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AMD Fusion Technology and Discrete Graphics Accelerate Award-Winning Sony Vegas Pro Video Production Software

AMD Fusion Accelerated Processing Units (APUs) and World-Class AMD Graphics Solutions Enable High-Performance Environment for Vivid Video Creation

LAS VEGAS, NV -- (MARKET WIRE) -- 04/12/11 -- Today at NAB 2011, AMD (NYSE: AMD) announced that the professional video creation application Vegas™ Pro 10.0d from Sony Creative Software is accelerated by AMD Fusion Accelerated Processing Units (APUs) and AMD's leading graphics solutions including ATI FirePro™ professional graphics and AMD Radeon™ discrete graphics cards. The groundbreaking AMD Fusion Family of APUs, available in PCs since early this year, offers video and broadcast professionals a high-performance 3D and HD 2.0 visual experience in video creation and editing using the latest Vegas Pro 10.0d software, released today.

High-end workstations and desktop PCs based on ATI FirePro or AMD Radeon graphics cards feature AMD Accelerated Parallel Processing (APP) technology to enable GPU compute-powered hardware acceleration of Vegas Pro.(1) The combination of Vegas Pro and AMD APP Acceleration enables a more immersive and realistic HD and 3D video, audio and Blu-Ray Disc™ creation solution. Professional multimedia artists also can harness the horsepower of true heterogeneous computing with AMD Fusion APUs and OpenCL™ standards. Desktop PCs featuring the upcoming next-generation AMD Fusion A-series APUs codenamed "Llano", which include up to four x86 cores and a DirectX® 11-capable discrete-level GPU, are expected to be available by mid-year.

"Our strategic collaboration with Sony Creative Software has allowed us to deliver a compelling video solution to creative professionals, taking full advantage of AMD's leading APU and GPU technologies," said Charlie Boswell, director of AMD Digital Media and Entertainment. "The combination of Vegas Pro 10.0d software with AMD's incredible computing platforms and OpenCL standards offers professional movie makers and broadcasters an immersive and high-powered HD 2.0 environment in which to create stunning content."

"Today's creative professional needs a complete solution that delivers clear, crisp and stutter-free visuals that will allow them to edit, process and create content quickly and without interruption," said Dave Chaimson, vice president of global marketing, Sony Creative Software. "The new support in Vegas Pro 10.0d for accelerated OpenCL-based video rendering is a solid first step towards a faster production workflow for video professionals. Both AMD and Sony are strongly committed to the OpenCL standard and together look forward to providing filmmakers and broadcast professionals access to an unparalleled suite of products driven by an outstanding hardware solution."

The Vegas Pro collection is Sony's award-winning line of video production software that offers the most robust and progressive platform available for content creation and production. The latest version of the software introduces a number of 3D editing features in addition to professional-quality video effects and advanced audio editing. Further, Sony Creative Software's adoption of OpenCL standards can help creative professionals advance innovation and take full advantage of computing power across common industry platforms.

Vegas Pro 10.0d from Sony Creative Software is the latest application to be accelerated by AMD Fusion APUs, joining a host of multimedia, gaming and productivity solutions delivering immersive computing experiences and vivid visual entertainment.

Supporting Resources

- Video Link: "Giving Voices: The Haiti Project" Produced by Justin Fornal and Charlie Boswell. Filmmakers in Haiti share their voices.
- The AMD Fusion Blog
- Learn more about Fusion
- AMD Developer Central
- Fusion Software Showcase
- AMD Fusion Developer Summit

About AMD
AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Fusion Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit http://www.amd.com.

About Sony Creative Software
For more information about Sony Creative Software professional and consumer products, visit www.sonycreativesoftware.com.

Cautionary Statement
This release contains forward-looking statements, concerning among other things, product roadmaps, including the timing of the planned introduction of AMD Fusion platforms and the features and performance of new product and technology releases, and the timing of the planned introduction of our customers' products based on our products, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are commonly identified by words such as "would," "may," "expects," "believes," "plans," "intends," "projects," and other terms with similar meaning. Investors are cautioned that the forward-looking statements in this release are based on current beliefs, assumptions and expectations, speak only as of the date of these presentations and involve risks and uncertainties that could cause actual results to differ materially from current expectations. The material factors that could cause actual results to differ materially from current expectations include, without limitation, the following: the possibility that Intel Corporation's pricing, marketing and rebating programs, product bundling, standard setting, new product introductions or other activities targeting AMD's business will prevent attainment of AMD's current plans; AMD will be unable to develop, launch and ramp new products and technologies in the volumes and mix required by the market; AMD's third party wafer foundries will be unable to manufacture its products on a timely basis with acceptable quality, at acceptable manufacturing yields and using

competitive technologies; AMD's third party wafer foundries will be unable to transition to advanced manufacturing process technologies in a timely and effective way, consistent with AMD's planned expenditures; AMD will require additional funding and may not be able to raise funds on favorable terms or at all; any inability to obtain sufficient manufacturing capacity or components to meet demand for AMD's products or the under-utilization of GLOBALFOUNDRIES manufacturing facilities; or the effect of political or economic instability internationally on sales or production. Investors are urged to review in detail the risks and uncertainties in the company's Securities and Exchange Commission filings, including but not limited to the Annual Report on Form 10-K for the year ended December 25, 2010.

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(1) AMD App Acceleration is a set of technologies designed to improve video quality and enhance application performance. Full enablement of some features requires support for OpenCL™ or DirectCompute (including AMD's Universal Video Decoder (UVD)). Not all products have all features and full enablement of some capabilities and may require complementary products.

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