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AMD Equips OEMs to Deliver the Ultimate Visual Experience(TM) with Forthcoming AMD LIVE!(TM) Ultra Desktop and Notebook PCs

--AMD LIVE! Explorer PC Software to Deliver Immersive HD Entertainment on Innovative AMD Platforms Combining Powerful Computing and Graphics--

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

AMD (NYSE:AMD) today announced AMD LIVE!(TM) Ultra, a new PC brand to help consumers identify forthcoming desktop and notebook PCs designed to deliver the ultimate visual entertainment experience. AMD LIVE! Ultra-branded PCs will be powered by AMD multi-core platforms for desktop and notebook PCs, codenamed "Spider" and "Puma," respectively. Thanks to innovative AMD technology, such as AMD Phenom(TM) 9000 Series quad-core processors, forthcoming AMD Turion(TM) Ultra mobile processors and ATI Radeon(TM) HD graphics, AMD LIVE! Ultra PCs will be packed with more computing power plus cutting-edge visual performance to meet consumers' demands for increasingly rich, high-definition (HD) digital entertainment.

As an ideal companion to next-generation AMD LIVE! Ultra PCs, AMD LIVE!(TM) Explorer software is an easy-to-use PC application designed to deliver a unique entertainment experience on AMD LIVE! PCs. AMD LIVE! Explorer offers an immersive, 3D approach to browsing a PC's complete digital media library while also enjoying a video, TV program or Internet access in the same window.

"Many of today's consumers cite entertainment as the number one use for their PCs, which represents a significant new direction throughout the computing industry," said Bob Brewer, corporate vice president of marketing and strategy, AMD's Computing Solutions Group. "Built on our next-generation platforms, AMD LIVE! Ultra PCs intensify and enhance the popular AMD LIVE! solution, renewing our commitment to enable the most advanced, visually rich and realistic digital #28001 entertainment, delivering the Ultimate Visual Experience(TM) to consumers whenever and wherever they choose."

Leading OEMs and system builders worldwide are expected to offer AMD LIVE! Ultra-branded desktop and notebook PCs bundled with the AMD LIVE! Explorer application. This combination will allow consumers to interact with their digital media like never before while enjoying the ultimate computing power of AMD's next-generation platforms that combine innovative technology, such as AMD Phenom quad-core processors or forthcoming AMD Turion Ultra mobile processors, with the stunning visual performance enabled by ATI Radeon HD graphics solutions and AMD chipsets.

"To get a truly great multimedia experience you need a graphics solution that is up to the task, and integrated graphics solutions have simply not been good enough," said Rob Enderle, principal analyst for the Enderle Group. "AMD's discrete graphics solutions not only provide the immersive experience consumers are looking for on desktop and notebook PCs, they are easy to use, which makes it much more likely that the consumer will actually see this benefit."

AMD LIVE! Ultra PCs

The AMD LIVE! Ultra brand has been developed to designate forthcoming desktop and notebook PCs offering the ultimate in computing power and extreme visual performance made possible by combining AMD's quad-core or dual-core technology with ATI Radeon HD graphics solutions and AMD chipsets. Each of the components of AMD's next-generation technology platforms are designed to work better together, delivering the performance needed to fully enjoy high-resolution HD video for an incredible PC experience that is also energy efficient and scalable.

"We are pleased to deliver high-performance, AMD LIVE!-branded media center PCs that maximize performance for mainstream consumers," said Kenn Walker, chief technologist, Gateway, Inc. "We applaud AMD for their efforts in the digital media space to help our customers unlock the potential of powerful entertainment PCs."

Leading OEMs and system builders worldwide are expected to start introducing AMD LIVE! Ultra desktop PCs during the first half of 2008 and AMD LIVE! Ultra notebook PCs during the second half of 2008.

AMD LIVE! Explorer

The AMD LIVE! Explorer application allows consumers to easily browse their music, photos and videos in a 3D, moving carousel format, or surf the Internet, while simultaneously watching live television or video files stored on their PC.(a) For a truly unique entertainment experience, AMD's OEM and system builder customers will have the option of customizing the AMD LIVE! Explorer browser with their own applications to be bundled with an AMD LIVE! or AMD LIVE! Ultra desktop or notebook PC.

"Like Alienware, AMD continues to push the boundaries of immersive entertainment experiences with compelling innovations such as the AMD LIVE! Explorer and their new technology platforms codenamed 'Spider' and 'Puma'," said Patrick Cooper, director of product group, Alienware. "We look forward to offering AMD LIVE! Explorer to complement the visually rich, interactive media experience delivered by our award-winning Hangar18: HD Entertainment Center."

Leading computer manufacturers Acer, Alienware, ASUS and MSI intend to offer the AMD LIVE! Explorer for optional download on select AMD LIVE! desktop PCs available in European and U.S. retail stores in early 2008. Other PC OEMs and system builders are actively evaluating the AMD LIVE! Explorer application.

"We look forward to offering consumers the latest benefits with the new AMD LIVE! Explorer," said Allen Jong, director, Stationary Computing Business Unit, Acer Inc. "Innovative AMD solutions are an ideal complement to the Acer Aspire desktop PC. Acer strives to provide customers with fresh technologies that are designed to empower and fulfill their true needs."

AMD LIVE! Explorer also is now available for download free of charge to AMD customers with select AMD-based PCs that meet minimum system requirements. For more information, please visit www.amdlive.com.

About the AMD LIVE! Solution

The complete AMD LIVE! hardware and software solution includes AMD LIVE! desktop and notebook PCs, AMD LIVE! Home Cinemas, AMD LIVE! Home Media Servers, the AMD LIVE! Entertainment Suite and the AMD LIVE! Explorer. Since 2006, AMD LIVE! systems such as PCs, Home Cinemas and Home Media Servers have been available from leading OEMs and system builders worldwide, including #28001 Acer, Alienware, ASUS, Dell, Fujitsu Siemens Computers, Gateway, HP and MSI, among others.

The AMD LIVE! solution is the smarter choice to help consumers connect their valued digital media to their favorite consumer electronics; consolidate their media files and devices; store and protect precious digital memories; and enhance digital media to make it more interactive, enjoyable and personalized. More information and free software downloads are available at www.amdlive.com.

About AMD

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets. AMD is dedicated to driving open innovation, choice and industry growth by delivering superior customer-centric solutions that empower consumers and businesses worldwide. For more information, visit www.amd.com.

Attn. Media: For product images and more information, please visit www.amd.com/amdlive/presskit.

(a) May require a separately purchased TV tuner card, such as the ATI TV Wonder(TM) line of tuner cards.

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