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AMD Ushers in Breathtaking Multimedia for Mobile Devices With Next-Generation AMD Imageon(TM) Media Processors

New AMD Technology Enables Handheld Manufacturers to Captivate Consumers With Remarkable Video, Audio and Imaging

SUNNYVALE, Calif.--(BUSINESS WIRE)--

AMD (NYSE:AMD) today introduced the AMD Imageon(TM) 2298, 2294 and 2192 media processors, offering ultra-fast, high-resolution image processing, DVD-quality video and high-definition audio for compelling mobile multimedia experiences. These new processors further enhance the industry-leading AMD Imageon family of discrete media processors, helping handheld manufacturers to quickly and cost efficiently deliver the latest multimedia features that consumers demand.

Next-generation AMD Imageon 2298 and 2294 processors are designed to bring the latest multimedia performance to mobile devices with a combination of features that enable a seamless, high-quality, multi-tasking entertainment experience unprecedented in today's handheld market. The AMD Imageon 2192 media processor enables similar feature-rich devices for mainstream consumers.

"As mobile broadband networks continue to increase capacity and improve quality, the consumer appetite for sophisticated multimedia on the go is growing exponentially," said Paul Dal Santo, vice president and general manager of AMD's Handheld Business. "We are bringing to fruition our vision of helping global OEMs and network operators truly delight their customers with incredibly realistic, immersive media-rich experiences."

"Trends such as mass adoption of video sharing sites like YouTube, and the popularity of the phone as a personal camera, demonstrate that today's consumers value the ability to access and create digital media anywhere," said Michelle Abraham, Principal Analyst with In-Stat. "Network operators can take steps toward recouping the massive investments they have made in mobile 2.5G and 3G networks by offering consumers value-added services that leverage the additional bandwidth, such as video streaming, video telephony and mobile TV."

AMD Imageon 2298, 2294 and 2192 media processors are expected to usher in a new standard of mobile multimedia with DVD-quality video, image stabilization, high-resolution imaging, crystal clear audio and color-rich TV output display. Furthermore, consumers can enjoy multiple features simultaneously, such as listening to music while viewing photos. Specific features of the latest AMD Imageon media processors include:

- Ultra-Fast, High-Resolution image processing supports up to 12 Mpixel camera functions

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--  DVD-Quality Video Playback and Recording with Stabilization
    for a high-quality, camcorder-like experience

--  High-Definition Audio turns the phone into a portable music
    player

--  TV Output allows viewing of videos and photos on any TV or
    projector

--  Mobile TV capability for watching digital TV programs on the
    go

--  Video Telephony with echo cancellation and image stabilization

--  Video Transcoding converts to various video formats and
    adjusts frame rate for over-the-air video messaging

--  Error Resiliency compensates for transmission errors to help
    provide seamless over-the-air video quality.
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Thanks to the flexible device design enabled by AMD Imageon media processors, manufacturers can quickly upgrade to the latest multimedia technology because the media processor is separate from baseband (RF) functions. This architecture not only enables faster time to market, it also helps reduce power consumption for longer device battery life, as well as reducing design costs and eliminating unnecessary requalification of the baseband with each feature upgrade, thereby saving time and money for manufacturers.

Building on Success

The AMD Imageon 2298, 2294 and 2192 media processors will join AMD's already robust lineup of media processors. More than 200 million AMD Imageon media processors have been shipped to mobile device manufacturers since 2003. AMD has been at the forefront of the integration of compelling multimedia features in discrete media processors, and was the first to introduce hardware for 3D capabilities on the mobile phone.

The industry-leading AMD Imageon media processor family continues to gain momentum, and in the fourth quarter of 2006 alone more than ten new AMD-powered mobile phones and 3G smartphones were introduced by leading OEMs and network operators including AT&T, Chungwa Telecom, HTC, Motorola, O2, and Vodafone.

Availability

AMD Imageon 2298, 2294 and 2192 media processors are now available to handheld manufacturers. Mobile devices based on these new processors are expected to start shipping from OEMs worldwide by early next year.

About the AMD Imageon Family

AMD Imageon media processors support a variety of multimedia functions, including mobile TV, video, photography, video telephony, music and 3D graphics processing. With the acquisition of ATI Technologies in 2006, AMD is the leader in the design and manufacture of discrete media processors for mobile devices, with more than 50 AMD-powered handheld models available in the market from leading manufacturers including BenQ-Siemens, HTC, LG, Motorola and Samsung, among others. For more information, please visit http://ati.amd.com.

About AMD

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