

GATEWAY TURNS TO ATHLON FOR HELP

By Kevin Krewell {01/31/00-04}

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After issuing a warning of lower-than-expected earnings because of a shortfall in its allocation of Pentium III processors, Gateway has chosen to reopen its door to AMD. On January 10, the week after the earnings warning, Gateway introduced its Select PC Series with a 600-MHz Athlon.

The Gateway Select PC is priced at \$1,299 with a 17-inch monitor, replacing a 450-MHz Pentium III system at the same price. While the 600-MHz offering that was introduced on January 10 is near the bottom of the Athlon line, Gateway has since introduced 700- and 800-MHz Athlon-based systems as well.

It appears that Gateway needed the Athlon system quickly in order to fill a hole in its product line and did

not have the time to qualify a new chip set, like VIA's KX-133, with the latest performance features, such as AGP 4x and PC 133 SDRAM support. Sources indicate that Gateway was preparing to ship a system, similar to the one just introduced, at the Athlon launch in August but withdrew it late in the development cycle. That design appears to have been resurrected and brought to market almost six months later. ♦

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