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AMD and Nuvixa Bring New, Immersive Dimension to Telepresence

AMD Has Invested in Nuvixa for OpenCL-Accelerated, Gesture-Based Business, Education, Public Sector and Consumer Videoconference Applications

SUNNYVALE, CA -- (MARKET WIRE) -- 03/06/12 -- AMD (NYSE: AMD) today announced it has invested in Nuvixa, Inc., a developer of gesture-based video communication and presentation solutions, through AMD Ventures (formerly the AMD Fusion Fund program). Leveraging depth-sensing camera technologies, the Nuvixa StagePresence™ immersive video presentation tool extracts a presenter from virtually any background environment, and embeds their live video persona within any compatible digital desktop or slide content. Image processing enhancements only available via OpenCL™ and AMD accelerated processing units (APUs) create immersive performance and quality improvements that deliver close to double the frame rate(1) and a more immersive experience to online audiences.

"Nuvixa is on the cutting edge of video processing technology and exemplifies why we created AMD Ventures; to foster an ecosystem that enhances the consumer and commercial computing experience," said Manju Hegde, corporate vice president, Content, Applications and Solutions at AMD. "The uniquely powerful compute capabilities of AMD APUs coupled with software solutions from companies like Nuvixa are bringing gesture-based computing and immersive video experiences beyond the conference room and into today's notebook and desktop PCs, tablets and other consumer electronic devices."

"Being selected by AMD Ventures provides us with additional financial backing to continue to innovate, and world-class technical support that enables us to fully leverage AMD's latest APU architecture," said Sanjay Patel, chief executive officer and co-founder of Nuvixa. "Together we are radically expanding what is possible with video, and offering these advanced capabilities to a vast audience of professionals, consumers and academia producing digital presentations and online video experiences for sales, training, online courses and so much more."

AMD and Nuvixa are collaborating to optimize StagePresence software on desktop and notebook PCs accelerated by OpenCL to efficiently harness the compute power of both the CPU and GPU cores in the AMD APU. With this optimization, Nuvixa StagePresence is able to achieve up to 96 percent better performance, resulting in nearly double the frame rate possible with the CPU alone(1). Nuvixa StagePresence enables capture of the high-resolution live video of a presenter and overlays it into any presentation or digital desktop in real time, without a green screen or special video editing software, using advanced heterogeneous computing algorithms.

AMD's product strategy synergistically combines both CPU and GPU technology to create APUs that improve user experiences through a vibrant worldwide AMD developer

ecosystem. This ecosystem includes new software, hardware, business models, consumer electronic devices, intellectual property, processes, support models, and other new developments. Through AMD Ventures, AMD works with the companies in which it invests to enable differentiated solutions optimized on AMD hardware platforms.

Nuvixa, Inc. is the developer of superior gesture-enhanced video communication and presentation solutions for businesses, professionals and consumers. The company's mission is to deliver innovation in digital collaboration through merging the 'human' element with content -- whether it's through video conferencing, online presentations or user-generated entertainment, for better engagement and retention. Formed in 2009, Nuvixa is a privately-held company.

Resources

- For more details about Nuvixa
- Download the StagePresence desktop production tool for free
- For more details about AMD Ventures
- To learn more about AMD APU technology
- Follow news from the AMD team on Twitter at @AMD_Unprocessed or @AMDSoftware

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) Tests were conducted at AMD Labs using Nuvixa Stage Presence build 1.1.1 which is a special build with event tracing for testing. The trace was captured and FPS were measured with Parallel Path Analyzer software from MulticoreWare, Inc. AMD Quad Core A8-3510MX demonstrated up to 96% higher FPS when testing with GPU acceleration on versus testing with GPU acceleration off. The test system consisted of a Microsoft Kinect Xbox 360 video camera connected via USB to a notebook with an AMD Quad Core A8-3510MX APU (which includes AMD Radeon™ HD 6620G graphics), AMD A60M chipset, 4GB 1333MHz DDR3 system memory and Microsoft Windows 7 64-bit. See www.vix.tv for minimum system requirements. SBNB-I98.

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