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AMD Powers Brilliant HD Game and Video Performance for Nintendo's Wii U

Next-Generation Console Joins Growing List of AMD Powered Consumer Electronic Devices This Holiday Season

SUNNYVALE, CA -- (Marketwire) -- 11/16/12 -- AMD (NYSE: AMD) is proud to support Nintendo's newly launched Wii U home console as the supplier of custom AMD Radeon™ HD GPU technology. As announced at E3 in 2011, the custom-for-Nintendo AMD graphics processor enables Wii U to provide exciting, immersive game play, brilliant HD video and game graphics and new forms of interaction for consumers. Since 2001, AMD technology has been included in more than 118 million Nintendo Wii and GameCube hardware units around the world.(1)

The AMD GPU will help bring Nintendo's popular franchises into HD for the first time with new innovative game-play experiences, and the new Wii U GamePad™ controller, which creates a second window into the game world. "Wii U and its GamePad controller offer completely new and unexpected game-play and entertainment experiences," said Genyo Takeda, General Manager, Integrated Research & Development Division, Nintendo Co., Ltd. "We chose AMD to support our HD gaming efforts with its best-in-class graphics capabilities, and we're proud to call them a technology partner."

"Our relationship with Nintendo is the next exciting chapter in the long AMD history of supplying the game console market with our elite graphics expertise," said Saeid Moshkelani, corporate vice president and general manager, Semi-Custom Business Unit, AMD. "Working so closely with Nintendo to create the ideal custom graphics processor for Wii U is another example of how AMD stands for giving consumers the best video entertainment and gaming experience -- whether that's a next-generation console, desktop and notebook PC, big screen HDTV or tablet."

The new Wii U is available just in time for the Holidays along with other AMD-powered notebooks, tablets and desktops, rounding out tech-savvy consumers' holiday wish list. According to the Consumer Electronics Association(2), three in four gift-giving adults plan to buy a consumer-electronics product as a gift. AMD-powered products provide superior computing experiences for consumers -- from more brilliant graphics when gaming to longer battery life when on the go -- ultimately letting people do more every day.

Supporting Resources

- For more information about AMD-powered products available this Holiday: http://blogs.amd.com/fusion/2012/11/16/amd-delivers-on-holiday-wish-lists-from-gaming-to-pcs
- Official Website: http://www.nintendo.com/wiiu
- Become a fan of AMD technology on Facebook
- Become a fan of AMD gaming on Facebook

About AMD
AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD 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.

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1. http://www.nintendo.co.jp/ir/library/historical_data/pdf/consolidated_sales_e1209.pdf
2. From CEA's 19th Annual CE Holiday Purchase Patterns Study

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