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AMD Fuels Pro Video Powerhouse: Accelerated REDCODE RAW 8K Workflows for Adobe Premiere Pro CC with AMD Radeon Pro SSG Graphics

New version of Adobe Premiere Pro CC provides native support for AMD Radeon Pro SSG graphics to dramatically accelerate 4K and 8K workflows for popular native camera formats

SANTA CLARA, Calif., April 03, 2018 (GLOBE NEWSWIRE) -- AMD (NASDAQ:AMD) and Adobe today announced a powerful new solution for demanding 4K and 8K video workflows that enables seamless editing of popular video formats, accelerating the production process while giving editors unprecedented control of their projects using high-resolution, uncompressed footage. Launching at the 2018 NAB Show next week, the new version of Adobe Premiere Pro CC includes native support for AMD Radeon Pro SSG graphics, the groundbreaking solution designed specifically for video production that combines the extraordinary performance and capabilities of AMD "Vega" GPU architecture with 2TB of NVMe storage integrated onto the graphics card. Together, Adobe Premiere Pro CC and Radeon Pro SSG represent the most compelling solution for high-resolution video production, supporting 4K and 8K footage in popular native camera formats, including ARRI AMIRA, Canon XF and RAW, Panasonic AVC and P2, REDCODE RAW, and Sony XDCAM, XAVC, and RAW. Working directly with these source formats typically requires extraordinary computational performance and memory capacity to decode them in real-time. The Adobe Premiere Pro CC and Radeon Pro SSG workflow reduces the CPU and memory bottlenecks traditionally encountered, allowing editors to do their best work with uncompressed visual fidelity.

"The promise of filming in 4K and 8K has always been about removing creative constraints, about providing more creative control with higher-resolution footage. Unfortunately, those creative ambitions have been sidelined by technology limitations that have made 4K and 8K editing practically impossible," said Ogi Brkic, general manager, professional graphics, Radeon Technologies Group, AMD. "Today, reality catches up to ambition as Adobe Premiere Pro CC and Radeon Pro SSG deliver the high-resolution workflow you've always dreamed of, enabling accelerated editing of a wide range of media, letting creators bring their visions to life in uncompressed 8K glory."

"Adobe Premiere Pro CC has always been the standard bearer for innovation in editing, introducing 4K, 8K and 360-video workflows to enable editors to expand their capabilities and explore their creativity. Today, through our collaboration with AMD, we're taking high-resolution editing to a new level in Adobe Premiere Pro CC with support for Radeon Pro SSG," said Sue Skidmore, head of partner relations for Video at Adobe. "Collectively, Adobe

Premiere Pro CC and Radeon Pro SSG represents the ideal solution for 4K and 8K workflows, with software and hardware designed to allow your creativity to shine."

Most productions today film in high resolution – 4K or 8K – to provide the greatest flexibility in post-production; however there has been no effective way to edit multiple streams of that footage at full resolution. Editors have been forced to do their work with proxy files rather than the original high-resolution footage, transcoding to lower resolutions that are more easily managed by most workstations. With the combination of Adobe Premiere Pro CC and Radeon Pro SSG, proxy files are a thing of the past. Editors can now work with multiple streams of 4K or 8K footage at full resolution in an uncompressed format as smoothly as they could with lower quality proxy files. The solution dramatically reduces CPU utilization and eliminates the burden on local memory, allowing edits to footage while preserving the base cache if anything needs to be reverted or changed, and serves as a persistent cache that can be moved from workstation to workstation as needed without having to reload footage.

Radeon Pro SSG

The Radeon Pro SSG represents a fundamental shift in the science of PC technology, incorporating high-speed, high-capacity NVMe devices onboard the graphics card. It is the first graphics card to offer 2TB of storage specifically for demanding workflows such as high-resolution video, VR, and 360 video stitching. The Radeon Pro SSG harnesses the "Vega" GPU architecture, delivering up to 12.3 TFLOPS of peak single precision compute performance for the most demanding workloads. The card also features 16GB of High-Bandwidth Cache based on the newest, ultra-fast HBM2 Error Correcting Code (ECC) Memory[1], and harnesses the revolutionary High Bandwidth Cache Controller (HBCC), the world's most advanced GPU memory architecture.

Availability

Adobe Premiere Pro CC with native support for Radeon Pro SSG will be available April 3, and the Adobe Premiere Pro CC + Radeon Pro SSG workflow is expected to be supported on validated workstation platforms soon. Those attending the 2018 NAB Show can see the new workflow in action at AMD's booth, #SL8224, South Hall in the Las Vegas Convention Center.

Supporting Resources

- Read more about Radeon Pro graphics cards
- Follow @RadeonPro on Twitter
- Learn more about Adobe Premiere Pro CC here

Adobe at NAB 2018

Adobe will showcase powerful new updates to Adobe Creative Cloud, giving video pros the world's best tools for video editing and motion graphics. The latest release brings amazing new features and faster workflows for color, graphics, audio, animation, collaboration and VR. Highlights include shot comparison, automatic color matching, and intelligent audio and easy rotate view controls for VR content in Adobe Premiere Pro CC; streamlined graphics workflows with master properties to rapidly edit layer properties across compositions in After Effects CC; added efficiency in Audition CC; integration with Adobe Stock for sourcing video footage and Motion Graphics templates; trigger improvements in Adobe Character Animator

CC; and easily invite anyone with refined collaboration workflows in Team Projects. Adobe Creative Cloud offers an unparalleled creative ecosystem of interconnected apps and services. NAB attendees can see the latest product demos at the Adobe booth (#SL4610, South Hall in the Las Vegas Convention Center). For more information, visit www.adobe.com.

About AMD

For more than 45 years, AMD has driven innovation in high-performance computing, graphics, and visualization technologies — the building blocks for gaming, immersive platforms, and the datacenter. Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ:AMD) website, blog, Facebook and Twitter pages.

1. ECC support is limited to the HBM2 memory and ECC protection is not provided for internal GPU structures.

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Cautionary Statement

This press release contains forward-looking statements concerning Advanced Micro Devices, Inc. (AMD) including the expected benefits, availability and timing of Adobe Premiere Pro CC with AMD Radeon™ Pro SSG graphics on validated workstation platforms, 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," "intends," "believes," "expects," "may," "will," "should," "seeks," "intends," "plans," "pro forma," "estimates," "anticipates," or the negative of these words and phrases, other variations of these words and phrases or comparable terminology. Investors are cautioned that the forward-looking statements in this document are based on current beliefs, assumptions and expectations, speak only as of the date of this document and involve risks and uncertainties that could cause actual results to differ materially from current expectations. Such statements are subject to certain known and unknown risks and uncertainties, many of which are difficult to predict and generally beyond AMD's control, that could cause actual results and other future events to differ materially from those expressed in, or implied or projected by, the forward-looking information and statements. Material factors that could cause actual results to differ materially from current expectations include, without limitation, the following: Intel Corporation’s dominance of the microprocessor market and its aggressive business practices may limit AMD’s ability to compete effectively; AMD has a wafer supply agreement with GF with obligations to purchase all of its microprocessor and APU product requirements, and a certain portion of its GPU product requirements, from GLOBALFOUNDRIES Inc. (GF) with limited exceptions. If GF is not able to satisfy AMD’s manufacturing requirements, its business could be adversely impacted; AMD relies on third parties to manufacture its products, and if they are unable to do so on a timely basis in sufficient quantities and using competitive technologies, AMD’s business could be materially adversely affected; failure to achieve expected manufacturing yields for AMD’s products

could negatively impact its financial results; the success of AMD's business is dependent upon its ability to introduce products on a timely basis with features and performance levels that provide value to its customers while supporting and coinciding with significant industry transitions; if AMD cannot generate sufficient revenue and operating cash flow or obtain external financing, it may face a cash shortfall and be unable to make all of its planned investments in research and development or other strategic investments; the loss of a significant customer may have a material adverse effect on AMD; AMD's receipt of revenue from its semi-custom SoC products is dependent upon its technology being designed into third-party products and the success of those products; global economic uncertainty may adversely impact AMD's business and operating results; the markets in which AMD's products are sold are highly competitive; AMD may not be able to generate sufficient cash to service its debt obligations or meet its working capital requirements; AMD has a large amount of indebtedness which could adversely affect its financial position and prevent it from implementing its strategy or fulfilling its contractual obligations; the agreements governing AMD's notes and the Secured Revolving Line of Credit impose restrictions on AMD that may adversely affect its ability to operate its business; the products that AMD sells are complex and may be subject to security vulnerabilities that could result in, among other things, the loss, corruption or misuse of confidential data by unauthorized third parties or system performance issues. AMD's efforts to prevent and address security vulnerabilities can be costly and may be partially effective or not successful at all; AMD's issuance to West Coast Hitech L.P. (WCH) of warrants to purchase 75 million shares of its common stock, if and when exercised, will dilute the ownership interests of its existing stockholders, and the conversion of the 2.125% Convertible Senior Notes due 2026 may dilute the ownership interest of its existing stockholders, or may otherwise depress the price of its common stock; uncertainties involving the ordering and shipment of AMD's products could materially adversely affect it; the demand for AMD's products depends in part on the market conditions in the industries into which they are sold. Fluctuations in demand for AMD's products or a market decline in any of these industries could have a material adverse effect on its results of operations; AMD's ability to design and introduce new products in a timely manner is dependent upon third-party intellectual property; AMD depends on third-party companies for the design, manufacture and supply of motherboards, software and other computer platform components to support its business; if AMD loses Microsoft Corporation's support for its products or other software vendors do not design and develop software to run on AMD's products, its ability to sell its products could be materially adversely affected; and AMD's reliance on third-party distributors and AIB partners subjects it to certain risks. Investors are urged to review in detail the risks and uncertainties in AMD's Securities and Exchange Commission filings, including but not limited to AMD's Annual Report on Form 10-K for the year ended December 30, 2017.

Contact Information
Christine Brown
AMD Communications
+44 (0) 787-233-2858
Christine.Brown@amd.com

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