

PROCESSOR EFFICIENCY: “A COMPARATIVE ANALYSIS OF AMD AND INTEL”

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ABSTRACT

This study is done to understand difference between two leading companies AMD and Intel with specific reference to processor efficiency. The study reveals that both the companies have expertise in on their own way. For gaming purpose, if you are using the AMD-ATI CPU graphics card combination, it could yield a better performance than an equivalent Intel CPU. **AMD's** market grew to 19.1 percent from 18.2 percent, according to Mercury Research, and **Intel's** share of the market dropped to 80.2 percent during the first quarter of this year, from the 81 percent it owned in last year's first quarter. Intel is the market leader still AMD has a lot of scope to exploit the market.

KEYWORDS: CPU - Central Processing Unit, GPU – Graphic Processing Unit, Microprocessor – A small chip for receiving the input, IGP – Integrated Graphics
