

HOW DID GMAC ACCELERATE THE WHOLE COMPANY?

*Windows NT Workstation
and Kingston memory.*



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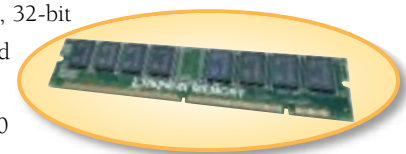
WHEN GENERAL MOTORS ACCEPTANCE CORPORATION (GMAC®) went shopping for a new operating system,



they wanted some horses under the hood. More important, they wanted a system that would perform across the whole enterprise. Their search quickly led them to a logical destination: Microsoft® Windows NT® Workstation and Kingston® memory. GMAC's migration began with a pilot program of 300 users and quickly expanded to the whole enterprise. The results? Having enough memory on every desktop allowed Windows NT Workstation to deliver the performance GMAC was after.



And with true multitasking, 32-bit support, and the added memory, people throughout the company gained 30 to 60 minutes of productivity per



day. "Windows NT Workstation gave us the enterprise solution we were looking for. And loading our desktops with Kingston memory made the whole migration much easier—for us and our users." said Louis Polite, GMAC's global infrastructure manager. "Thanks to Kingston and Microsoft, we've taken the

www.kingston.com/gmac whole enterprise to the next level of computing." Want a solution that works for your company today and for the long haul? Call (800) 435-0643. Or visit our Web site at www.kingston.com/gmac.

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HIGH-SPEED MEMORY IS COMING.

*Here's how
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A NEW and different kind of technology is stirring up the memory business: 100 MHz SDRAM.



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SDRAM is so precise that timing errors as small as a nanosecond can lead to undetected data corruption. That's why superior design and manufacturing are essential. Shortcuts,

cost-cutting measures, or a lack of expertise could lead to an unreliable module. If you want a partner with a strong foundation,

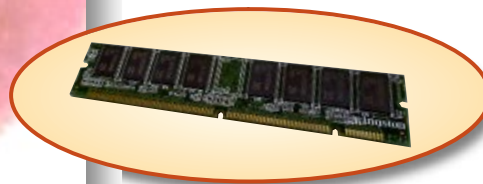
you should choose Kingston. We started researching and perfecting our SDRAM designs two years before most other manufacturers.



www.kingston.com



Download Kingston's white paper "SDRAM and Beyond" from www.kingston.com/tech/memo.htm.



Our specifications are far more stringent than current industry standards. We impose circuit controls to guarantee truly synchronous

timing, and use state-of-the-art routing typographies for optimal signal integrity. How do we maintain these high standards? We've invested millions of dollars upgrading our manufacturing process. Our newest generation of custom-designed testers stress the memory far beyond the demands of a worst case system environment. Don't take a chance on compatibility problems. Call Kingston at (800) 567-2340.

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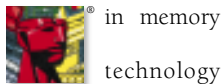
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WHY YOU SHOULD LOOK
**BENEATH
THE SURFACE
WHEN YOU BUY
SDRAM.**

A NEW STANDARD



in memory technology has emerged. Now, thanks to SDRAM (Synchronous DRAM), you can harness all the power of today's high-performance processors. But take



heed: SDRAM can be complex. So choosing the right brand of memory has never been more critical. As the speed of SDRAM moves from 66MHz to 100MHz, timing becomes a major factor. In fact, SDRAM is so precise that errors as small as a nanosecond can lead to undetected data



corruption. That's why Kingston® imposes stringent design controls to ensure synchronous timing. For example, these controls include trace length, width, angle, and other vital characteristics. The same high standards must be applied to SDRAM components. Using low-quality chips can lead to memory failure. And low-quality PC boards can compromise timing and signal integrity. Kingston however, insists on only

the best components from the world's premium brand suppliers. So call your preferred Kingston reseller at (800) 337-8420. Or go to www.kingston.com/SDRAM for the SDRAM White Paper. We'll help you steer clear of any hidden obstacles.



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