

June 28, 2022



AMD Powers Real-Time AI Processing at the Edge for Revolutionary Canon Free Viewpoint Video System, Transforming Live Sports Broadcasts

— Canon camera systems using Versal AI Core series to enable game-changing immersive viewing experiences for live broadcasts at premier sports venues around the world —

SANTA CLARA, Calif., June 28, 2022 (GLOBE NEWSWIRE) -- [AMD](#) (NASDAQ: AMD) today announced that the [Versal™ AI Core](#) series, with AMD AI Engine technology, has been selected by Canon for its Free Viewpoint Video System expected to revolutionize the viewing experience for live sport broadcasts and webcasts. Versal AI Core devices deliver powerful machine learning (ML)-based video processing at the edge for Canon camera systems.

The Canon Free Viewpoint video system consists of a ring of high-resolution cameras that surround a stadium or arena to allow broadcast viewers to see the action on the field from any position or angle in the stadium. The revolutionary technology dramatically changes how sports are viewed, putting viewers in the middle of the action. The Canon Free Viewpoint system is expected to be deployed at multiple professional basketball arenas in the U.S. and other premier sports venues around the world.

“This single-chip Versal solution allows our system to do more in real-time than we ever envisioned possible,” said Masanori Yamada, senior managing executive officer, head of Imaging Group, Canon. “Versal AI Core’s powerful edge-processing capabilities enable our system to handle multiple functions simultaneously so broadcasters can deliver new and immersive viewing experiences.”

The high performance and ultra-low latency processing enabled by Versal AI Core series significantly shortens image processing time, allowing live replays to be produced in near real-time, compared to several minutes with traditional architectures. The technology will provide broadcast viewers from around the world with unique images that have never been experienced before. Live broadcast networks can also monetize live event metrics such as game and player statistics.

Canon technology will move the intelligence of AI-based video processing to the edge, thereby reducing the workload in the data center. Versal AI Core will power the image-processing system that sits behind each of the Canon cameras deployed around a venue and implements proprietary Canon algorithms for image detection, segmentation, and more using ML at the edge.

“The implementation of machine learning at the edge during a live broadcast is an exciting first in the industry,” said Yousef Khalilollahi, vice president, Asia Pacific, at AMD. “The

Canon camera system really puts the viewer in the game like never before. At the heart of Canon's cutting-edge systems is the Versal AI Core series delivering the low latency edge-processing that is key to heralding this new era in live sports broadcasts."

Supporting Resources

- Learn more about [Versal AI Core series](#)
- Read more about [Free Viewpoint Video System](#)
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About AMD

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CAUTIONARY STATEMENT

This press release contains forward-looking statements concerning Advanced Micro Devices, Inc. (AMD) such as the features, functionality, performance, availability, timing and expected benefits of AMD's [Versal™ AI Core](#) series in Canon camera systems, which are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are commonly identified by words such as "would," "may," "expects," "believes," "plans," "intends," "projects" and other terms with similar meaning. Investors are cautioned that the forward-looking statements in this press release are based on current beliefs, assumptions and expectations, speak only as of the date of this press release and involve risks and uncertainties that could cause actual results to differ materially from current expectations. Such statements are subject to certain known and unknown risks and uncertainties, many of which are difficult to predict and generally beyond AMD's control, that could cause actual results and other future events to differ materially from those expressed in, or implied or projected by, the forward-looking information and statements. Material factors that could cause actual results to differ materially from current expectations include, without limitation, the following: Intel Corporation's dominance of the microprocessor market and its aggressive business practices; global economic uncertainty; loss of a significant customer; impact of the COVID-19 pandemic on AMD's business, financial condition and results of operations; competitive markets in which AMD's products are sold; market conditions of the industries in which AMD products are sold; cyclical nature of the semiconductor industry; quarterly and seasonal sales patterns; AMD's ability to adequately protect its technology or other intellectual property; unfavorable currency exchange rate fluctuations; ability of third party manufacturers to manufacture AMD's products on a timely basis in sufficient quantities and using competitive technologies; availability of essential equipment, materials, substrates or manufacturing processes; ability to achieve expected manufacturing yields for AMD's products; AMD's ability to introduce products on a timely basis with expected features and performance levels; AMD's ability to generate revenue from its semi-custom SoC products; potential security vulnerabilities; potential security incidents including IT outages, data loss, data breaches and cyber-attacks; uncertainties involving the ordering and shipment of AMD's products; AMD's reliance on third-party intellectual property to design and introduce new products in a timely manner;

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Source: Advanced Micro Devices, Inc.