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AMD Powers Visual Computing Experiences With Industry Leaders at SIGGRAPH 2013

AMD FirePro Professional Graphics Showcase Content Creation Backed by Outstanding Hardware and Software Companies

ANAHEIM, CA -- (Marketwired) -- 07/23/13 -- Today at the 40th SIGGRAPH 2013 International Conference and Exhibition, AMD (NYSE: AMD) powered visual computing experiences for content creation with outstanding industry leaders Adobe, Autodesk, Christie, Dell, and Optis. AMD FirePro™ professional graphics demonstrations featured unique animation, display, simulation and other creative hardware and software collaborations for attendees from around the world.

With strong adoption of OpenCL™, AMD FirePro graphics have gained positive momentum in the months leading up to SIGGRAPH 2013. Recent highlights and wins for AMD FirePro graphics include:

- Acknowledgement as the dual graphics solution for the forthcoming Apple Mac Pro;
- Optimization and certification of Maxon Cinema 4D application;
- Certification for The Foundry's MARI application;
- Optimization of Adobe Premiere Pro CC, backed by OpenCL™ standards.

"The amazing positive response for AMD FirePro makes this SIGGRAPH 2013 exhibit even more worthwhile as we're excited to showcase our efforts to attendees from around the world," said David Cummings, senior director and general manager, Professional Graphics at AMD. "With top-notch collaboration from companies such as Adobe, Autodesk, Christie, Dell and Optis, we're committed to enabling creators with AMD FirePro graphics as a critical part of their visual computing experiences to bring ideas to life."

"At the AMD booth, artists will have the chance to check out Autodesk Maya and 3ds Max 3D animation and visual effects software running on workstations powered by AMD FirePro graphics," said Rob Hoffmann, senior product marketing manager, Autodesk Media & Entertainment. "The powerful combination of AMD hardware and Autodesk software can help increase productivity and creativity to complete tasks faster and give artists more time to try new ideas."

"Christie is pleased to provide the world's first and only 4K 3-chip DLP® projector, the Christie D4K2560, running at 60Hz, for the AMD booth at SIGGRAPH this year," said Larry Paul, senior director, Technology and Visualization Solutions, Christie. "As a global leader in the visualization market, Christie understands the high standards required by digital content creators to ensure images are properly displayed for a variety of applications including immersive visualization solutions."

"Dell and AMD continue to collaborate to deliver powerful workstation solutions that creative users demand," said Efrain Rovira, executive director, Dell Precision workstations. "At SIGGRAPH 2013, attendees will have the opportunity to see the combined power of Dell and AMD at work. Whether it's the Dell Precision T7600 tower workstation or the Dell Precision M6700 mobile workstation, superior visual quality and graphical performance are critical factors for reliable, dependable results matched with creative imaginations."

"We're proud to have THEIA-RT from Optis at the AMD exhibit to demonstrate physics-based rendering for highly accurate rendered images," said Nicolas Dalmasso, VP Manager R&D, Optis. "The combination of THEIA-RT with AMD FirePro graphics offers advanced texture mapping, active/passive stereo support, hybrid shading, raytracing, rendering and many more key features that professional users demand."

AMD will be exhibiting at SIGGRAPH 2013 from July 23-25 at the Anaheim Convention Center in booth 521. AMD is a participant in Siggraph's Real-Time Live July 23 with "Adding More Life to Your Characters with TressFX" -- the world's first implementation of real-time, per-strand hair physic system. AMD will conduct two presentations in the Tech Talk theater: "Real-Time ACES Decoding and AMD FirePro GPU-Enabled RRT/ODT Processing at 4K" July 23 from 11:15 a.m.-12:15 p.m., and "AMD FirePro Technologies for Visual Computing" July 24 from 11:15 a.m. -12:15 p.m.

Supporting Resources

- Learn more about AMD's leadership in professional graphics
- Learn more about AMD FirePro and Adobe
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About AMD
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