

November 5, 2007



AMD Powers Up AMD LIVE!(TM) Home Media Server Introducing Easy, Universal Control of a Home Network

Home Servers Based on AMD Technology and Microsoft Windows Home Server Software Now Available from HP and Medion

SUNNYVALE, Calif.--(BUSINESS WIRE)--

AMD (NYSE: AMD) today announced availability of home servers based on the AMD LIVE! (TM) Home Media Server solution. First to market is the HP MediaSmart Server, which is powered by AMD64 technology and Microsoft Windows Home Server software. This new category of home media servers offers consumers a simple way to access, share and enjoy their PC files, digital photos, movies and music throughout the networked home and on the go.

Broadband, multi-PC networked households are expected to grow to 150 million worldwide by 2010, according to a recent study by analyst firm IDC. As the consumption of digital media continues to rise exponentially, devices like the HP MediaSmart Server help fulfill a growing need for digital file protection and centralization within the home while enhancing consumers' entertainment experiences, regardless of media format or preferred devices.

"We are excited to work with industry leaders HP and Microsoft to help pioneer a new class of user-friendly consumer electronics for home networking," said Bob Brewer, corporate vice president of marketing and strategy for the AMD Computing Solutions Group. "The AMD LIVE! solution was designed to simplify and enhance digital entertainment experiences, and helping consumers protect their valuable digital memories is a vital aspect of that vision."

"HP and AMD share a similar vision to empower consumers to access and enjoy their digital content anytime, anywhere," said Carlos Montalvo, vice president of Product Management for the Managed Home Business at HP. "The HP MediaSmart Server offers consumers an intuitive and powerful solution to share, store and protect their favorite photos, music and videos."

The HP MediaSmart Server is powered by AMD64 processors, providing the power and flexibility to meet the needs of both mainstream and tech-savvy consumers. The HP MediaSmart Server provides a centralized location to store digital media and PC files, allowing consumers to remotely access(1) and enjoy their digital content from any computer, TV or other device connected to the home network.

"The combination of AMD technology, the HP MediaSmart Server and Windows Home Server software helps families easily protect, organize and share all of their digital experiences," said Steven VanRoekel, director of Windows Server Solutions at Microsoft

Corp. "Our relationships with AMD and HP are helping create a new category of solutions to meet the needs of the connected home."

"As a growing number of consumers shift their media collections from hard copies to digital files, the need for adequate storage and file sharing solutions becomes even more important," said IdaRose Sylvester, senior research analyst, IDC. "Solutions that allow customers to successfully consolidate, manage and protect their burgeoning digital media collections will be in high demand with consumers."

The HP MediaSmart Server can be ordered beginning today from HP and select online channel partners in North America, and is expected to be available in select European countries in early 2008. For more information about availability and pricing of the HP MediaSmart Server, please visit www.hp.com/go/mediasmartserver. In addition to HP's offering, systems compliant with the AMD LIVE! Home Media Server solution are expected soon from PC and CE manufacturers worldwide, including the Medion MD 90110 Home Server, which is expected to be available in France, Germany, Spain and the UK by the end of this year.

The AMD LIVE! Home Media Server solution is ideal for both the home consumer and small business owner in need of an easy-to-use, centralized system to backup and store digital files, as well as stream music, movies and photos to a TV via a networked device such as the AMD LIVE! Home Cinema, a digital media adapter or a game console. Beyond sharing digital files, AMD has worked with software providers to develop entertainment applications such as the SageTV Media Server software that offers the ability to watch, pause and record live TV virtually anytime, anywhere over the Internet via a Home Media Server.

About the AMD LIVE! Solution

The AMD LIVE! solution is the smarter choice to help consumers connect their valued digital media to their favorite consumer electronics; consolidate their media files and devices; store and protect precious digital memories; and enhance digital media to make it more interactive, enjoyable and personalized.

The complete AMD LIVE! solution includes desktop and notebook PCs, the AMD LIVE! Home Cinema, the AMD LIVE! Home Media Server, and the AMD LIVE! Entertainment Suite. More information and free software downloads are available at www.amdlive.com.

About AMD

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets. AMD is dedicated to driving open innovation, choice and industry growth by delivering superior customer-centric solutions that empower consumers and businesses worldwide. For more information, visit www.amd.com.

(C) 2007 Advanced Micro Devices, Inc. AMD, the AMD Arrow logo, AMD LIVE!, and combinations thereof, are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

(1) Internet access required

Source: Advanced Micro Devices, Inc.