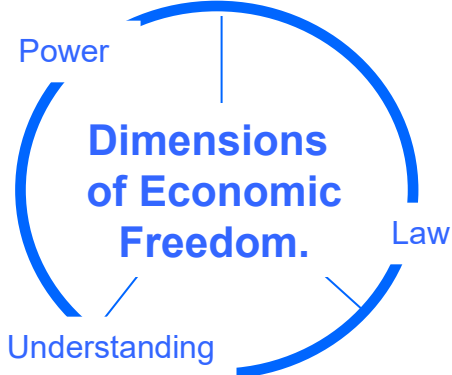
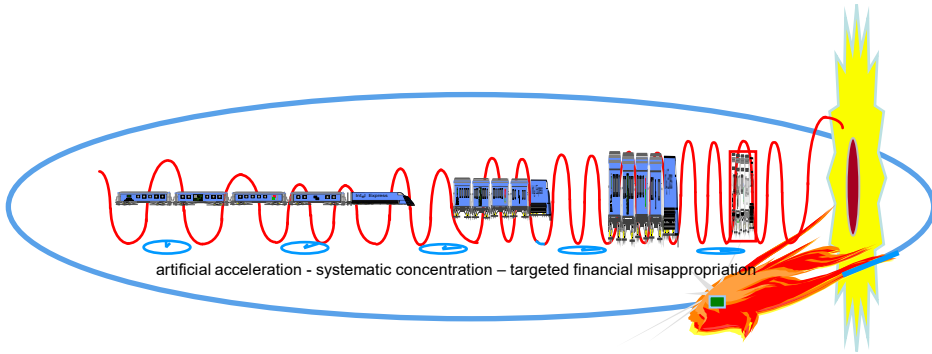


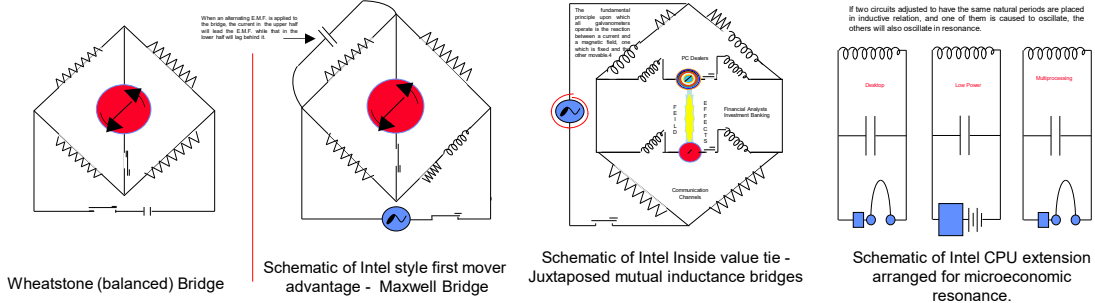
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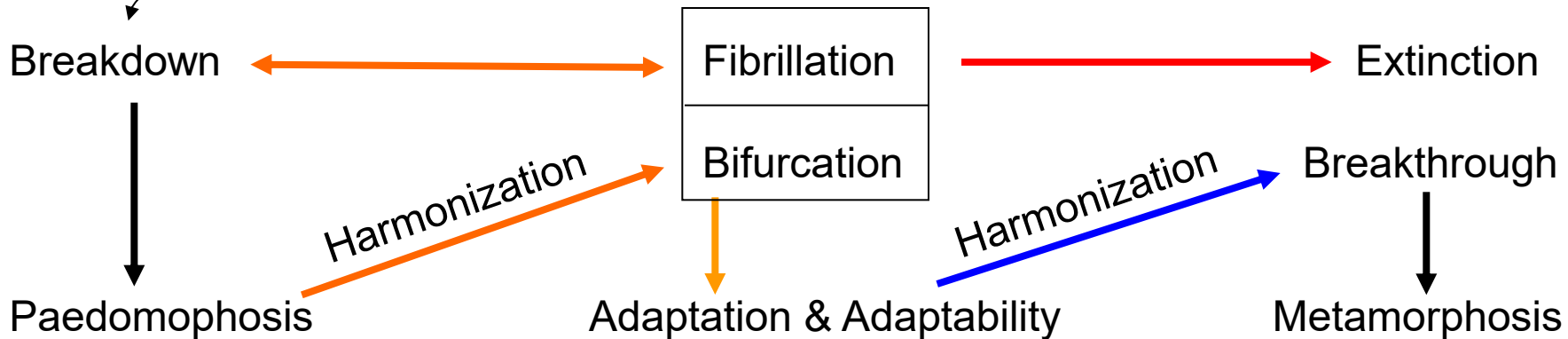
This end of desktop PC as we've known it



AMD and Intel q1 2026 desktop confrontation to crush each other causing all sorts of channel financial chaos destroying capital value.



# A C C E L E R A T I O N A



A bubble traced to the same sources has eclipsed all proceeding movements of similar nature in both magnitude and intensity.

Propellant inefficiently applied (then) at 450 mm invites a destructive accelerant.

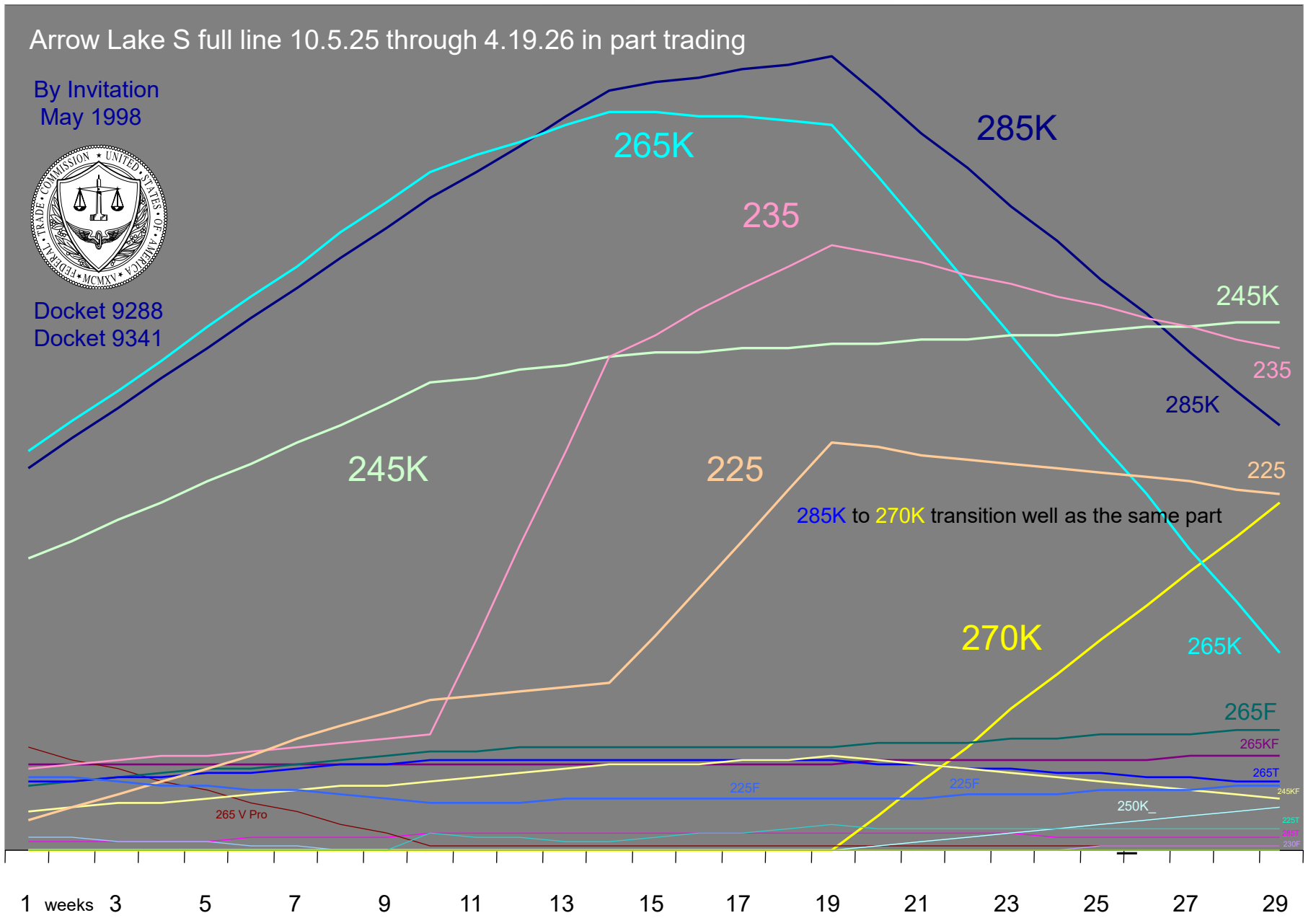
Effective design utilization across fabrication capacity foremost not to over or under produce, dump or destroy industry capital value in consolidation's that wipe out compliment business.

Arrow Lake S full line 10.5.25 through 4.19.26 in part trading

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Docket 9341

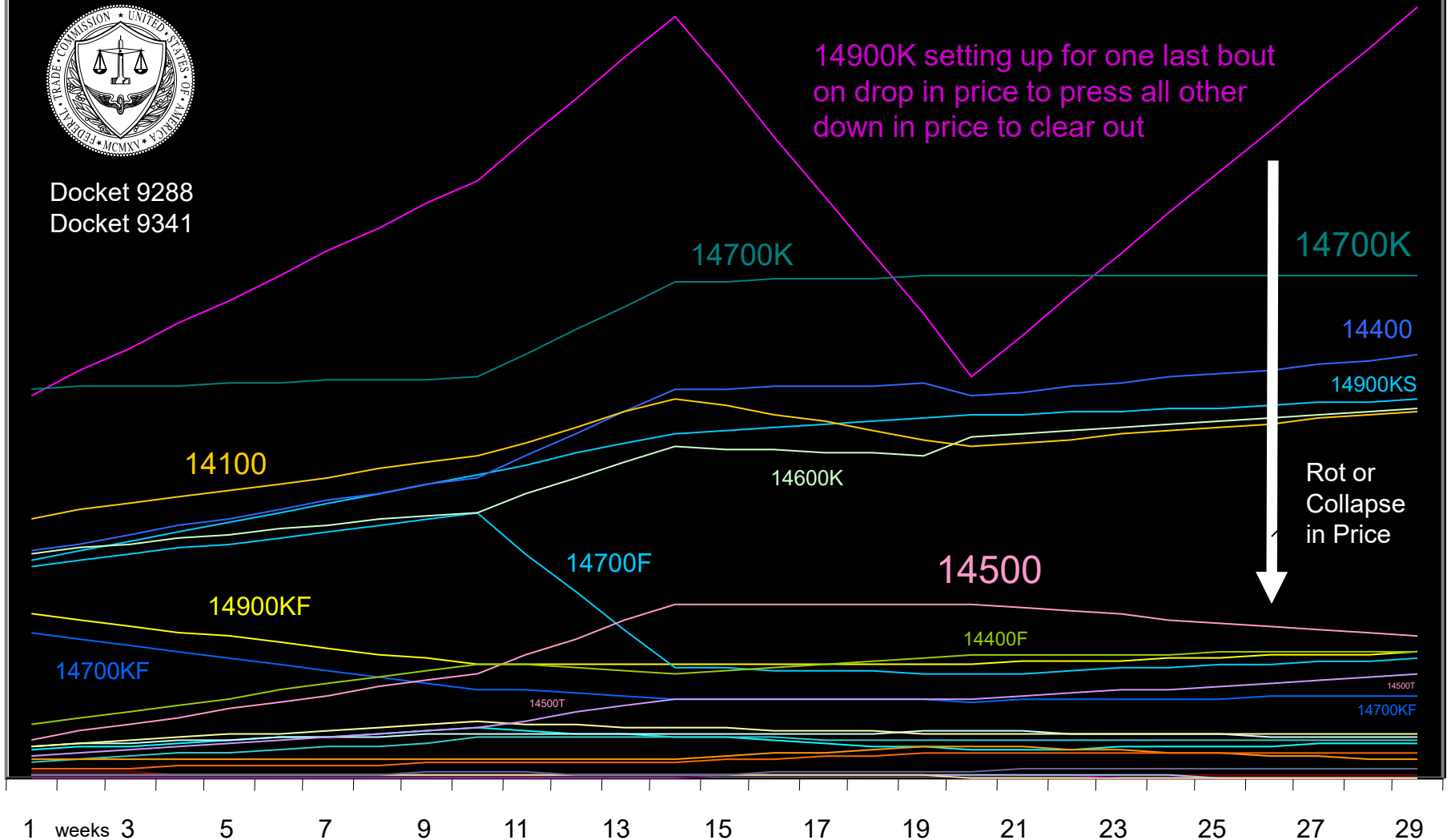


Raptor 14<sup>th</sup> full line 10.5.25 through 4.19.26 is stalled and flattish

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Docket 9341

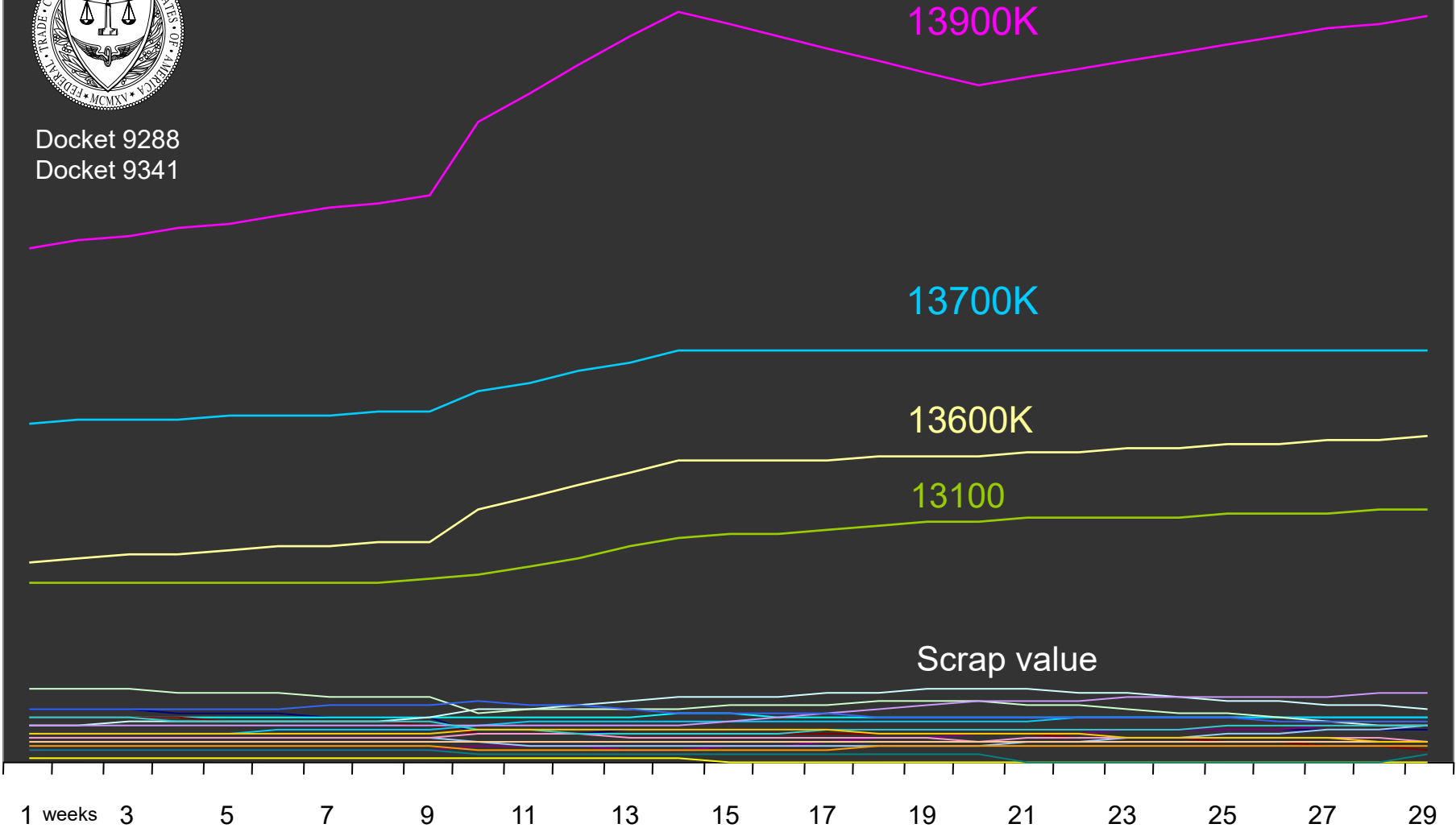


Raptor 13<sup>th</sup> full line 10.5.25 through 4.19.26 is flat lined, channel near total capital loss

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Docket 9341



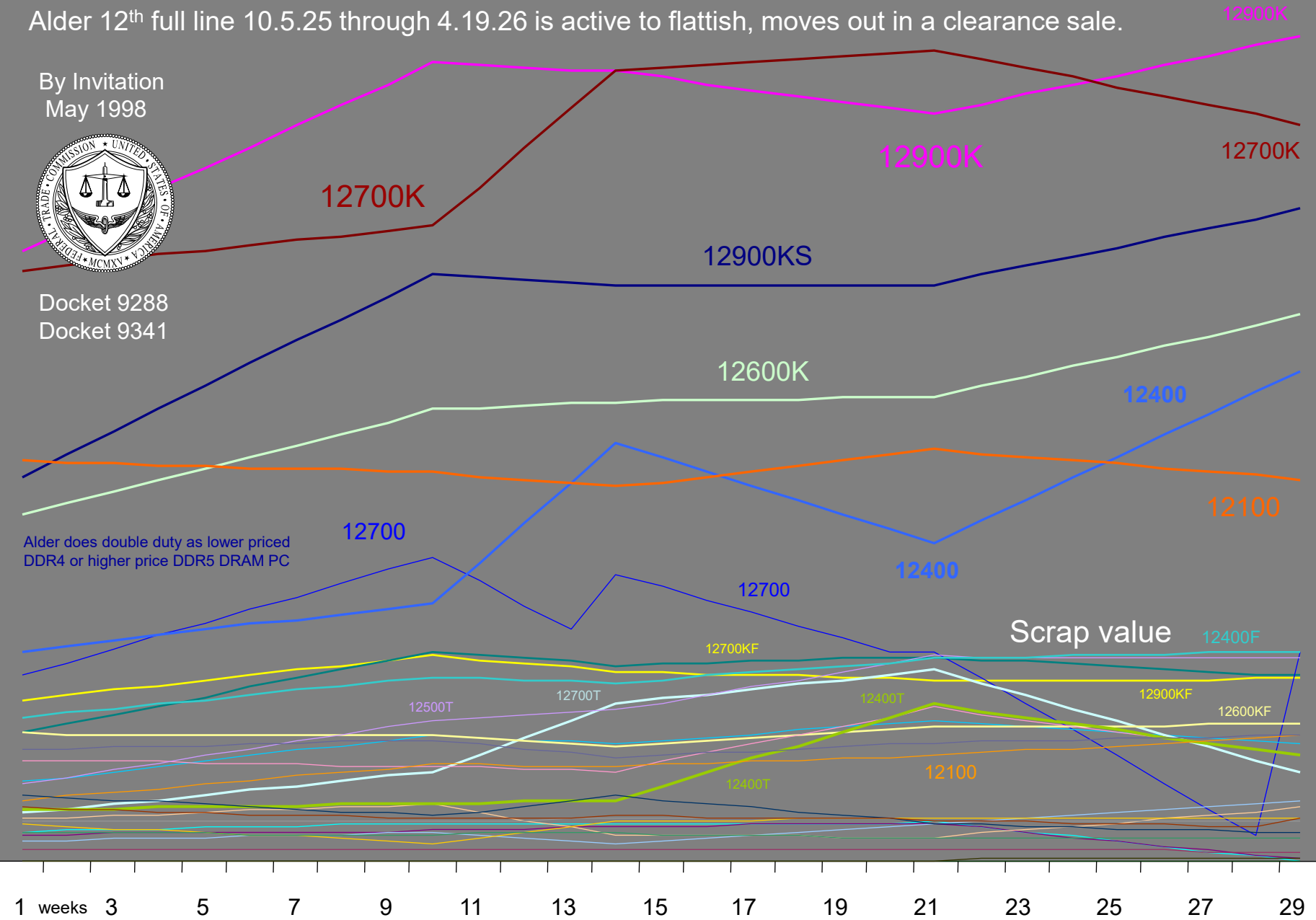
Alder 12<sup>th</sup> full line 10.5.25 through 4.19.26 is active to flattish, moves out in a clearance sale.

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Alder does double duty as lower priced  
DDR4 or higher price DDR5 DRAM PC

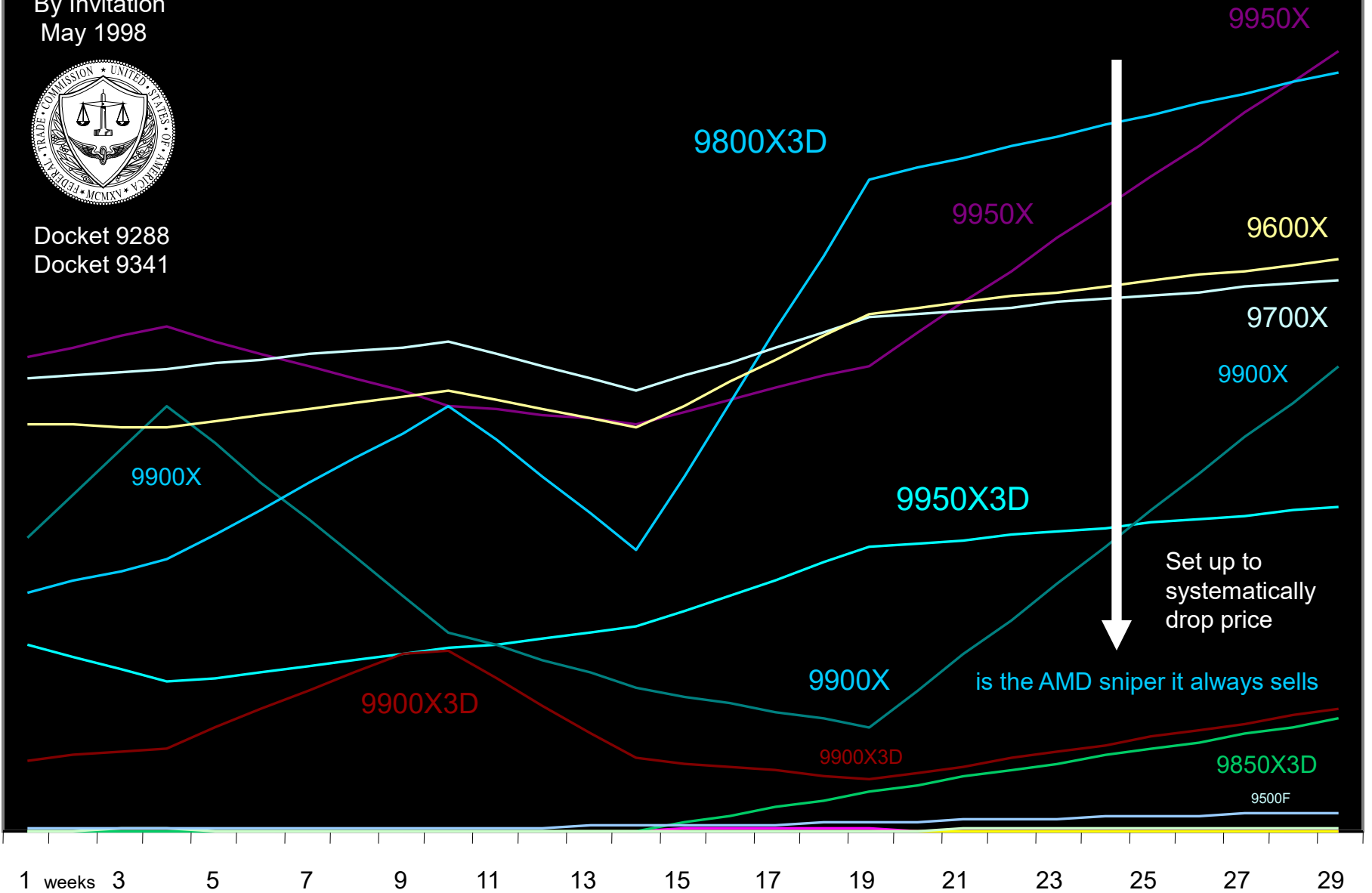


# Granite Ridge R9K full line 10.5.25 through 4.19.26 is active and gaining to crush Intel in a price squeeze

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Docket 9341



is the AMD sniper it always sells

Set up to systematically drop price

Raphael R7K full line 10.5.25 - 4.19.26 is active, a bit stalled, and gaining to crush Intel in a price squeeze

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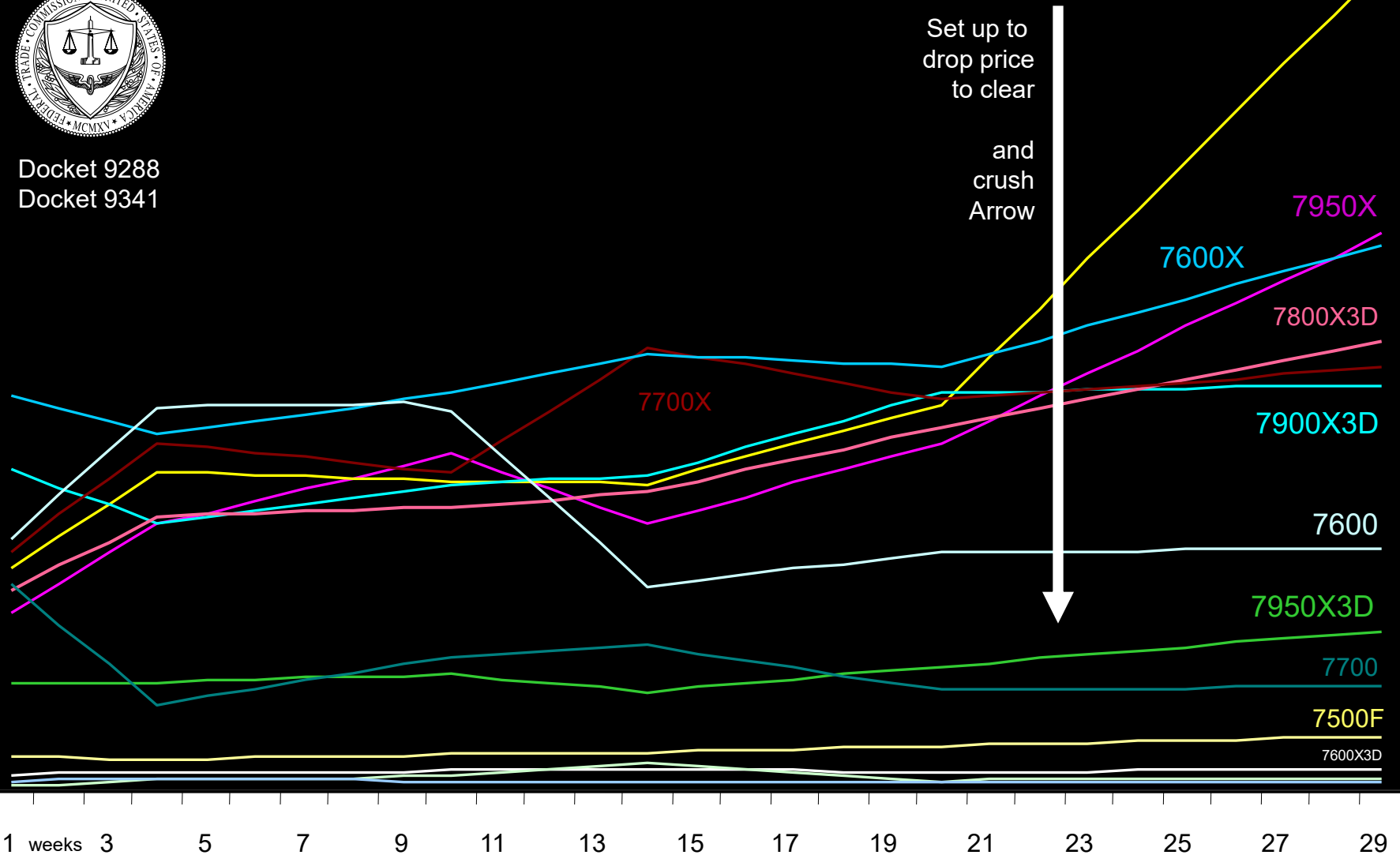


Docket 9288  
Docket 9341

7900X is again the 12 core AMD sniper

Set up to  
drop price  
to clear

and  
crush  
Arrow



# Vermeer R5K full line 10.5.25 - 4.19.26 stalled and gaining waiting for AMD price drop to push down in price

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5800X

5600 are trade ins

5600X

5700X

5900X

5600X

5900X

DDR4 DRAM PC's typically are priced lower but 5K3D CPU price is very high

5950X

5500

5800X3D

5700X3D

5900XT

5800XT

5600X3D

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29  
weeks

AMD relying on R9K and R7K to crush Arrow Lake destroying the channel capital value of Arrow Lake to prevent Intel from bridging to Nova Lake. On a channel capital loss pressing Intel product into its desktop cost floor, and sucking the margin out of Intel desktop sales.

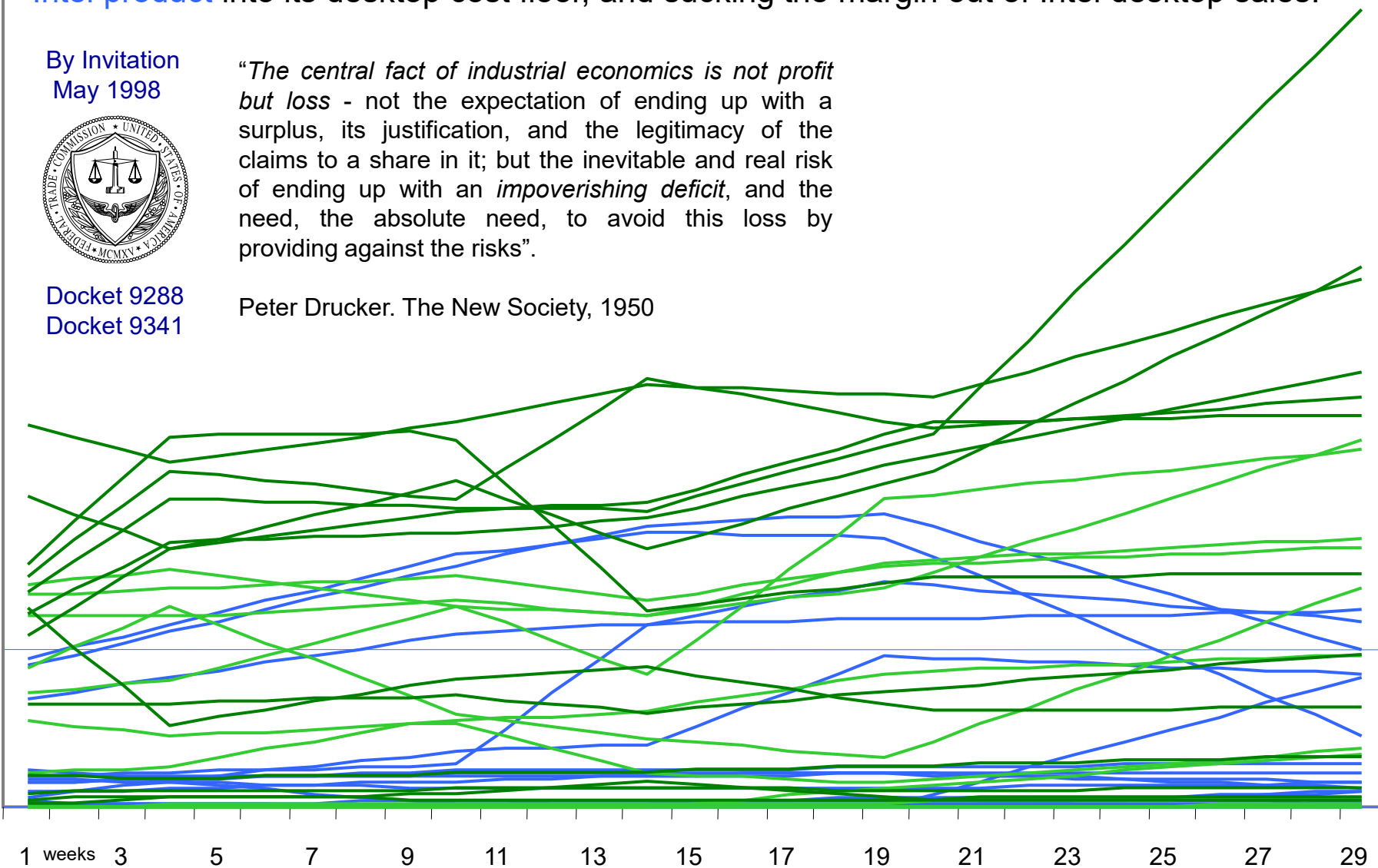
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*"The central fact of industrial economics is not profit but loss - not the expectation of ending up with a surplus, its justification, and the legitimacy of the claims to a share in it; but the inevitable and real risk of ending up with an impoverishing deficit, and the need, the absolute need, to avoid this loss by providing against the risks".*

Peter Drucker. The New Society, 1950

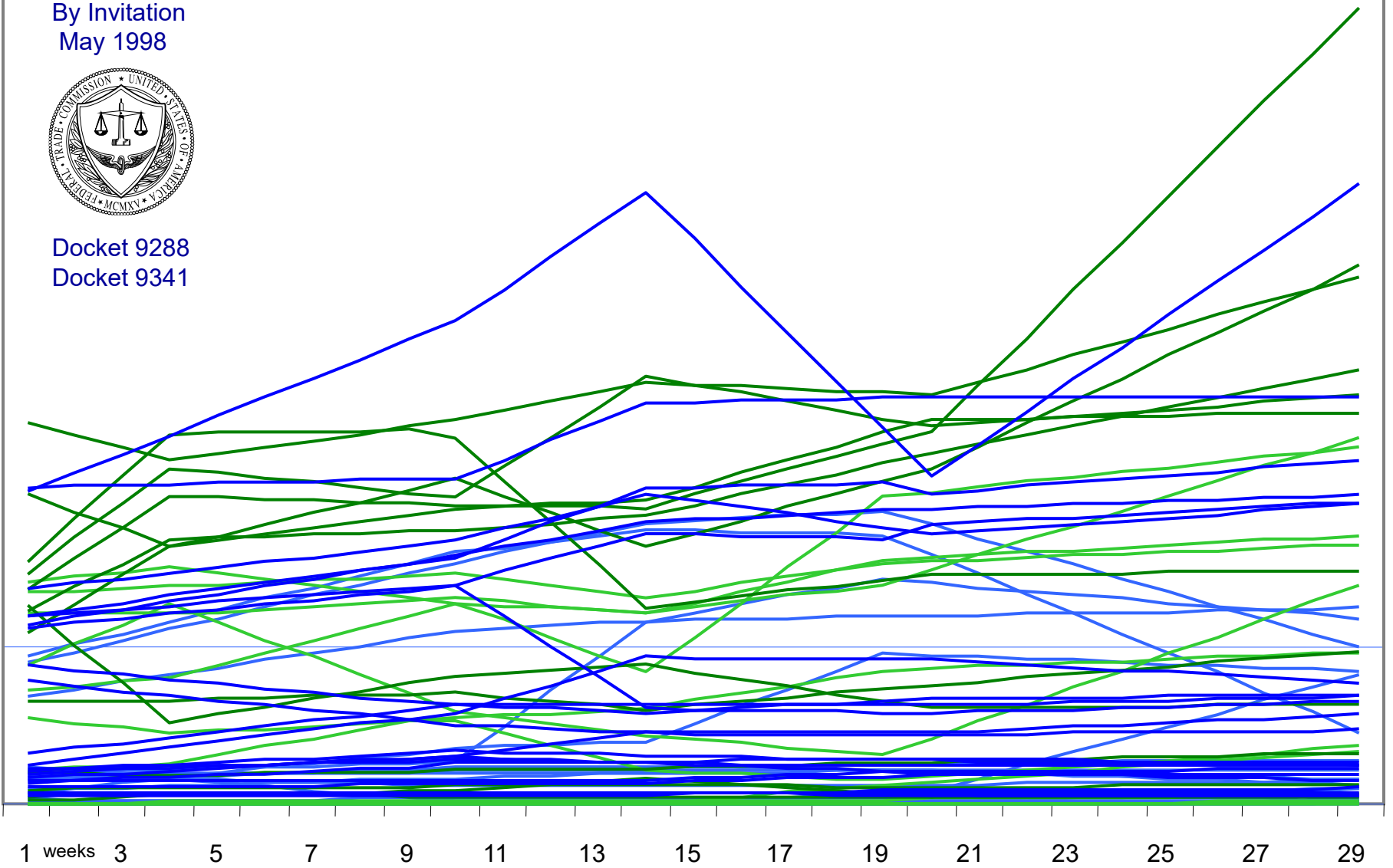


Intel response with Raptor 14<sup>th</sup>. In the overall this conflict is about 1) destroying either or in desktop, 2) pressing Intel into foundry, or 3) an economic espionage taking out the channel

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If this is a financial attack on the channel it was in play at [Intel on Raptor](#) overage before the mobsters were let go. [AMD](#) was stupid to play along and not notice USDOJ and FTC. Both of these enterprises basically have too much (unregulated) power. Where the memory industry responded by limiting access to DDR5 PC DRAM watching [AMD](#) and [Intel](#) bludgeon each other with production overage for PC surplus share from their unnecessarily large volumes of processors. Much of which were [Raptors](#) feeding [Intel's](#) private banking system for their dealer's skim.

Chased by [Raphael R7K](#). Don't think [AMD](#) isn't involved in handing out gratuities. If one does both do for competitive parity.

[Intel Core Ultra](#) for the prior 3 years flying under [AMD Ryzen](#) desktop price floor and [Intel](#) and [AMD](#) bludgeoning each other in desktop with supply overage to sustain desktop share throughout 2025, drove both enterprises' overall desktop margins down to marginal revenue = marginal cost, which for a profit maximizer is end of the line, and for [AMD](#) tip top shelf desktop down to half a Ben Franklin into 2025 year end is untenable.

We're about to find out the result, in desktop. Both are aiming to finish each other off, *in desktop*. I'd say [AMD](#) has the overall performance and [Intel](#) the cost : price advantage. Neither are set up to bridge to next generation desktop currently, however, [AMD](#) has full line price supports [Intel](#) does not.

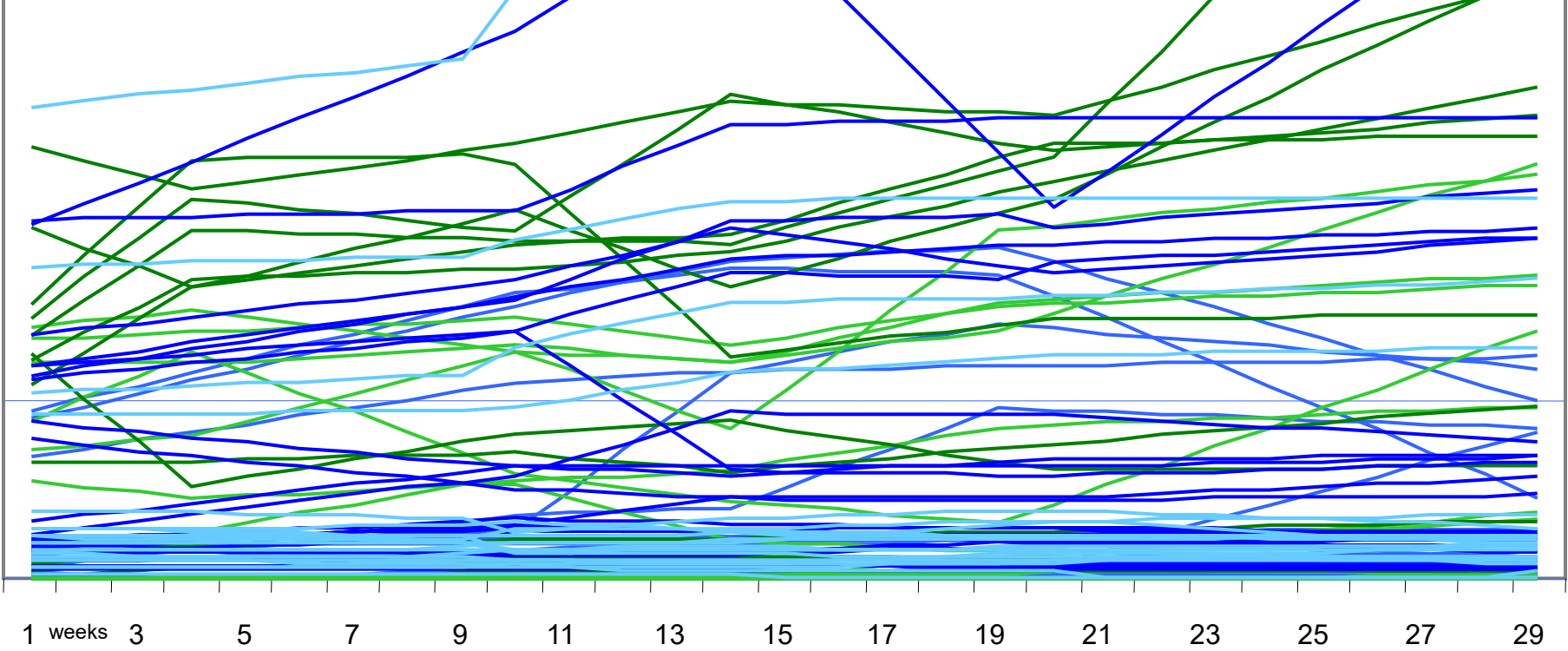
It's ugly on industry consolidation and destruction of capital values both on initial cost, and now subject to channel capital losses affecting the industry's banking that is a financing system about to experience concentration on three years of desktop overage.

Intel response adding Raptor 13<sup>th</sup> which is primarily stalled indicating a massive industry capital loss in formation. AMD and Intel might take out each other?

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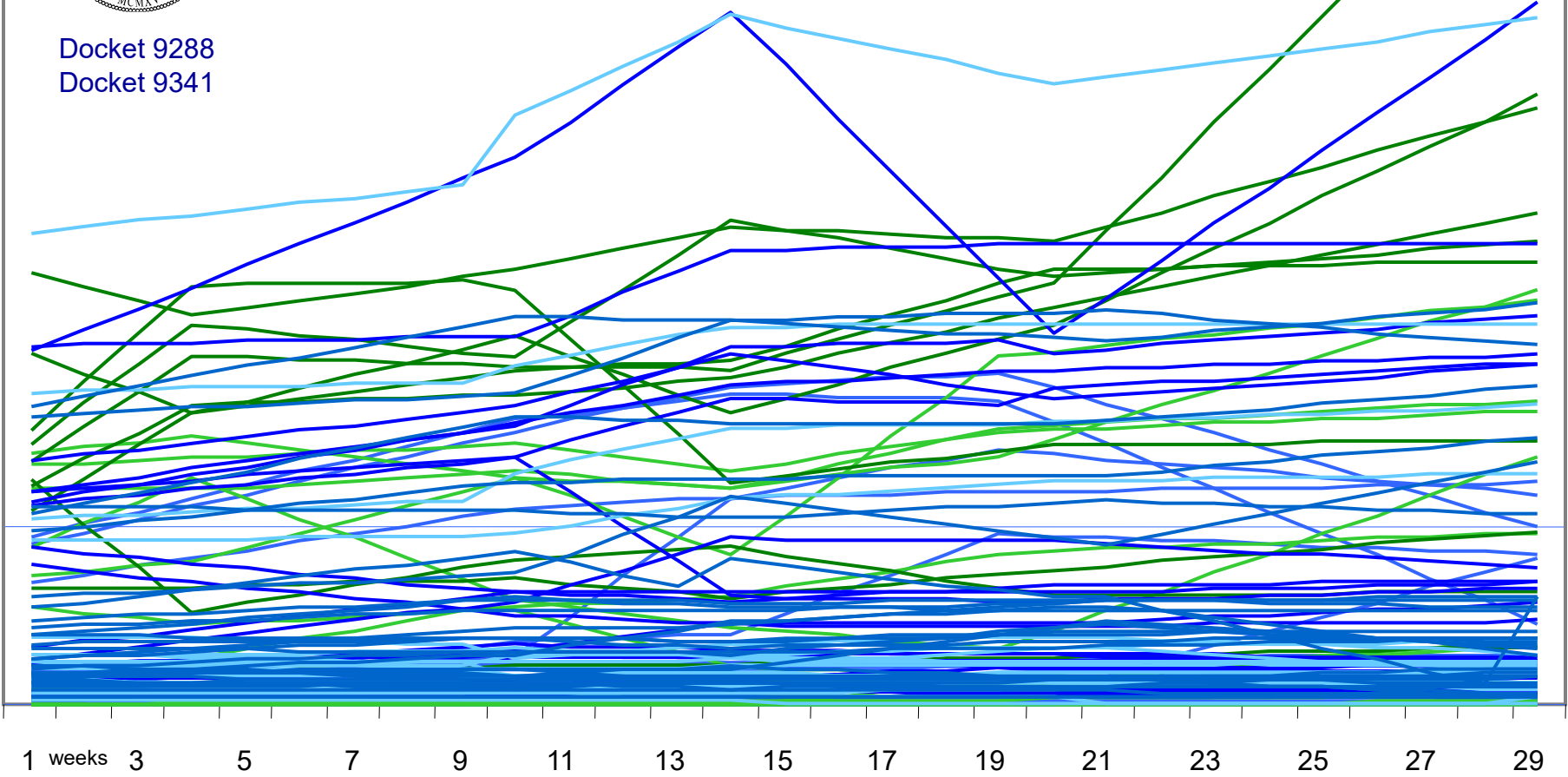


Intel response adding Alder 12<sup>th</sup>. AMD is betting Raptor 13<sup>th</sup> is rejected as worthless

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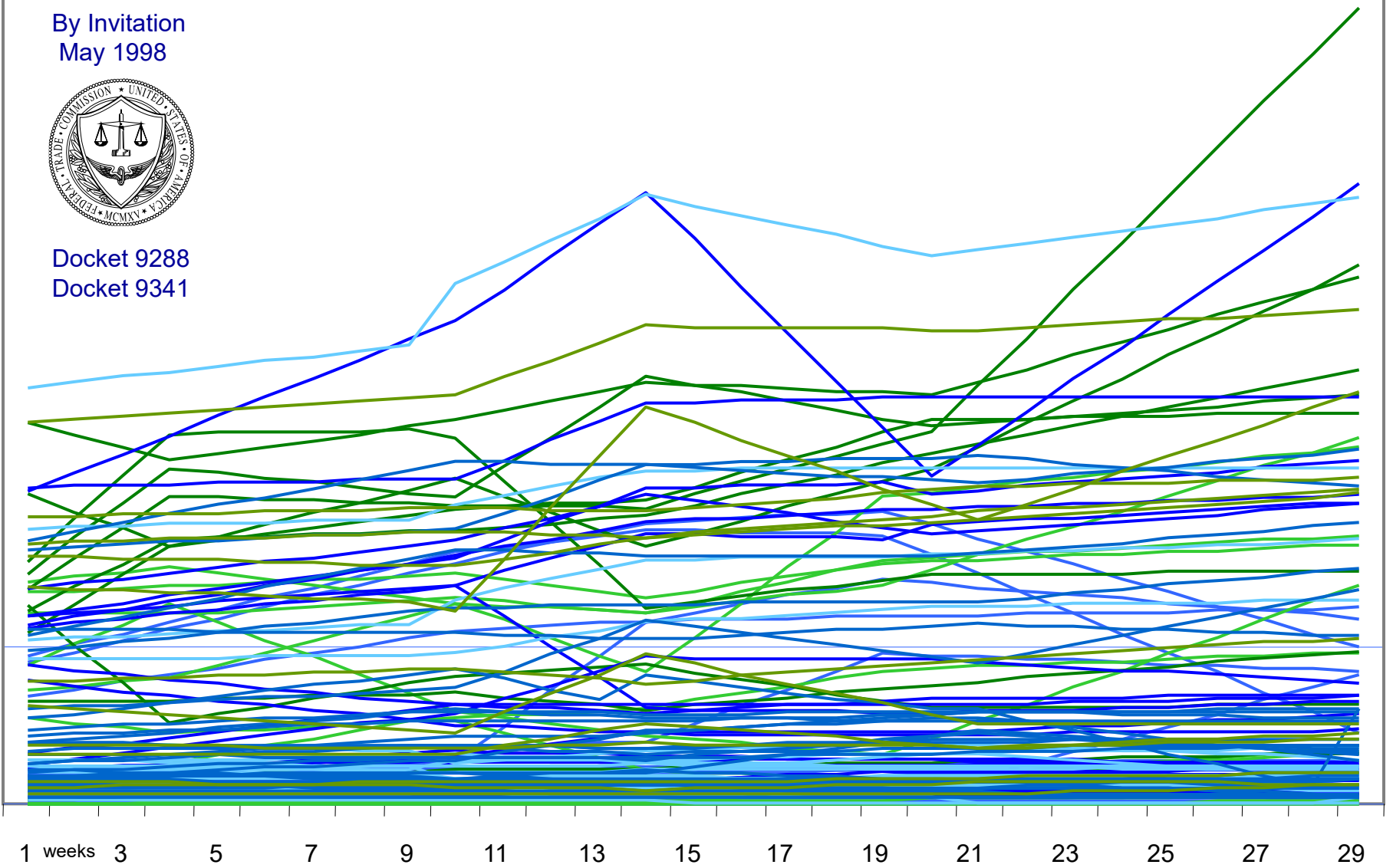
1 weeks 3 5 7 9 11 13 15 17 19 21 23 25 27 29

Adds AMD Vermeer R5K indicates a knock out drag out, total nuclear war, where AMD and Intel destroy each other in desktop or the winner takes all desktop. There is no middle ground.

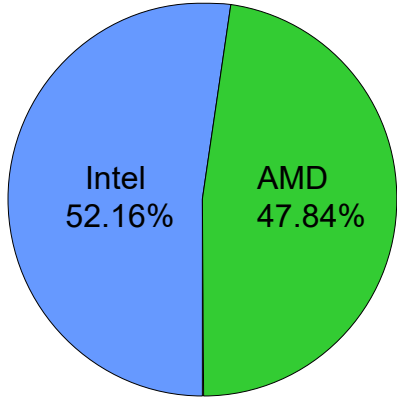
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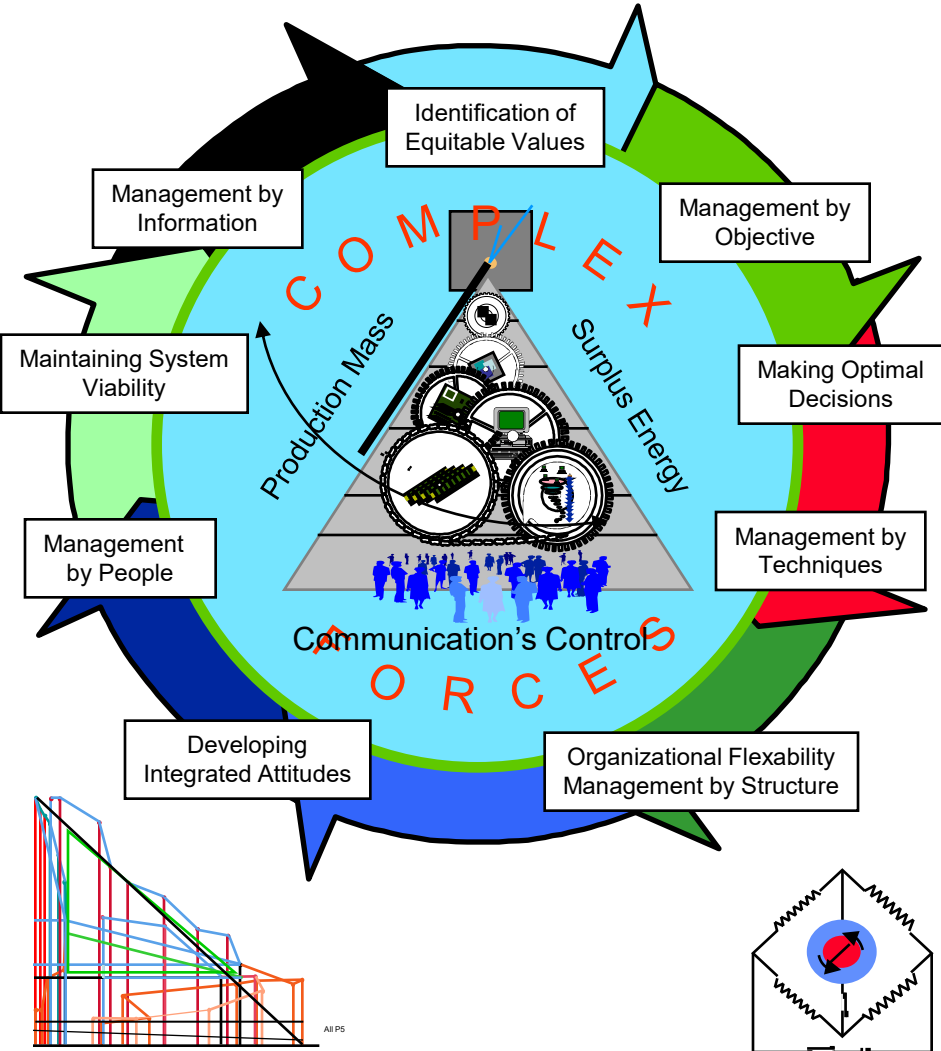
| Product   | %     |        |         |       |        |       |         |         |        |
|-----------|-------|--------|---------|-------|--------|-------|---------|---------|--------|
| 285K      | 0.98% |        | 13900KS | 0.16% | 12100  | 1.02% | 9945    | 0.00%   |        |
| 285T      | 0.03% |        | 13900K: | 3.79% | 12100F | 0.34% | 9745    | 0.00%   |        |
| 270K      | 0.81% |        | 13900   | 0.00% | P8505  | 0.11% | 9645    | 0.00%   |        |
| 265K      | 0.45% |        | 13900KF | 0.24% | P7400  | 0.07% | 9950X3D | 0.95%   |        |
| 265KF     | 0.22% |        | 13900F  | 0.19% | P7400T | 0.06% | 9950X   | 2.30%   |        |
| 265 Vprro | 0.01% |        | 13900T  | 0.07% | C7305E | 0.00% | 9900X3D | 0.36%   |        |
| 265F      | 0.28% |        | 13790F  | 0.04% | C7305L | 0.00% | 9900X   | 1.37%   |        |
| 265T      | 0.16% |        | 13700K  | 2.09% | C6900  | 0.11% | 9850X3D | 0.33%   |        |
| 250K      | 0.10% |        | 13700KF | 0.24% | C6900T | 0.03% | 9800X3D | 2.23%   |        |
| 250KF     | 0.10% |        | 13700F  | 0.28% |        |       | 9700X   | 1.62%   |        |
| 245K      | 1.22% |        | 13700T  | 0.18% |        |       | 9700F   | 0.01%   |        |
| 245KF     | 0.12% |        | 13600K  | 1.65% |        |       | 9600X   | 1.68%   | R9K    |
| 245       | 0.00% |        | 13600KF | 0.18% |        |       | 9500F   | 0.06%   | 10.92% |
| 135       | 1.16% |        | 13600T  | 0.11% |        |       | 7950X3D | 0.97%   |        |
| 230F      | 0.01% |        | 13500T  | 0.35% |        |       | 7950X   | 3.37%   |        |
| 225       | 0.83% |        | 13490F  | 0.09% |        |       | 7900X3D | 2.46%   |        |
| 225F      | 0.15% |        | 13400F  | 0.21% |        |       | 7900X   | 4.98%   |        |
| 225T      | 0.05% | Arrow  | 13400T  | 0.18% |        |       | 7800X3D | 2.71%   |        |
| 205       | 0.00% | 6.68%  | 13100   | 1.28% |        |       | 7700X   | 2.56%   |        |
| 14900KS   | 1.90% |        | 13100F  | 0.11% | 13th   |       | 7700    | 0.64%   |        |
| 14900K:   | 3.87% |        | 13100T  | 0.09% | 11.58% |       | 7600X3D | 0.14%   |        |
| 14900KF   | 0.63% |        | 12900KS | 1.73% |        |       | 7600X   | 3.31%   |        |
| 14900F    | 0.18% |        | 12900K  | 2.19% |        |       | 7600    | 1.47%   |        |
| 14900T    | 0.00% |        | 12900KF | 0.48% |        |       | 7500X3D | 0.08%   |        |
| 14790F    | 0.02% |        | 12900F  | 0.00% |        |       | 7500F   | 0.33%   | R7K    |
| 14700K    | 2.52% |        | 12900T  | 0.01% |        |       | 7400    | 0.05%   | 23.06% |
| 14700KF   | 0.42% |        | 12700K  | 1.96% |        |       | 5950X   | 0.99%   |        |
| 14700F    | 0.60% |        | 12700KF | 0.49% |        |       | 5900XT  | 0.07%   |        |
| 14700T    | 0.20% |        | 12700   | 0.56% |        |       | 5900XT  | 1.90%   |        |
| 14600K    | 1.86% |        | 12700F  | 0.31% |        |       | 5800X3D | 0.35%   |        |
| 14600KF   | 0.22% |        | 12700T  | 0.23% |        |       | 5800XT  | 0.13%   |        |
| 14600T    | 0.00% |        | 12600K  | 1.45% |        |       | 5800X   | 3.07%   |        |
| 14500     | 0.71% |        | 12600KF | 0.36% |        |       | 5700X3D | 0.38%   |        |
| 14500T    | 0.52% |        | 12600T  | 0.16% |        |       | 5700X3  | 1.93%   |        |
| 14490F    | 0.01% |        | 12500   | 0.28% |        |       | 5600X   | 2.00%   |        |
| 14400     | 2.12% |        | 12500T  | 0.54% |        |       | 5600    | 2.55%   |        |
| 14400T    | 0.19% |        | 12490F  | 0.14% |        |       | 5500X3D | 0.06%   | R5K    |
| 14400F    | 0.64% |        | 12400   | 1.30% |        |       | 5500    | 0.45%   | 13.86% |
| 14100     | 1.84% |        | 12400F  | 0.56% |        |       |         | 100.00% |        |
| 14100F    | 0.09% |        | 12400T  | 0.28% |        |       |         |         |        |
| 14100T    | 0.13% | 14th   | 12300   | 0.12% |        |       |         |         |        |
| 300T      | 0.05% | 18.72% | 12100T  | 0.33% |        |       |         |         |        |



“Competition, blind, vicious, unreasoning, may stimulate trade to abnormal activity but such condition is no more sound than that medieval spirit some still cling to of taking a club and going out and knocking the other fellow and taking away his bone.”

Justice John Clark, 1921  
also attributed to Justice Brandeis

# Camp Marketing Consulting



## Project Framework:

To give intelligent, responsible, and capable direction for sustainable business within industry for society.

As a prerequisite for planning that serves customers and society as efficiently and effectively as possible.

Understand technology and business possibilities to meet the needs of customers and society as *cost effectively* as possible.

With exemplar stewardship cognizant of social welfare.

By enlarging the capabilities of the operation; melding together people, process, design, fabrication and utility knowledge for competitive advantage.

To assess equal opportunity for complimentary participation; partnership, cost and reward sharing.

To recognize the obligation to investors; planning for an *adequate* economic return on their investment.

To address economic responsibility as a design and process steward in the countries of industry operation.

To further the well being of the global electronics industry as an advocate of responsible, stable and sustainable growth models that make economic sense.

MIKE BRUZZONE – Camp Marketing Consultancy - Kaizen culture, practitioner of Benkyou, no politics, get the job done. Specializing in operational research, market relations, segment management, product evangelism, planning & tactical implementation, competitor and cluster strategy, product commercialization.

Mike Bruzzone, Camp Marketing Consultancy, Campmktng@aol.com