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Freescale Licenses AMD Graphics Technology to Deliver Exceptional Mobile Visuals

AMD Graphics Technology Accelerates User Interfaces, Navigation and Mobile Internet for Freescale's Mobile Consumer Handheld Products

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

AMD (NYSE:AMD) today announced it will license unique 2D and 3D graphics technology to Freescale Semiconductor, a global leader in mobile and multimedia platform solutions.

Freescale will incorporate AMD's best-in-class, industry-standard OpenGL ES 2.0 and OpenVG 1.0 graphics core technologies in its i.MX applications processors. AMD's graphics technology is optimized to deliver superior battery life and visually stunning performance for key mobile applications such as gaming, navigation and user interfaces. i.MX processors with this graphics technology will be available for portable media players, portable navigation, home electronics and automotive infotainment applications.

"The adoption of AMD graphics technology by a world-leading semiconductor supplier validates our belief that thrilling graphics and attractive user interfaces are driving growth and revenues throughout the wireless industry," said Adrian Hartog, senior vice president and general manager of AMD's Consumer Electronics Group. "By licensing AMD's leading technology, Freescale can leverage our patented Unified Shader Architecture and the only native vector graphics hardware solution to offer their OEM customers outstanding graphics functionality."

"The addition of AMD's OpenGL ES 2.0 and OpenVG 1.0 graphics technologies to Freescale's robust family of i.MX applications processors will help us deliver an even broader portfolio of platform solutions to manufacturers worldwide," said Paul Marino, general manager of Freescale's Multimedia Applications Division. "We anticipate that our adoption of the AMD technology will allow Freescale to exceed mobile consumers' expectations for graphics performance."

AMD is driving the graphics ecosystem and new standards such as OpenGL ES 2.0 and OpenVG 1.0 to accelerate the evolution of content for wireless devices and other mobile applications. Working in close collaboration with leading industry suppliers, AMD aims to develop leading-edge graphics platforms, while supporting the creation of rich media content to unleash the Ultimate Visual Experience(TM) for mobile consumers.

AMD and Handheld Graphics

With the acquisition of ATI Technologies in 2006, AMD is the leading supplier of discrete media processors to the handheld market. AMD Imageon(TM) media processors support a

variety of multimedia functions, including mobile TV, video, photography, video telephony, music and 3D graphics processing. In February 2007, AMD announced a dedicated business to license handheld graphics technology to semiconductor manufacturers.

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.

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