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AMD and BlueStacks Collaboration Brings Full Android OS Experience to Windows PCs

BlueStacks Virtualized Android Solution Optimized for Fourth Generation AMD APUs Enables Users to Enjoy a Full Android Experience on Windows-Based Tablets, 2-in-1s, Notebooks and Desktops

LAS VEGAS, NV -- (Marketwired) -- 01/06/14 -- AMD (NYSE: AMD) today announced a new milestone in their collaboration with BlueStacks, a joint solution that brings the complete Google™ Android OS experience to Microsoft® Windows-based tablets, 2-in-1s, notebooks and desktops. Optimizations for the fourth generation AMD APU in BlueStacks provide a complete, Android user interface and extensive support for Android apps for entertainment and productivity.

"Windows and Android are both mature operating systems, each satisfying the needs of millions of users," said Steve Belt, corporate vice president, Product Management, at AMD. "Users whose devices and preferences span the two ecosystems no longer have to face device-specific restrictions on the benefits of one ecosystem or the other because AMD and BlueStacks have created a seamless user experience between the operating systems. Now users have access to all the apps -- games, communications and content consumption -- they love on their Android mobile devices right at their fingertips, while getting important productivity tasks or high-end PC gaming accomplished on their Windows PC."

The new version of BlueStacks running on a Windows PC powered by fourth generation AMD APUs offers:

- A familiar Android user interface, including settings, configuration and customization controls;
- The ability to run Android apps within a window or at full-screen resolution leveraging direct access to AMD graphics processing power;
- Support for hundreds of thousands of Android apps direct from various Android app stores, as well as synchronization between the same apps being run on the user's stand-alone Android devices; and
- Seamless interoperability through direct file sharing that enables Android apps to access files stored within the Windows file system.

"We're working with AMD to build the next great PC and AMD's industry-leading hardware allows for a more flexible experience with Android apps on the PC for end-users," said Rosen Sharma, CEO, BlueStacks. "AMD shares our vision of Mobile Plus in providing users with easy access to their favorite Android games, mobile apps and productivity tools from all their devices and moving towards a more open/shared ecosystem."

Unlike traditional "dual-OS" systems, which require the user to disengage from one OS before using another, the AMD and BlueStacks solution runs Android virtually within Windows. AMD APUs are designed to deliver far greater processing power than the smart phones for which Android apps are generally developed, and should provide more than enough performance to support the typical Android app's requirements, providing a very satisfying user experience.

The latest version of BlueStacks allows consumers to sync Android apps from a mobile device to a PC with FoneLink, a cloud-based service that enables an AMD Windows-based PCs to become an extension of Android mobile devices and vice versa. BlueStacks also adds support for AMD virtualization hardware so that multiple operating systems and their applications can run simultaneously on the same computer.

Supporting Resources

- Read about AMD at CES
- Follow AMD updates on Twitter at @AMDHSA and #AMDCES
- Follow BlueStacks on Twitter at @bluestacksinc
- Demo video of BlueStacks at AMD APU13
- Learn more BlueStacks and AMD

About BlueStacks
BlueStacks is an AMD Ventures-backed software company that enables Android apps to run on notebooks, desktops, all-in-one PCs, slates and tablets. BlueStacks was founded in 2009 by Rosen Sharma, is privately held and headquartered in Silicon Valley with global offices in India, Taiwan and Japan. For more information visit http://www.bluestacks.com/, or join their more than 1,000,000 Facebook fans at www.facebook.com/bluestacksinc.

About AMD
AMD (NYSE: AMD) designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles and cloud servers that define the new era of surround computing. AMD solutions enable people everywhere to realize the full potential of their favorite devices and applications to push the boundaries of what is possible. For more information, visit www.amd.com.

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