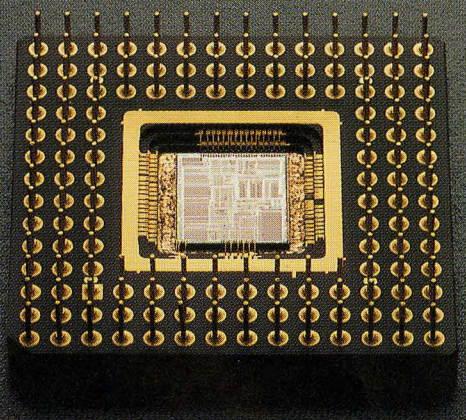
BY SEPT. 30, 1985, 30 MAJOR CORPORATIONS HAD ALREADY COMMITTED $75 MILLION TO A 32-BIT MICROPROCESSOR THAT DIDN'T EXIST.

IT WAS WORTH THE WAIT.

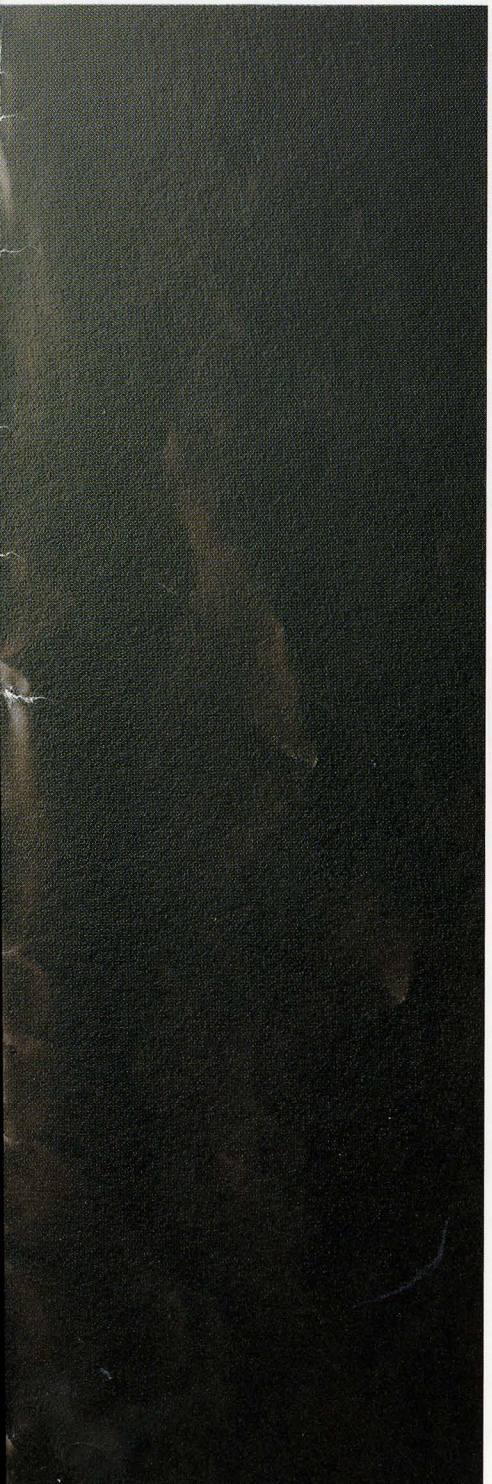


Because they were waiting for more than just another 32-bit chip.

They were waiting for a whole new environment that will change the way advanced computer systems are designed and used.

Intel's 80386.

Not just a single 32-bit device, but a complete family of products. Which include advanced coprocessors, peripherals, development tools and software. Plus high-performance boards based on MULTIBUS® I and MULTIBUS II architectures.



All designed to work together in an open system environment.

Created through our high-performance CHMOS-III process, the 80386 has over 275,000 transistors squeezed onto a single chip of silicon.

Which results in absolutely blazing speed. Nearly twice the system level performance of any other microprocessor. Which means you can design even faster systems.

But twice the performance is only half the story.

The 80386 is also the only microprocessor that allows applications under multiple operating systems to function simultaneously.

Giving you the ability to build high-performance workstations, that do word processing, spreadsheets and engineering simulation. At the same time. In the same system. On the same chip.

And the 80386 allows you to choose between world standard operating systems for all market environments. Like UNIX* for the lab, MS-DOS** for the office, and iRMX™ for communications or the factory. Or you can develop a proprietary operating system. And design workstations that run your own unique operating system while still giving you access to $6 billion worth of existing software.

The 80386 also offers several other unique features to the designer.

Like a high-performance bus that can access an off-chip cache as large as you need in only two clock cycles.

And pipelined on-chip memory management that eliminates crippling wait-states.

The MMU also gives you access to any number of the 80386's enormous segments. Each 4 gigabytes long. Each large enough to contain the entire address space of competitive microprocessors. And to manage all this we've provided on-chip paging for flexible and efficient memory management.

We've also added a barrel shifter to supercharge bit-manipulation, multiply and divide instructions. Making it the perfect microprocessor for high resolution graphics and real-time applications.

Because it offers so much, the 80386 is fast becoming the next industry standard.

Supported by complete, compatible solutions that allow you to leverage your design investment from one generation to the next.

So if you're already designing with Intel architectures, you'll find the move up is easy.

And if you're not, you'll find that our new 386 family is one big reason to make the move over to Intel.

If you're interested in designing high-performance systems, call toll-free right now: 800-538-1876.

Or write Intel Corporation, Lit. Dept. W256, 3065 Bowers Ave., Santa Clara, CA 95051.

But do it today.

Because there's just no sense in waiting anymore.

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