

28/09: ZDNet UK's IT Prioriti

- [▶ HOME](#)
- [▶ NEWS](#)
- [▶ INSIGHT](#)
- [▶ REVIEWS & PRICES](#)
- [▶ DOWNLOADS](#)
- [▶ BUILDER](#)
- [▶ HARDWARE](#)
- [▶ SOFTWARE](#)
- [▶ COMMUNICATIONS](#)
- [▶ INTERNET](#)
- [▶ BUSINESS](#)
- [▶ COMMENT](#)
- [▶ ARCH](#)
- [▶ E-COMMERCE](#)
- [▶ SECURITY](#)
- [▶ WEB SERVICES](#)

Search: All of ZDNet
 top search
 newsletters

News > Internet

Sunday 29th August 2004

Will Pentium III live up to its hype?

Tom Steinert-Threlkeld
 ZDNet UK
 February 17, 1999, 18:10 BST



Tell us your opinion

Intel is always on the hunt for applications that will create new uses for more powerful microprocessors. The latest: The Internet.

The chip making giant today gives a sneak preview of features of its Pentium III processor, scheduled to be formally introduced Feb. 26. On hand will be a variety of top Internet content providers, ranging from the [Excite](#) navigation hub to its high-bandwidth ally [At Home](#) to [CBS Sportsline](#) to [CNN](#).

Also present with services and software that take advantage of a processor that purports to be 'optimised' for the Net are e-commerce software supplier CommerceOne, multimedia software developers Macromedia, MetaCreaitons, Real Audio and Kinetix; and immersive entertainment event organiser Quokka.

Pentium III promises to support the holy grail of Internet multimedia: The ability to display on a full computer screen. The "wished for 30 frames a second." as In-Stat analyst Max Baron puts it, that provides the fluidity and crispness of conventional motion pictures.

But that is only if Internet users have high-speed connections that transfer 1.5 million bits of data or more, Intel engineers say. To the average PC user, a high-speed connection to the Web is still 56 thousand bits a second or less. At those rates, Web pages will feature more and better stock tickers, rotating sports score boxes and animated features In simple terms, Pentium III will enhance the liveliness of the Web through:

- New instruction sets that will extend the usefulness of MMX technology. Particularly,

At speeds less than 1.5 million bits (a full T-1 dedicated to watching one video) video was reduced to a postage size stamp at 5-7 frames per second, this was what MPEG video was capable of prior and it had very little commercial value. Iviewit changed all this and every video you see on the Internet at 30 fps is due to such inventions. Pretty cool,

Also in News

- T-Mobile to catch up w speeds
- Ericsson yanks Blueto development
- Small ISPs 'face ruin' c price hikes
- Mediasurface float a si
- Finnish police expand investigation
- Google investors shou analyst
- CIOs 'still cautious' ab
- OpenOffice gets the Zi
- Phishing lures first Gei victims
- Government fires work Web porn

[More...](#)

Must Read Internet

- Small ISPs 'face ruin' c price hikes
- Phishing lures first Gei victims
- One hundred suspects cybercrime raids
- Deadbeat eBay bidder by start-up

[More...](#)

Internet Features

- Tightly shod footprints security
- Under-skin ID tags ger concerns
- Reading with your ears

The reason the Internet was going to be limited to stock tickers, banners and animation was because simply put, Internet video was horrible prior to the Iviewit inventions.

Iviewit inventions changed this significantly and was able to provide wished for 30 fps at 56Kbps

the floating point operations that are key to the delivery of three-dimensional images. Characters, vehicles, and other objects in animated scenes will appear more lifelike and environments more realistic, even when smoke, haze, cloudiness or other relatively subtle conditions are introduced.

- Video images will stream on screen more smoothly. Decompression and compression of images will happen simultaneously. The processor will manage frame buffers and other memory more effectively. The object: To display streaming audio and video files without interruption. With truly high-speed connections, the PC hard drive will act as a PC VCR, storing frames even when a user has paused the playback.
- Scripts will save bandwidth. Images can be pulled off CDs or downloaded to hard drives; then an application will just send instructions to the PC on how to draw from the library of components and use them. As popular games such as Quake and Doom have proven, the technique consumes little capacity, even on 28,800 bit connections.
- Mathematical formulas will replace polygons, as methods of creating realistic images. By describing how lines will be formed and then letting algorithms for such different effects as a race car, the sound of its engine, the sound of a car passing by, and the white noise of wind, realistic and constantly changing imagery will be integrated on the fly. Without any files to download, bandwidth will be conserved.

"With increased computing power can convey information more intelligently, and so provide better communication over the same amount of bandwidth," says Baron.

A key basis for this last characteristic is a form of geometry that in geek-speak is called the creation of Non Uniform Rational B-Splines. How these formulas that describe a curving line or a changing pitch work is not as important as how few bytes they chew up. Where the description of all the pertinent characteristics of a Stradivarius violin might take hundreds of thousands or even millions of bytes of data when stored in a file, the same results can be produced with the transmission of somewhere on the order of 2,000 to 10,000 characters of data in algorithms that can interact with each other, according to R. Victor Varney, Intel's director of developer relations and engineering

"Used to be richer meant fatter. With the technology we have now, richer means less bandwidth, better experience," says Varney. "You're basically trading MIPS for baud," referring to the use of computing power in a machine in place of data being transferred over a communication link.

All told, 70 new instructions have been incorporated into Pentium III to streamline memory usage and improve floating point operations. The results: better accuracy and less training time in speech recognition software, such as IBM's Via Voice means of talking to a computer; improved video telephony over the Net; and more visual excitement on Web pages.

"What you're seeing now is really a platform that is pretty much bottleneck free," argues Varney. Except for the key ingredient of connecting to the Internet: the connection itself. "The fact of the matter is the bottleneck is still the connection," said Michael Feibus, principal semiconductor analyst of Mercury Research. "Until you fix that, no amount of hardware will solve that."

The Pentium III also has come under fire on the Internet for including a 'personal serial number' that would allow an employer to track the software on a user's machine or other parties to identify what Web pages have been visited and services purchased. But Intel marketing director for desktop products, Richard Dracott, said the company used the firestorm as a "wake-up call" to privacy issues. Now, there are two procedures that computer makers can use to keep the personal serial numbers from actually being used.

■ ["I want to sign up as s possible,please guide](#)

[Read story...](#)

■ ["Sounds great...will it v emac????"](#)

[Read story...](#)

Internet White Pap

■ [MailFrontier Enterprise Securing your email at enterprise](#)

■ [Close up and persona](#)

■ [XML Backgrounder \(U](#)

[More...](#)

Check Best Prices

■ [Desktops](#)

■ [Notebooks](#)

■ [Handhelds](#)

■ [Digital Cameras](#)

■ [Printers](#)

■ [Software](#)

■ [Monitors](#)

[More...](#)

Computer makers can turn off a switch at the bus level that would preclude the number from being used. A user would actually have to know how to turn on the switch, in order to make the number available.

Also, a software utility will be supplied with the Pentium III that will allow users to turn off and on the use of the number. But it, Dracott said, would be useful only if the user has already elected to turn on the number at the input-output bus that sends and receives data from the chip. In effect, users now must 'opt in' twice, in order to make the number active presuming computer makers send out their machines with the number turned off.

The ZDNet UK IT Priorities Conference, 28th September 2004

Based on the insight gained through our proprietary IT Priorities research, this event is focused on the seven most important investment areas as identified by your peers: e-business, mobile and wireless security, software licensing, Voice over IP, hacking, Linux on the desktop and 3G.

[Register today](#) to secure the Early Bird Rate (offer expires after 31st August)

- [Pentium III plugs holes for Intel, not for IT managers](#)
- [Microsoft Money withdrawn in Germany due to euro bug](#)
- [Privacy camp threatens to extend Intel boycott](#)

 [Email this](#)

 [Print this](#)

TALK BACK



Post your message here

[Tell us your opinion](#)

Enjoy this article? Don't miss any of ZDNet's great technology news content. The Daily News Alert gives you the day's top stories, concise summaries and expert analysis delivered straight to your inbox. Subscribe for your daily alert:

[Manage my newsletters](#)

[More...](#)

Search Sponsors

- [Spiriva®](#)
(Tiotropium) Official UK site For healthcare professionals
www.spiriva.co.uk
- [Technology News](#)
Get in-depth technical articles & info on the latest Intel technology
www.intel.com
- [Technology News](#)
Get Personalized News with the Online Journal - Free Trial Here.
www.wallstreetjournal.com

▼ sponsored links

CANON [Upload your own image and we'll send you a free print](#)
Salesforce.com [CRM. Track sales. Realtime forecasts.](#)

[Contact Us](#) | [Privacy](#) | [Terms](#) | [Permissions](#) | [XML](#) | [International](#) | [Advertise](#) | [Corrections](#) | [Site Map](#) | [Builder](#) | [silicon.com](#)

Copyright © 2004 CNET Networks, Inc. All Rights Reserved.

ZDNet is a registered service mark of CNET Networks, Inc. ZDNet Logo is a service mark of CNET NETWORKS, Inc.