

# Intel or AMD Chips Are Better for Windows 11 Pro? Microsoft is Controversial Again!

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Microsoft itself regularly urges users to upgrade to the latest operating system:

1. February 2024: Microsoft releases commercials touting the advantages of Windows 11 over Windows 10.
2. June 2024: "Exposing" myths surrounding Windows 11 upgrades.
3. December 2024: Detailed post on Windows 11 gaming features when upgrading from Windows 10.

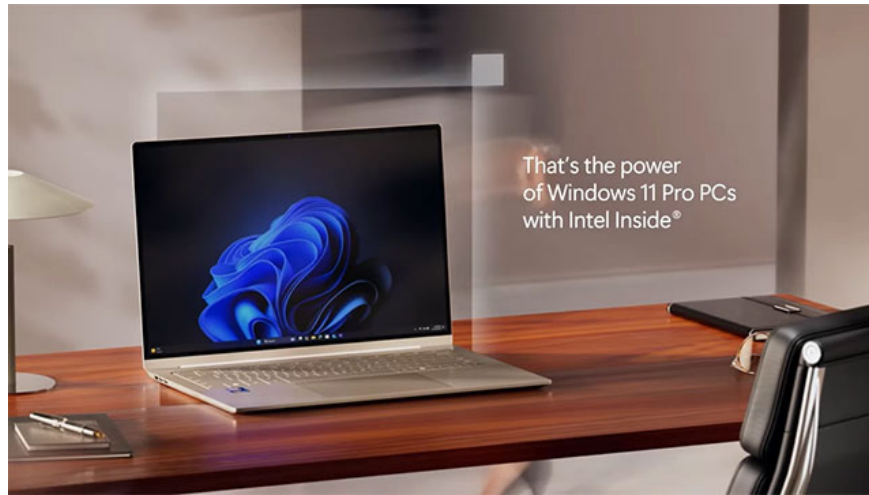
While there's nothing technically wrong with a company promoting its products, sometimes these campaigns are done in a way that's illogical and ultimately falls flat. For example, in January of this year (2025), Microsoft shared a blog post titled "Upgrade to Windows 11 for FREE (For a Limited Time Only)" — which was completely nonsense and was later taken down.

The company recently stirred up controversy again with a new Windows 11 ad. This time, it's an ad aimed primarily at IT professionals and business administrators, talking about upgrading to Windows 11 Pro from Windows 10. Interestingly, Microsoft is promoting Intel vPro® processors and there's no mention of AMD Ryzen™ PRO.

The ad was posted on the official Windows YouTube channel and is titled "Right side of risk | Windows 11 Pro and Intel." The video's description reads: "Windows 10 support ends October 14. Reduce your risk — upgrade now to a Windows 11 Pro PC with Intel vPro®."

In fact, AMD also has a support article on this topic titled 'Supporting Customers Moving to Windows 11, With AMD Ryzen™ PRO Processors' and you can find it here .

This isn't the first time Microsoft has 'preferred' Intel CPUs over AMD. Back in 2021, the company also posted a full page explaining how users should "look for the Intel EVO label" on new devices before making a purchase decision because such PCs are "verified wonderful" — a bit of strange language.



The controversial ad was released a few days ago, and it's possible that Microsoft will have an AMD-specific ad in the works for release later — but until then, the controversy over Microsoft's alleged 'favoritism' of Intel will likely continue to be a hot topic.

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