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AMD Renews Commitment to Gamers on the First Anniversary of "Gaming Evolved" Program

Gaming Evolved Has Helped AMD Expand Its AMD Eyefinity Multi-Display Technology to 70 Games, Introduce the Industry's Only Open Standards-Based Stereo 3D Solution and Drive a Record-Setting Transition to Microsoft DirectX(R) 11

SAN FRANCISCO, CA -- (MARKET WIRE) -- 03/03/11 -- At the 2011 Game Developers Conference (GDC), AMD (NYSE: AMD) today celebrated the first anniversary of the AMD Gaming Evolved program, demonstrating its continued support for open industry standards and its commitment to work closely with game developers and publishers to foster technical innovation -- both key tenets of the AMD Gamers Manifesto. During the past year, AMD worked to improve the PC gaming experience for gamers of all levels, with the launch of the AMD Radeon™ HD 6000 family of desktop and notebook discrete graphics products, enabling a brilliant visual experience in thin and light notebooks and desktops. To view AMD's latest technologies in action, visit booth #924, in the Moscone Center's South Hall at GDC.

"As gamers seek more realism, more immersion, more performance, we are fully committed to developing and refining technologies that take PC gaming to new heights," said Matt Skynner, corporate vice president and general manager, GPU Division, AMD. "By working closely with our technology partners on industry standards and aligning with feedback from the PC gaming industry, we continue to provide cutting-edge gaming experiences."

Commitment to PC Gaming Innovations
Demonstrating its commitment to PC gamers, game developers, and the industry as a whole, AMD provides customers with more choice in interoperable hardware and software. Shipping more than 35 million DirectX 11-capable graphics processors and supporting 20 new game titles and five new game engines over the last year, AMD graphics is solidified as the standard for DirectX 11 computing backed by fast adoption of the technology. AMD's ever growing network of DirectX 11 game partners include the latest titles such as Total War: Shogun™ 2, Dragon Age™ II and Deus Ex: Human Revolution™. AMD Radeon™ HD 6800 and AMD Radeon™ HD 6900 series of graphics cards and the AMD Fusion family of Accelerated Processing Units, AMD is delivering its second-generation of DirectX 11-capable graphics processors, providing an enhanced user experience for high quality, better looking and better performing games.

Bringing Innovative and Affordable Technologies to Consumers
Making innovative technologies more affordable and accessible than ever before, the AMD Eyefinity Validated & Ready Testing Program helps ensure a seamless customer multi-display experience, with more than 70 tested and validated AMD Eyefinity-compatible titles

for the greatest assurance of quality and interoperability. Depending on the GPU, AMD Eyefinity technology supports up to six independent and simultaneous outputs to enable an immersive and enhanced visual experience. AMD Eyefinity technology provides gamers with a commanding view of the action and a more realistic simulation designed to provide more control and faster reaction times. Listening to user feedback, AMD offers inexpensive adapters working with more monitors than ever before, increasing ease of use and helping to lower costs.

Supporting an Open 3D Ecosystem
AMD is also announcing the AMD HD3D Certification program, a two tiered testing process allowing panel and projector products to be distinguished as AMD HD3D-compatible. With AMD HD3D gaming, users can realize amazing stereoscopic 3D gaming image quality for a more realistic experience. AMD HD3D technology supports over 400 titles through AMD's technology partners, and AMD's open 3D ecosystem approach encourages the broadest selection of 3D solutions, available at the most affordable cost.

Supporting Resources

- Event Site: Join AMD at GDC
- Blog: AMD Always Delivers at GDC
- Twitter: Follow AMD graphics news on Twitter at @RadeonGraphics
- Facebook: Become a fan of AMD technology on Facebook

About AMD
AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its ground-breaking AMD Fusion Accelerated Processing Units (APUs).

AMD's graphics and computing technologies power a variety of devices including PCs, game consoles and the servers that drive the Internet and businesses. For more information, visit *http://www.amd.com*.

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