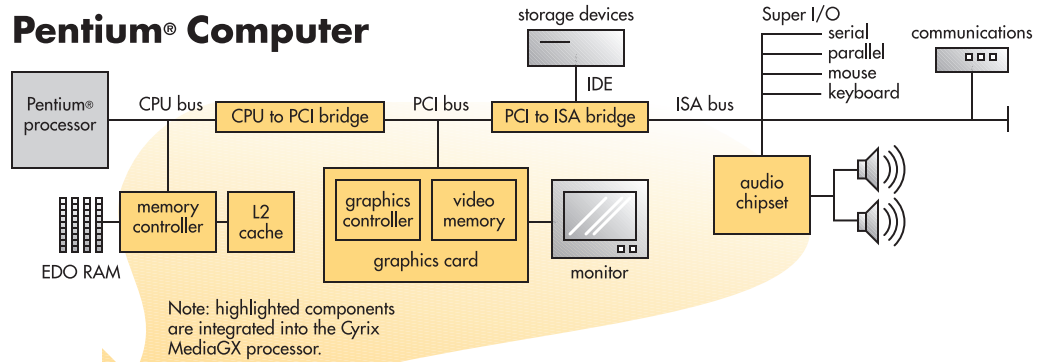
Great graphics. Great sound. For less. The MediaGX processor is the first in a family of full-featured, Windows-compatible processors from Cyrix. Designed from the ground up, the MediaGX delivers the compatibility, performance and multimedia features you need to run all your software.

So get great graphics, great sound, and the processing performance you thought was only available in the most expensive PCs —

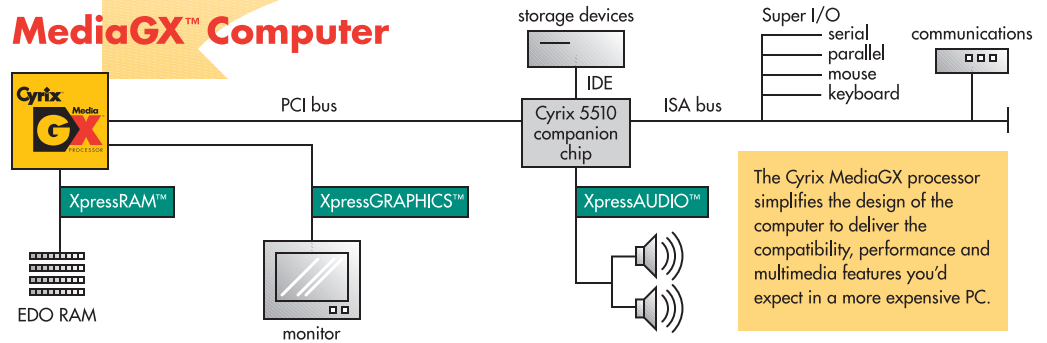
...until now.

The Cyrix MediaGX processor. Advanced processor technology... for a new class of PCs.

Pentium® Computer



MediaGX™ Computer



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