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AMD and Crystal Dynamics Collaboration Thrusts Gamers Into One of the Most Realistic PC Gaming Experience Ever With the Launch of "Tomb Raider"

Visionary TressFX Hair Technology Fortifies Each Lustrous Strand of Lara Croft's Hair With Its Own Real-Time Physics System

SUNNYVALE, CA -- (Marketwire) -- 03/05/13 -- AMD (NYSE: AMD) today announced a collaboration with Crystal Dynamics™ following the launch of "Tomb Raider," one of the most highly anticipated PC games of 2013, and part of the AMD Gaming Evolved program. AMD and Crystal Dynamics worked together extensively on the development of "Tomb Raider," most notably with TressFX Hair, the world's first in-game implementation of a real-time, per-strand hair physics system. This leading-edge technology imparts one of the most iconic video game characters, Lara Croft, with an astonishingly lifelike appearance. With AMD Radeon™ graphics, gamers can unleash the full potential of this next-generation technology.

"With the launch of 'Tomb Raider' and TressFX Hair, AMD and Crystal Dynamics have radically pushed the boundaries of realism in the PC gaming experience," said Matt Skynner, corporate vice president and general manager, AMD Graphics. "Over the past several months, AMD has proven that the Gaming Evolved program is set to full throttle, and today's launch is a testament to AMD's ingenuity and innovation. Our team is working with the finest game developers in the world to ensure AMD Radeon™ HD 7000 Series graphics deliver the ultimate PC gaming experience."

AMD Radeon™ Graphics Core Next (GCN) is the ideal architecture for outstanding "Tomb Raider" performance. Built with numerous compute-driven effects like High Definition Ambient Occlusion (HDAO) and Depth of Field (DOF), "Tomb Raider" uniquely exploits the computing strengths of GCN architecture and the AMD Radeon HD 7000 Series, enabling an unrivaled gaming experience. "Tomb Raider" also fully supports AMD CrossFire™ technology, immersive AMD Eyefinity multidisplay technology and AMD HD3D stereo 3D. What's more, it is the first game in the franchise to take full advantage of DirectX® 11, a direct result of Crystal Dynamic's collaboration with AMD Gaming Evolved.

"AMD and the Square Enix Studios, including Crystal Dynamics, have a long successful history of collaboration, starting with 'Deus Ex: Human Revolution' from Eidos Montreal," said Darrell Gallagher, studio head, Crystal Dynamics. "We continue this close PC gaming relationship with the latest edition of 'Tomb Raider.' The AMD Gaming Evolved engineers and the team at Crystal Dynamics worked for months to make TressFX Hair a reality -- with tremendous success. We believe that AMD Radeon Graphics and Graphics Core Next is the best way to take advantage of the dynamic realism we've brought to Lara in 'Tomb Raider.'"

"Never Settle: Reloaded" Redemption
Coupons for "Tomb Raider" included in the AMD Radeon "Never Settle: Reloaded" bundle are provided by resellers in select regions(1) when customers purchase select AMD Radeon HD 7900 and HD 7800 Series graphics cards, and coupons can be redeemed on the AMD redemption portal(2).

Supporting Resources

- Where to purchase: AMD "Never Settle: Reloaded" Bundle
- Product pages: AMD Radeon™ HD 7850, AMD Radeon™ HD 7870 GHz Edition, AMD Radeon™ HD 7950, AMD Radeon™ HD 7970, AMD Radeon™ HD 7970 GHz Edition
- Follow AMD graphics news on Twitter at @AMDRadeon
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- Visit the "Tomb Raider" homepage for more gaming information

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(1) Refer to regional availability here, http://www.amd.com/us/press-releases/Pages/amd-kick-starts-2013feb04.aspx

(2) Terms and conditions apply - check www.amd.com/neversettlereloadedoffer for full details.

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