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AMD Empowers Content Creators to Bring Their Visions to Life at NAB Show 2011

AMD and Leading Software Suppliers Demonstrate AMD Fusion and ATI FirePro(TM) V9800 Professional Graphics Solutions That Meet the Demands of Creative Professionals

LAS VEGAS, NV -- (MARKET WIRE) -- 04/12/11 -- At the NAB Show in Las Vegas, AMD (NYSE: AMD) is empowering content creators with technology to enable them to bring their visions to life with AMD Professional Graphics and AMD Fusion Accelerated Processing Units (APUs). Supporting users from start to finish, AMD provides technologies designed for everything from content creation for a smooth rendering process to consumption with the best visual display capabilities.

"The technologies developed by AMD, from our AMD Fusion APUs to our professional graphics products, are used by numerous industries and sectors for the creation, delivery and consumption of various forms of content, from home entertainment to movies to digital media," said Charlie Boswell, director of AMD Digital Media and Entertainment. "As AMD continues to demonstrate its leadership in enabling vivid digital experiences, NAB remains an event that is critical to our company and our technology partners."

AMD and Sony's 3D Enablement
Further strengthening the development of new waves of consumer content, AMD is working together with Sony to provide video makers with the hardware to edit content and to immediately see their results in 3D before rendering. With GPU Accelerated AVC encoding support for AMD technology, Sony Creative Software adds support for users with systems powered by AMD Fusion APUs, AMD professional graphics and AMD Radeon™ graphics cards to encode the Sony AVC format using GPU-accelerated rendering. Meeting the demands of creative professionals, Sony Creative Software has adopted OpenCL™ standards and support for AMD Fusion technology, allowing users to take advantage of available computing power on a common industry platform to bring inspiration to reality.

Also at the NAB Show, AMD and Sony met with NAB attendees at the 11th annual open house -- The Sony Creative Software Event: A New Dimension. AMD is working with Sony Creative Software, developers of award-winning applications for video, audio, DVD and Blu-ray production, to strengthen their professional line of multimedia production applications. Charlie Boswell premiered the trailer from "Giving Voices," a cinematic adventure. Changing the lives of students in Haiti, Boswell discussed how he provided students with the hardware and software needed to tell their individual stories of Haiti's rebirth through self-produced mini-movies.

ATI FirePro™ V9800 Professional Graphics Certified for Vizrt's new Viz Engine™ 3.5 Rendering Solution
AMD also announced that the ATI FirePro™ V9800 professional graphics card was certified for Vizrt's new Viz Engine™ 3.5 rendering solution, joining the previously certified ATI

FirePro™ V8800 and ATI FirePro™ S400 graphics solutions. Together with Viz Engine 3.5, one of today's most powerful tools for rendering animated 2D and 3D scenes in real time, AMD is providing broadcasters a highly flexible set of tools and an ideal creative run-time environment to render animated 2D and 3D content in real time on touch-screen devices. ATI FirePro professional graphics solutions and Vizrt are also powering Barco display solutions.

At the NAB Show, AMD's professional graphics solutions will be used to power graphics display walls and demonstrations in the Vizrt booth (SL5408), Barco's booth (SL2820) and MainConcept's booth (SU6721).

Supporting Resources

- Product Page: AMD professional graphics
- Product Page: Vizrt Viz Engine 3.5
- Event Site: NAB Show
- Video: Trailer for "Giving Voices: The Haiti Project"
- Twitter: Follow AMD graphics news on Twitter at @AMDFirePro
- 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 groundbreaking AMD Fusion Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit *http://www.amd.com*.

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