

Shots Fired Again Between CPU Vendors AMD and Intel (tomshardware.com)

Posted by BeauHD on Tuesday June 19, 2018 @06:00AM from the Wild-West dept.

Highdude702 shares a report from Tom's Hardware: *AMD's feud with Intel took an interesting turn today as the company announced that it would swap 40 Core i7-8086K's won from Intel's sweepstakes with a much beefier Threadripper 1950X CPU. At Computex 2018, Intel officially announced it was releasing the Core i7-8086K, a special edition processor that commemorates the 40th anniversary of the 8086, which debuted as the first x86 processor on June 8, 1978. Now AMD is offering to replace 40 of the winners' chips with its own 16-core 32-thread \$799 Threadripper processors, thus throwing a marketing wrench into Intel's 40th-anniversary celebration.*

AMD has a list of the complete terms and conditions on its site. But it is also noteworthy that "winners" of AMD's competing sweepstakes will have to pony up for a much more expensive X399 motherboard with the TR4 socket, which currently retail for more than \$300, instead of Intel's less-expensive 300-series motherboards. Regardless, those who do swap their Intel Core silicon for an AMD Threadripper chip will gain 10 cores and quad-channel memory, not to mention quite a bit of resale value. In response, Slashdot reader Highdude702 said: "AMD is shooting back at Intel like its easy for them, even though 40 out of 8086 is kind of stingy. They are acting like they have the horsepower now. I believe it is going to be an interesting time for consumers and enthusiasts coming soon. Maybe we will even get better prices."

Intel responded via its official verified "Intel Gaming" Twitter account, [tweeting](#): ".@AMD Ryzen, if you wanted an Intel Core i7-8086K processor too, you could have just asked us. :) Thanks for helping us celebrate the 8086!"

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0

Core fail.... (Score:2, Insightful)

by Anonymous Coward ( 549877 ) \*

(".@AMD Ryzen, if you wanted an Intel Core i7-8086K processor too, you could have just asked us. :) Thanks for helping us celebrate the 8086!"

Boy talk about missing the point...

Password: 6-1024 characters long

Public Terminal

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by schure ( 4025995 )

No mass shooting? Thank god! Horrible title though.

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Re:Core fail.... (Score:5, Insightful)

by Anonymous Coward on Tuesday June 19, 2018 @06:20AM (#56808204)

It's you who's missing the point. Intel makes fun of AMD by saying they wanted the Intel CPUs so badly... it's PR and the whole world is watching. They can't talk crap about their competition. Making lighthearted fun of them is the way to go.

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Re:Core fail.... (Score:5, Interesting)

by Anonymous Coward on Tuesday June 19, 2018 @06:48AM (#56808280)

Dude, Intel intel isn't in a position to talk crap. Or rather that's all they can do because they have squat to compete with, and everyone but the terminally stupid knows it.

Did you see that ridiculous "5 GHz" demo they made at Computex? Allegedly coming "soon" to market. Oh wait it's not, they "forgot" to tell it was a 1kW+ overclocked abortion on a custom 28 phase VRM, with an industrial 1kW water-cooler keeping the coolant at sub-ambient, most probably -10 C. A several years old CPU at that which normally sells for 10k+ USD?

That's desperation right there. Intel have emptied the cupboards, they have nothing left. Anything new will take years to come to market.

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Re: Core fail.... (Score:2)

by Bing Tsher E ( 943915 )

All Intel has to do is rest on the laurels of their market share. It doesn't cost them much to let their salescritters tussle with the AMD salescritters.

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epyc has more pci-e lanes with 1 cpu (Score:2)

by Joe Dragon ( 2206452 )

epyc has more pci-e lanes with 1 cpu.

Say you want an storage node with a lot of I/O say pci-e storage then with just 1 amd cpu you get 128 pci-e lanes vs UP to 48 lanes. And intel can be like the high end desktop and make some low end chips in the range have as low as 16-24 lanes

Re: (Score:2)

by PixetaledPikachu ( 1007305 )

Businesses are already beginning to switch over to EPYC.

No they really aren't. At least not in any significant way, it takes multiple generations of hardware to win over larger enterprises and AMD still have to prove themselves in the longhaul, enterprises don't switch just because one gen happens to be better. I hope AMD are on a winning streak but it will take at least a 2-3 more years of them maintaining a significant advantage to have a real market impact.

I just checked that the L8s\_v2 and L16s\_v2 (L series v2) has popped up on my VM size selection on my Azure dashboard. Those specifically use AMD EPYC 7551 processors. So yeah, EPYC has already entered production environment in Azure

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Re: (Score:3)

by PixetaledPikachu ( 1007305 )

Microsoft specifically announced the L series as INTEL XEON E5 v3's. So either they got their own announcement wrong or you got your information confused.

L Series yes, L Series v2 [microsoft.com] uses EPYC

Re: (Score:2)

by oh\_my\_080980980 ( 773867 )

Corporation don't care about hardware and certainly don't wait for generations. Corporations focus on cost. They swap servers and swap vendors on a regular basis. So if AMD has the product they need, they'll drop Intel.

Re: Core fail.... (Score:2)

by guruevi ( 827432 )

Highly doubt that. We're just looking at piloting an Epyc processor but everything will continue to be Intel until we can be absolutely sure everything is compatible and cost savings are actually worth it.

When you configure a \$25000 server \$500 in savings doesn't matter much.

1 hidden comment

Re: (Score:1)

by Anonymous Coward

Ecosystem is king.

AMD need to invest in getting OpenCL support into machine learning frameworks. Nvidia have that market locked up -tight- and it's not good for innovation. Like, they're able to deliberately cripple geforce fp16 performance with zero ramifications.

Re: (Score:2)

by torkus ( 1133985 )

When you configure a \$25000 server \$500 in savings doesn't matter much.

And that about sums up AMD vs Intel. Same as the last time AMD had a performance edge. They picked up some market share from people trying to save money ... and the large majority of corporate marched right on by the whole thing. I know I (in my corporate persona) did. I know we will again unless something profound changes.

Re: (Score:2)

by Rockoon ( 1252108 )

And that about sums up AMD vs Intel. Same as the last time AMD had a performance edge. They picked up some market share from people trying to save money

So, do they perform better, or are they cheaper? Your argument immediately says both as if they are mutually exclusive.

Translation: You had to defend Intel... somehow... anyway you could... making no sense is one of those ways.

Re: (Score:1)

by Xnet Project ( 4343155 )

It's you who's missing the point. Intel makes fun of AMD by saying they wanted the Intel CPUs so badly... it's PR and the whole world is watching. They can't talk crap about their competition. Making lighthearted fun of them is the way to go.

It honestly couldn't have been worst than Intel's PR stunt at Computex with a server processor, and trying to pass it off as a desktop product.

Re:Core fail.... (Score:5, Insightful)

by bloodhawk ( 813939 ) on Tuesday June 19, 2018 @07:20AM (#56808400)

No I think they got the point perfectly. I am no Intel fan but if I was them this is exactly how I would be spinning it too. "Our CPU's are so good even our competitor is giving away its top end CPU's to get ahold of them"

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Re: (Score:3)

by azcovote ( 1101073 )

haha, yeah, exactly. The best way to respond to a direct attack is typically to deflect it in some way. If Intel gets angry, then it only validates AMD's attack. But if they laugh it off, it belittles AMD.

Re: Core fail.... (Score:1)

by Anonymous Coward

They should have ignored it. Streisand effect - I didnâ(TM)t know about either promotion but now I know about both.

1 hidden comment

Re: (Score:1)


by Anonymous Coward



As much as I love AMD, it was actually a really dumb move on the part of AMD, as long as Intel are smart and numerous about their responses AMD can only lose from this or at best break even.  
INTEL responses "our CPU's so great even our competitors will throw away their own to get one"  
If AMD destroy the CPU's "wow what a waste, those could have been used for charity, don't worry though we will donate additional CPU's to a childrens hospital to cover what AMD were too tight arsed to do"  
AMD give them away "N

**Re: (Score:2)**  
by [thegarbz \(1787294\)](#)  
Boy talk about missing the point....  
The only one missing the point is you. This isn't so much as missing a point as it is taking a point with a marketing tactic and reversing it against a competitor.

**Re: (Score:1)**  
by [Xnet Project \(4343155\)](#)  
Boy talk about missing the point....  
The only one missing the point is you. This isn't so much as missing a point as it is taking a point with a marketing tactic and reversing it against a competitor.  
There were points made from both AMD and Intel. I'm surprised no one saw both. In hindsight it really doesn't matter. Both companies made bad PR stunts. It's just the usual competition.

**Blablaba... (Score:4, Interesting)**  
by Anonymous Coward on Tuesday June 19, 2018 @06:16AM ([#56808198](#))  
Give me a SECURE CPU without your fucking backdoors and incompetent bullshit instead of talking shit constantly, you fucking retards.  
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**Re: (Score:2)**  
by [coofercat \(719737\)](#)  
That's a competitive problem for Intel - firstly, it means they'll piss off their government friends. That means less money coming in, which means higher prices for their chips.

**Re: (Score:3)**  
by [AmiMoJo \(196126\)](#)  
AMD has you covered. As well as being more secure than Intel out of the box, they do timely updates when required and support a number of security enhancing features that Intel does not. For example, encrypted RAM. Unfortunately they still have closed source microcode and the like, but even that is much more minimal than Intel's.  
[1 hidden comment](#)

**Re: (Score:2)**  
by [torkus \(1133985\)](#)  
Intel has the broad scale and support infrastructure for large enterprise and government that AMD simply can't match. No matter how good their CPUs might be, they're simply too small to have the people to dedicate the way Intel does...and that hurts them most.

**Re: (Score:2)**  
by [thegarbz \(1787294\)](#)  
Give me a SECURE CPU without your fucking backdoors  
Why didn't you just ask. We'll ship it wrapped in tinfoil for your pleasure.

**Re: Blablaba... (Score:2)**  
by [houghi \(78078\)](#)  
Secure? You have a CPU with a gun that fires shots. How secure do you want it to be?


**Sign of the times. (Score:2)**  
by [Gravis Zero \(934156\)](#)  
From the title, did anyone else think some employee went on a shooting spree at their competitor?


**Re: (Score:2)**  
by [Kokuyo \(549451\)](#)  
Not I.  
Then again, I am current on my memes amd internet slang ;).

**Re: (Score:2)**  
by [Kokuyo \(549451\)](#)  
That typo amuses me way more than it should ;).

**Re: (Score:2)**  
by [azcoyote \(1101073\)](#)  
Yep, 'twas my first thought.


**Re: (Score:2)**  
by [thegarbz \(1787294\)](#)  
From the title, did anyone else think some employee went on a shooting spree at their competitor?  
No, not all of us live in the USA.

**Re: Intel winning on price according to author? (Score:4, Informative)**  
by [Entrope \(68843\)](#) on Tuesday June 19, 2018 @07:34AM ([#56808450](#)) [Homepage](#)  
We look at combined price of CPU and motherboard because almost everyone buys those two together. Who cares if AMD's high end \$800 processor needs a \$300 motherboard if Intel's high end desktop processor costs \$2000 sans motherboard?  
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**Re: Intel winning on price according to author? (Score:4, Informative)**  
by [AmiMoJo \(196126\)](#) <[mojo@wo13.net](#) ['rld' in gap]> on Tuesday June 19, 2018 @08:21AM ([#56808612](#))  
[Homepage](#) [Journal](#)  
Even better, look at TCO. AMD's sockets and motherboards have historically lasted a lot, lot longer than Intel's. This generation is looking no different.  
Also, AMD give you more PCIe lanes, so if/when USB 4.0 or Thunderfart X comes out you should be able to slap a card in and get decent performance without having to replace the motherboard just to get enough lanes for full performance.  
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**Re: (Score:1)**  
by [blindvic \(5352889\)](#)  
> const int one = 65536; (Silvermoon, Texture.cs) Isn't 65535 + 1 == 0 after overflow in 16 bits?

**Re: (Score:2)**  
by [AmiMoJo \(196126\)](#)  
It's an ancient technique to avoid needing floating point maths, where you simply multiply everything by 65536 and use 32 bit ints. So 1.0000 becomes 65536... But calling that constant "one" is one of the best examples of terrible variable naming I've come across.

**Wouldn't be the first time (Score:5, Interesting)**  
by [dunkelfalke \(91624\)](#) on Tuesday June 19, 2018 @06:40AM ([#56808264](#))  
Back in the day when AMD first released their Opteron CPU (Codename Sledgehammer), they had some demo motherboards called AMD Melody. On the silkscreen of that motherboards there was indeed a melody - actually the "Intel inside" jingle score with a sledgehammer hanging over it.  
And now, still remembering this, I feel really old.  
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**Re: Wouldn't be the first time (Score:1)**  
by [Bing Tsher E \(943915\)](#)  
AMD are the 'professional wrestlers' of the CPU market. Playing to their band of fans with blustery stunts and imagery. Perhaps their parts have merit. I certainly appreciate the AMD processor in my Acer Aspire One netbook. It was inexpensive. I am pretty sure one of my first motherboards ever had an AMD 8088 processor chip. Second sources keep prices down.  
The gladiator bluster is a little dumb, though.  
[1 hidden comment](#)

**Incoherent (Score:5, Insightful)**  
by [110010001000 \(697113\)](#) on Tuesday June 19, 2018 @07:06AM ([#56808336](#)) [Homepage](#) [Journal](#)  
The entire summary is incoherent. Was it written by some dude that was high or something?  
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**Re: (Score:2)**  
by [Highdude702 \(4456913\)](#)  
And drunk!

**Re: (Score:2)**  
by [thegarbz \(1787294\)](#)  
And in Marketing!

**Re: (Score:2)**  
by [c \(8461\)](#)  
Well, it uses the expression "shots fired..." in a headline describing an obscure publicity stunt...

**Re: (Score:1)**  
by Anonymous Coward  
5x1Ghz cores can outperform a 5Ghz cpu... I'd rather have more cores and lower TDP than more Ghz.  
Everything else is down to lazy engineers.

**Re: (Score:3)**  
by [Immerman \(2627577\)](#)  
How on Earth do you figure that? You've got the same number of operations per second either way, and a single core is much more versatile - anything you can do on a multi-core processor, you can do sequentially on a single core, and there's a LOT of things that can't be efficiently decomposed into parallel tasks, in which case the single core wins hands down.  
The only potential performance advantages for the multi-core are in cache and memory bus size - but you can easily give a single core as much cache as

**Re: (Score:3)**  
by [sanosuke001 \(640243\)](#)  
The 8086K one being a 40th anniversary one, yeah. If I had won I'd have kept it in the box and never used it. I already have an AMD system but if I wanted a new threadripper I'd just go buy it. Holding the 8086K as a collector's item seem more interesting. Though, the lighthearted jabs are entertaining from both sides!

**No thanks (Score:2)**  
by [azcoyote \(1101073\)](#)  
I don't care about the specs, I still wouldn't swap an Intel for an AMD.  
[1 hidden comment](#)

**Re: (Score:2)**  
by [drinkypoo \(153816\)](#)  
Not enough back doors, speculative execution security failures, and anticompetitive (Google keyboard did NOT want to type that word, what a surprise) behavior for you? Just want to make sure you support the greater of evils at all times?

**Re: (Score:2)**  
by [azcoyote \(1101073\)](#)  
Just want to make sure you support the greater of evils at all times?  
Definitely--I supported Google back when they were supposedly the little good guy, and now they're just the same as all of the other evil giants. AMD made me mad because of the crummy update process for my old laptop's onboard graphics, and I've always had better experiences with Intel. Of course, it's all just subjective, and someone else will say that they had better experiences with AMD.

**AMD responds: (Score:1)**  
by Anonymous Coward  
We're positive you'll understand the spectre of such a request would not bode well with management.

**40 years of crap (Score:2)**  
by [Misagon \(1135\)](#)  
The i7-8086K is a 40 year anniversary of the 8086 CPU.  
40 years of only incremental upgrades to a crap ISA. It is *still* what is holding the x86-64 platform back.  
I can't wait for AArch64, or even RISC-V, to become mainstream.



- Re: (Score:2)

by [DigiShaman \( 671371 \)](#)

Core is a dead-end architecture if they can't plug they security holes. Assuming it's even possible to stack dies into multiple layers in a single CPU package, that might be the way to go if going low powered. Trade lock frequency for more die complexity to increase IPC performance at a lower power. That last part is important due to the need to keep the entire CPU cool without hot-spot damaged.
- 40 years of legacy (Score:2)

by [Chrisq \( 894406 \)](#)

Yes much cleaner and more efficient processors could be designed now, but getting everyone to switch is not going to happen soon.
- Any casualties yet? (Score:2)

by [Obertino \( 265505 \)](#)

No? ... Corporate wars are sooo booooring. Can't we have a fatal Godzilla attack or something?
- Poor choice of headline (Score:1)

by [damn\\_registrars \( 1103043 \)](#)

We've had more than a couple reports of people actually being shot at work lately; this headline was in poor taste. When I see a headline here that starts with "shots fired" I expect it's likely to be followed with a body count.
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- Re: (Score:2)

by [ArchieBunker \( 132337 \)](#)

Lighten up Francis.
- Re: (Score:2)

by [DamnOregonian \( 963763 \)](#)

She fell funny
- Re: (Score:2)

by [Spamalope \( 91802 \)](#)

Go somewhere else to concern troll.
- Re: (Score:2)

by [lorkus \( 1133985 \)](#)

Calm down (but only if you elect to) and head to your padded, soft-lit, safe space room in a conflict-free environment where vegan cookies and non-gmo soy milk will be served. Your daily serving of brain-neutering medication will be waiting for you of course. /s
- Re: (Score:2)

by [nwaack \( 3482871 \)](#)

We've had more than a couple reports of people actually being shot at work lately; this headline was in poor taste. When I see a headline here that starts with "shots fired" I expect it's likely to be followed with a body count. This entire post could've been replaced with, "Teh gunz!!! Oh noes!!!!"
- Expensive eh? (Score:2)

by [hlavac \( 914630 \)](#)

will have to pony up for a much more expensive X399 motherboard with the TR4 socket  
Doesn't matter, they will not be able to afford the RAM anyways :)
- Re: (Score:1)

by [Xnet Project \( 4343155 \)](#)

will have to pony up for a much more expensive X399 motherboard with the TR4 socket  
Doesn't matter, they will not be able to afford the RAM anyways :)  
Sadly, RAM is expensive on both ends of the bus.

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