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AMD Expands Definition of "Mobile" Performance, Sends New Mobile APUs to the Edge of Space and Back

A Product Far Ahead of Its Time: Delivering to Mobile Computing Maximum Compute Capability, Superior Audio and Visual Quality With Long Battery Life

MUNICH, GERMANY -- (Marketwired) -- 06/05/14 -- To celebrate the introduction of its new 2014 AMD Performance Mobile APUs designed for ultrathin and high-performance mobile PCs, AMD (NYSE: AMD) yesterday launched its all-new enthusiast-class Accelerated Processing Unit (APU) for notebooks (formerly codenamed "Kaveri") to the edge of space, symbolically expanding the physical environment of mobile computing in parallel to how AMD expanded the performance envelope of mobile computing through its new APU design. The new mobile APUs mark the debut of Heterogeneous System Architecture (HSA) features and Mantle gaming support for mobile devices, establishing these APUs as AMD's most advanced mobile computing technology to-date.

Moosburg, Germany, near Munich, was the lift-off site for a 2 meter wide AMD-branded, helium-filled balloon containing a new AMD A-Series APU for notebooks, which reached the heights of 36,240 meters (118,900 feet) before floating gently back to earth 1 hour and 47 minutes later. The balloon also included a payload container equipped with HD cameras and an advanced GPS system, to capture images and video of the journey from the APU's perspective and track the balloon's location.

"After the success of the AMD A-Series APU family (codename: 'Kaveri') in the channel segment in EMEA, we are proud to bring advanced features like the heterogeneous system architecture (HSA) and Mantle gaming support to sleek, power-efficient portable form factors," said Mario Silveira, director of consumer sales AMD EMEA. "This incredible initiative to launch the first APU for notebooks with HSA features, to the edge of space has been welcomed and supported by our partners Acer and expert who, just like us, want to be the first to celebrate new technologies and offer superior performance, stunning graphics and efficient power use to consumers."

Upon its return to earth approximately 28 km (17 miles) from where it was originally launched, the AMD and Acer teams retrieved the HD cameras and, with the help of the new and powerful AMD-based Acer Aspire E5-551G notebook, screened all available images and video to create and upload a 90-second video of the processor's incredible journey.

"We are excited to be part of such a unique way to introduce a product into the market," said Wilfried Thom, Region Manager Central Europe. "Acer, always at the forefront in bringing innovative PC solutions to the market, is pleased to be among the first PC manufacturers to introduce the new AMD 2014 Performance APUs in the high-performance mobile PC space in EMEA."

The Acer Aspire E5-551G notebook, based on a new AMD 2014 Performance Mobile APU, will be available starting in mid-June through specialised retail cooperation expert in Germany, and shortly thereafter throughout the EMEA region.

Supporting Resources

- Learn more about the balloon launch here
- Visit the AMD 2014 Performance Mobile APU landing page
- Learn more about the 2014 AMD A-Series APUs for the channel
- Find out more about AMD's revolutionary Mantle technology
- Become a fan of AMD on Facebook
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About AMD

AMD (NYSE: AMD) designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles and cloud servers that define the new era of surround computing. AMD solutions enable people everywhere to realize the full potential of their favorite devices and applications to push the boundaries of what is possible. For more information, visit www.amd.com.

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