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AMD Opens Developer Pavilion to Promote Collaboration and Innovation in Second Life and Beyond

Contestants Face Off to Win an AMD-Powered Dell Dimension System

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

AMD (NYSE:AMD) today opened the AMD Dev Central Pavilion on AMD Dev Central Island located within the Second Life (SL) metaverse, to extend its Developer Outreach program into a virtual space for meetings, lectures, training courses and networking opportunities for developers. To celebrate the launch of the pavilion, AMD will host a three-month treasure hunt contest with interactive Linden scripting language (LSL) and open source programming challenges. Developers who successfully complete the challenges in the Pavilion will be entered into a prize drawing for a Dell Dimension E521 system, powered by a dual-core AMD Athlon(TM) 64 X2 processor, 4GB DDR2 SDRAM, 320GB Serial ATA Hard Drive, 20-inch widescreen digital flat panel monitor, and more.

"The Second Life metaverse is a gathering place for both new and established developers," said Paul Nolte, AMD project manager and contributing builder for the AMD Developer Central Second Life Pavilion. "Through the interactive virtual experience at the pavilion, we hope to provide developers with an outlet to learn and grow, such as helping them to optimize native code for multi-threaded applications. Additionally, the treasure hunt and future developer challenges provide a creative outlet for developers to express their unique abilities."

AMD Dev Central Island is located within the Second Life Developer Archipelago, a series of interconnected islands dedicated to the SL developer community at large. The AMD Dev Central Pavilion includes the AMD Auditorium, a formal place for "tech chat-style" events and the AMD Display Hall, a virtual exhibition hall featuring interactive booths, scripted banners, informal gathering places and streaming videos. In addition, the SL presence serves as a complementary extension of AMD's Developer Central site (http://developer.amd.com/).

"As a developer, I am excited by the way Second Life invites ordinary users to try their hands at computer coding, while also providing an outlet for experienced programmers," explained Adrienne Haik, co-founder of Metaversatility, the virtual world development company that designed key elements of the AMD Dev Central Island. "We are impressed by AMD's commitment to serving the needs of the SL community."

The first event at the AMD Dev Central Pavilion will take place Sunday, Feb. 25, 2007, at 1 p.m.(PST). Prominent members of the SL Open Source movement will speak about the challenges and opportunities presented by an Open Second Life.

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.

About Metaversatility

Metaversatility, Inc. is a metaverse development studio focused on smart strategies for organizations and companies entering the virtual world market. With more than twenty years of combined experience in virtual world development, research, and community growth, Metaversatility is firmly grounded in the realities of virtual reality. For more information visit www.metaversatility.com.

About Second Life

Second Life (SL) is an Internet-based virtual world developed by Linden Lab. Serviced through a downloadable client program, SL enables users to interact with one another through avatars, providing an advanced level of a social network service combined with general aspects of a metaverse. Currently, the Second Life (www.secondlife.com) online community has over two million participants.

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