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Hardware and Software Leaders Fulfill Promise of Brilliant Experiences and New PC Capabilities With AMD A-Series APU Technology

AMD Fusion APU Ecosystem Grows, Offers Breadth of Choice in Accelerated Software Applications and PC Form Factors

SUNNYVALE, CA -- (MARKET WIRE) -- 06/14/11 -- AMD (NYSE: AMD) today announced growing support for the AMD Fusion Family of Accelerated Processing Units (APUs) with more than 50 leading applications now accelerated by AMD Fusion APUs. With today's launch of the new AMD A-Series APUs, AMD unleashes unprecedented levels of performance in mobile and small form factors, with outstanding battery life. From software vendors and developers to motherboard suppliers, AMD's APU ecosystem is basing hardware and software development on the new AMD A-Series APUs to help bring innovative new devices and applications to market. The APU is enabling new user experiences, for example, making video more life-like and enabling notebooks to achieve "supercomputer-like" performance.

"AMD's APU architecture gives developers a new set of tools with which they can build exciting applications," said Nathan Brookwood, research fellow at Insight 64. "Developers who best exploit these new capabilities will help position their organizations for dramatic success."

"Our developer community is embracing the AMD Fusion APU platform with wonderful creativity and initiative," said Manju Hegde, corporate vice president, AMD Fusion Experience Program. "We're only at the beginning of a wave of innovation that's powered by our APU technology. With forward thinking from leading software developers and device manufacturers, we are creating the next generation of computing experiences."

New, Differentiated Applications
Dozens of today's most popular software applications are accelerated by AMD APU technology, many of which are being showcased this week at the AMD Fusion Developer Summit in Bellevue, Washington. These applications span a wide range of PC and tablet user scenarios, including multimedia, gaming, productivity, web browsing, facial recognition, video conferencing and more.

Following is a sample of leading software and online content providers offering vivid computing experiences that are accelerated by AMD A-Series APUs:

- ArcSoft
- BaoFeng
- Corel

- CyberLink
- DailyMotion
- Microsoft
- MotionDSP
- Sony
- Unlimited Realities
- Viewdle
- ViVu
- VUDU

"Our customers expect the ultimate viewing experience from their Storm media player," said Tom Yang, chief technology officer, BaoFeng, Inc. "We optimized our application with AMD Fusion APU technology to continue to deliver outstanding performance. Now, hundreds of millions of users receive just that -- clear, smooth and incredibly vivid video from BaoFeng, a leading high-definition media player company in China with 180 million users."

Industry-Leading Infrastructure Partners
AMD motherboard partners are also continuing to innovate around AMD Fusion APUs, as leading original design manufacturers (ODMs), including ASUS, ASRock, Biostar, ECS, Foxconn (Hong Hai Precision), Gigabyte, Jetway, MSI and Sapphire, are either shipping or have announced integrated APU/motherboard products featuring AMD Fusion technology.

AMD Vision Engine Software
AMD Vision Engine Software uniquely differentiates AMD APU-based PCs. This exclusive software suite includes the AMD software driver that controls graphics and display, the AMD Vision Engine Control Center, and an OpenCL driver. AMD Vision Engine offers graphics and video features enabling DirectX®11 gaming, dynamic contrast, edge enhancement and vibrant colors to help videos and visuals look more life-like. This software set also includes AMD Steady Video, enabling advanced image post processing technology to help stabilize shaky images during real-time playback of streaming videos.(i)

Resources

- Visit AMD Developer Central
- Check out the AMD Fusion Partner Program Homepage
- View keynote webcasts from the AMD Fusion Developer Summit
- View AMD Fusion Cool App Showcase
- Follow AMD updates on Twitter at @AMDSoftware
- Learn more about AMD Fusion Accelerated Processing Units (APUs)

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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(i) AMD Steady Video is a technology designed to eliminate shakes and jitters during the playback of home video. Users may turn on this technology via the AMD Catalyst Control Center™ or the Vision Engine Control Center application. AMD Steady Video will work with content that can run on Adobe® Flash® Player 10.2 (and later versions) or on any player which has been programmed to use AMD's decode acceleration (DXVA) engine. AMD Steady Video is not designed to (a) isolate overlays, logos or captions, or (b) improve the playback of letter boxed, premium/commercial, or interlaced content. AMD Steady Video is only recommended for use with videos that contain unwanted shakes and jitters.

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