



**NO STARCH
PRESS**

FOR IMMEDIATE RELEASE

Media contact: Patricia Witkin
patricia@nostarch.com
415.863.9900 x303

**CO-FOUNDER OF ARSTECHNICA.COM DEMYSTIFIES MICROPROCESSORS IN
NEW, FOUR COLOR BOOK**

Includes previously unpublished information on Intel's Pentium M, Core and Core 2 Duo

November 14, 2006, San Francisco—Jon “Hannibal” Stokes, co-founder and Senior CPU Editor of the highly respected Ars Technica website, explains what microprocessors do and how they do it in the new book **Inside the Machine: An Illustrated Introduction to Microprocessors and Computer Architecture** (No Starch Press, November 2006, <http://www.nostarch.com/insidemachine.htm>). Among the book’s highlights, Stokes was granted access to previously unreleased information from the Intel Corporation about its Pentium M, Core and Core 2 Duo. A comprehensive, beautifully illustrated text, **Inside the Machine** brings clarity to this complicated field.

Inside the Machine uses analogies, four-color diagrams, and clear language to convey the ideas that form the basis of modern computing. After discussing computers in the abstract, the book examines specific microprocessors from Intel, IBM, and Motorola, from the original Intel Pentium through today’s leading processors. **Inside the Machine** also explains technology terms and concepts that readers often hear but may not fully understand, such as *pipelining*, *L1 cache*, *main memory*, *superscalar processing*, and *out-of-order execution*. With an understanding of how the microprocessor works, readers gain a firm grasp of the fundamental concepts at the heart of all of modern computing.

“Comprehensive and detailed – this is Jon Stokes at his best, delivering an approachable and entertaining work despite a complex topic,” said Robert Love, Chief Architect, Linux Desktop, Novell Corporation.

Also discussed in **Inside the Machine**:

- Parts of the computer and microprocessor
- Programming fundamentals (arithmetic instructions, memory accesses, control flow instructions, data types)
- Intermediate and advanced microprocessor concepts (pipelining, superscalar execution, out-of-order execution, branch prediction, speculative execution)
- Intermediate and advanced computing concepts (machine language instructions (encoding and decoding), instruction set architectures, RISC and CISC, the memory hierarchy)
- 64-bit computing vs. 32-bit computing
- Caching and performance

“Jon and Ars Technica have been dishing out down-and-dirty tech coverage for years. I’ve been a regular site reader myself and respect the way they mix accurate, informative coverage with

opinions and attitude,” said No Starch Press publisher and founder Bill Pollock. “We think Jon’s Ars Technica audience dovetails nicely with the geeks who read our books.”

Inside the Machine is perfect for the growing community of hardware tinkerers who like to dig into the guts of their machines, students of science and engineering, and IT and business professionals.

Additional Resources:

Table of contents: http://www.nostarch.com/insidemachine_toc.htm

Sample chapter: http://www.nostarch.com/download/insidemachine_ch4.pdf

ABOUT THE AUTHOR: Jon “Hannibal” Stokes is co-founder of and Senior CPU Editor for Ars Technica (www.arstechnica.com). He has written extensively on microprocessor architecture and the technical aspects of personal computing for a variety of publications. Stokes holds a degree in computer engineering from Louisiana State University and two advanced degrees in the humanities from Harvard. He is currently pursuing a Ph.D. at the University of Chicago.

Inside the Machine: An Illustrated Introduction to Microprocessors and Computer Architecture by Jon M. Stokes

November 2006, 320 pp., ISBN 1-59327-104-2, \$49.95

Available at fine bookstores everywhere, from www.oreilly.com/nostarch, from www.arstechnica.com, or directly from No Starch Press (www.nostarch.com, orders@nostarch.com, 800.420.7240).

ABOUT NO STARCH PRESS: Founded in 1994, No Starch Press is one of the few remaining independent computer book publishers. We publish the finest in geek entertainment—unique books on technology, with a focus on Open Source, security, hacking, programming, and alternative operating systems. Our titles have personality, our authors are passionate, and our books tackle topics that people care about. See www.nostarch.com for more information and our complete online catalog. (And most No Starch Press books use RepKover, a lay-flat binding that won’t snap shut.)

###