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AMD Embedded R-Series APU Powers Samsung Electronics' Digital Signage Systems

AMD Embedded APU Provides Stunning Graphics Capabilities and Excellent Power Efficiency for Samsung Electronics' Ultra-Compact Set-Back-Box Digital Media Players

SUNNYVALE, CA -- (Marketwired) -- 04/07/15 -- AMD (NASDAQ: AMD) today announced that the AMD Embedded R-Series accelerated processing unit (APU), previously codenamed "Bald Eagle," is powering the latest set-back-box (SBB) digital media players from Samsung Electronics, Co., Ltd. With high performance, low power, and broad connectivity, the new Samsung SBB-B64DV4 is an ideal fit for demanding signage applications that transform Samsung SMART Signage Displays into inclusive digital tools for a wide range of business needs.

Using AMD's Embedded R-Series APUs, Samsung SBB media players for digital signage deliver breakthrough HD graphics performance and support multi-video stream capabilities up to two displays, all in a power efficient and ultra-compact form factor.

"Digital signage is a key vertical for the AMD Embedded business," said Scott Aylor, corporate vice president and general manager, AMD Embedded Solutions. "The AMD Embedded R-Series APU enables leading digital signage providers to harness high levels of compute and graphics performance within a low-power design envelope. AMD Embedded Solutions help designers at Samsung achieve aggressive form factor goals and drive down system costs while providing the rich multimedia their digital signage customers' demand."

The AMD Embedded RX-425BB APU combines a high performance x86 CPU with an integrated, discrete-class AMD Radeon™ R6 graphics processing unit (GPU) in a low-power configuration to minimize heat dissipation constraints and meet demanding energy efficiency requirements. The processor utilizes AMD's latest Graphics Core Next (GCN) architecture, created for advanced graphics applications and parallel processing capabilities.

Supporting Resources

- Learn more about the AMD Embedded R-Series APUs
- Learn more about AMD's digital signage solutions
- Learn more about Samsung's latest set-back-box (SBB) digital media players
- Become a fan of AMD on Facebook
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About AMD

AMD (NASDAQ: 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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