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AMD Announces Thought Leaders From ARM and Microsoft to Be Among Keynote Speakers at AMD Fusion Developer Summit

Application Development Community to Discuss Parallel Programming, Industry Standards and Market Opportunities Created by Heterogeneous Computing

SUNNYVALE, CA -- (MARKET WIRE) -- 04/26/11 -- AMD (NYSE: AMD) today announced a distinguished line-up of keynote speakers as well as technical session topics for the inaugural AMD Fusion Developer Summit (AFDS), which will be held June 13-16, 2011 at the Meydenbauer Center in Bellevue, Washington.

Industry keynote presentations will be delivered by esteemed industry experts from AMD, ARM and Microsoft. In his keynote "Heterogeneous Parallelism at Microsoft" Herb Sutter, Microsoft principal architect of Native Languages, will showcase upcoming innovations to bring access to increasingly heterogeneous compute resources directly into the world's most popular native languages.

Jem Davies, ARM fellow and vice president of Technology, Media Processing Division, will deliver a keynote about ARM's long history of heterogeneous computing, its future strategy, and ARM's support of standards, including OpenCL™.

The summit will open and close with AMD keynote presentations as well. AMD corporate fellow Phil Rogers will explore the programmer's guide to Accelerated Processing Units (APUs), and Eric Demers, AMD corporate vice president and chief technology officer, Graphics, will deliver a keynote that chronicles the evolution of AMD's graphics cores and discuss next-generation AMD graphics technology.

"The development experts we've chosen to share their work at AFDS are at the forefront of next-generation programming, and are working to harness the full processing power of heterogeneous computing technologies," said Manju Hegde, corporate vice president, AMD Fusion Experience Program. "The AMD Fusion Developer Summit is the best place for developers, academics and innovators to collaborate around parallel programming and industry standards, helping the developer community to realize the promise of the latest computing methodologies, today and into the future."

Technical sessions, tutorials, hands-on labs and keynote presentations at AFDS will cover a range of topics including heterogeneous and high-performance computing (HPC), next-generation user interfaces, parallel programming tools and industry-standard application programming interfaces (APIs) such as OpenCL™, OpenGL™, Java and Microsoft

DirectCompute. The Session Catalog for the AMD Fusion Developer Summit lists more than 90 in-depth technology sessions to be presented by industry and academic experts.

Speakers will be in attendance from a range of industry companies, universities and government organizations. Session topics include:

- Developer Tools
- Enterprise Computing
- High-Performance Computing
- Multimedia Processing
- Professional Graphics and Visual Computing
- Programming Models
- Security
- User Interface and Media Experiences

Developers interested in the latest heterogeneous computing tools and training can register for AFDS on the event website and take advantage of a special low registration fee of $300 this inaugural year.

Resources

- AMD Fusion Developer Summit Event page
- More information: AMD Fusion APU
- Twitter: Follow AMD updates @AMDSoftware
- Facebook: Become a fan of AMD technology on Facebook
- Blogs: Follow the AMD Developer Central blog and AMD Fusion blog

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.

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