June 11, 2012

AMD Strengthens Commitment to Embedded Solutions With Appointment of Arun Iyengar as General Manager of Newly-Formed Embedded Solutions Group

20-Year Industry Veteran to Focus on Driving APUs Into High-Growth Sub-Segments

SUNNYVALE, CA -- (Marketwire) -- 06/11/12 -- To further capitalize on the opportunity for Accelerated Processing Units (APUs) in embedded applications and form factors, AMD (NYSE: AMD) today announced the formation of a new Embedded Solutions Group and appointed Arun Iyengar as its corporate vice president and general manager. The AMD Embedded Solutions Group will operate as a separate business within AMD's Global Business Units under AMD Senior Vice President Lisa Su.

"AMD APUs have been extremely well received by embedded system designers who require more graphic-intensive displays and compute power, while continuing to increase our engagement with ecosystem partners to deliver a complete solution," said Lisa Su, senior vice president and general manager, AMD Global Business Units. "Arun's appointment and dedicated focus on expanding our differentiated embedded offerings will help ensure we are seizing the opportunity to expand in this rapidly growing market."

The embedded microprocessor market is expected to reach $6 billion this year, and is projected to expand at an annual growth rate of 12-15 percent through 2014 according to VDC Research Group. AMD embedded APUs, along with AMD discrete graphics and AMD Opteron™ processors are designed to address a wide range of sub-segments in the embedded market including communications, storage and a number of other applications which are performance intensive and power sensitive.

Iyengar brings more than 20 years of industry experience to the new Embedded Solutions Group. Prior to joining AMD, Iyengar held several leadership roles at Altera Corporation, including his most recent role where he served as vice president of Altera's Military, Industrial, Computing (MIC) Business Division. He also led Altera's Communications Business Unit, overseeing revenue and market share growth during his tenure. Iyengar holds a Masters of Business Administration from Carnegie Mellon University and an undergraduate engineering degree from Bangalore University.

Supporting Resources

- Read recent AMD blogs at http://blogs.amd.com
- Check out demos of AMD APUs on the AMD YouTube Channel
- Follow all news from the AMD on Twitter at @AMD_Unprocessed

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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