

# Top 10 reasons to move up to MobileMark 2007

## **1. New! MobileMark® 2007 adds Windows® 7 support**

The Windows® 7 operating system is supported in the latest version of the MobileMark family, the premier battery life and performance under battery life metric which has been widely accepted by IT Managers, PC OEMs, press and analysts worldwide.

## **2. New! Support for both 64-bit and 32-bit versions of Windows®**

MobileMark 2007 supports both 64-bit and 32-bit versions of Windows® 7, Vista® and XP® (64-bit support requires physical DVD media labeled 1.05 or above, earlier media can be exchanged by contacting BAPCo).

## **3. New! Common technology with SYSmark® 2007 Preview**

MobileMark 2007 and SYSmark 2007 Preview feature and share, common technology and workload components.

## **4. New! Enhanced installation and runtime support with SYSmark® 2007 Preview**

MobileMark 2007 and SYSmark 2007 Preview feature enhanced runtime and installation support making it easier than ever to install and run both benchmarks from the local test environment.

## **5. New! Improved GUI**

MobileMark features a new and improved GUI allowing streamlined start-up and run along with a heads-up-display (HUD) which shows the progress of the benchmark.

## **6. New! Automated Error Reporting**

The Automated Error Reporting makes it easier for users to report technical support issues.

## **7. New! Enhanced and updated range of usage models**

Recognizing the increasing diversity in the use of notebook computing, MobileMark 2007 features DVD and Communication modules in addition to the existing core Office Productivity and Reader run modes.

Each module includes a robust and refreshed set of applications and can be run individually to show battery performance in a greater variety of specific scenarios.

## **8. Broad Industry Representation**

BAPCo's MobileMark 2007 builds upon its predecessors utilizing the strongest and broadest development team in PC benchmark history. BAPCo's depth of membership represents the breadth of the computing industry and harnesses a consortium of experts.

BAPCo's current membership includes: AMD, Apple, ARCintuition, Compal, Dell, Hewlett-Packard, Intel, Lenovo, Microsoft, NVIDIA, Samsung, SanDisk, Seagate, Sony, Toshiba, and VIA Technologies.

## **9. Extensive Research**

MobileMark 2007's development process is an output-driven methodology as it works backward from a representative output to determine a representative workload. In selecting the applications that would create the output in the benchmark, BAPCo uses a variety of different sources to obtain market segment share data for applications used by business users in creating their output.

#### **10. New! Concurrent measurement methodology**

BAPCo uses its state-of-the-art benchmarking technologies by devising methods for accurate and realistic measurement of concurrent tasks. MobileMark 2007 works like you do and features enhancements to emulate real life as closely as possible.