

# Top 10 reasons to move up to MobileMark® 2005

## 1. What is MobileMark 2005?

MobileMark 2005 is the latest version of the premier notebook battery life and performance under battery life metric based on real world applications. It builds upon MobileMark 2002 by incorporating new modules that add additional battery life scenarios for DVD playback and Wireless browsing. These new tests are in addition to the existing Office productivity and Reader modes that measure battery-qualified performance in a mobile setting.

MobileMark 2005 is developed by the Business Application Performance Corporation or BAPCo®, a non-profit consortium of leading computer industry publications, independent testing labs, PC hardware manufacturers, semiconductor manufacturers and software publishers.

BAPCo's depth of membership represents the breadth of the computing industry and harnesses a consortium of knowledge to better reflect today's and tomorrow's emerging business trends.

BAPCo's current membership includes: AMD, Atheros Communications, ATi Technologies, ARCintuition, CNET, Computer Shopper, Dell, Hewlett-Packard, Intel, Microsoft, NVIDIA, Seagate, Toshiba, Transmeta, VNU Business Publications Limited (UK), ZDNet, and Ziff Davis Media.

## 2. First notebook benchmark to recognize a wide range of usage models

MobileMark® 2005 builds and extends the MobileMark family of metrics, which have been widely accepted by IT Managers, PC OEMs, press and analysts worldwide.

Recognizing the increasing diversity in the use of notebook computing, BAPCo has delivered two new additional test modules to MobileMark 2005, DVD and Wireless browsing. These new modules are provided in addition to the existing core Office productivity and Reader run modes.

Each module can be run individually to show battery performance in a greater variety of specific scenarios.

## 3. DVD module

The new DVD playback module is the first DVD playback battery life test to feature professionally authored, studio quality content which has been provided by BMW®. This content together with the DVD module allows users to evaluate the DVD playback time of a notebook (see white paper for further details).

## 4. Wireless browsing module

The new Wireless browsing module allows users to measure web browsing battery life in a wireless environment. This is the first standardized test to measure battery life of a mobile PC under wireless connectivity.

## 5. New pre-run analysis functionality

A new pre-run analysis tool helps to ensure correct system setup and minimizes common errors.

## **6. New GUI**

MobileMark 2005 features a new GUI (Graphical User Interface) for an improved user experience.

## **7. Extensive application scope**

MobileMark features many leading applications, plug-ins and technologies:

- Adobe® Photoshop® 6.0.1
- InterVideo® WinDVD® 6.0
- Macromedia® Flash 5.0
- Microsoft® Excel 2002
- Microsoft® Internet Explorer® (as installed by the operating system)
- Microsoft® Outlook® 2002
- Microsoft® PowerPoint® 2002
- Microsoft® Word 2002
- Netscape® Communicator® 6.01
- Network Associates® McAfee® VirusScan® 5.13
- WinZip Computing WinZip® 8.0

## **8. Portfolio of Results**

MobileMark 2005 now provides results and score breakdowns by scenario to enable additional analysis. These include the battery run times for Office productivity, Wireless browsing, Reader and DVD playback.

## **9. Multi-region**

MobileMark 2005 has been tested on English versions of Windows XP (Home and Professional) with Service Pack 2, as well as the following non-English language XP operating system versions: Chinese (Traditional), Dutch, French, German, Italian, Japanese, Portuguese and Spanish.

## **10. Additional Resources**

For additional details about MobileMark 2005 features and functionality please refer to the MobileMark 2005 white paper available at [www.bapco.com](http://www.bapco.com)