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AMD Releases Software Kit to Accelerate the Development of Stereo 3D

New Monitors Expand Ecosystem, Make Stereo 3D Games and 3D Movies Even More Immersive

SUNNYVALE, CA -- (MARKET WIRE) -- 08/18/11 -- AMD (NYSE: AMD) today announced the availability of the AMD Quad Buffer SDK for AMD HD3D technology, delivering a vital tool to developers engaged in building immersive stereo 3D capabilities into upcoming game titles. Concurrently, new passive and active monitors from Acer, LG, Samsung, and Viewsonic have further expanded ecosystem support for AMD HD3D technology. End-users with systems including any of the following: the AMD A-Series APUs, AMD Radeon™ HD 5000 or HD 6000 HD3D-capable graphics products now have even more choice thanks to the Open Stereo 3D initiative in building their stereo 3D gaming or Blu-ray 3D playback system.

"AMD HD3D technology has reached critical mass, with more games, more movies, and supporting hardware and software from many of the industry's leading vendors," stated Matt Skynner, corporate vice president and general manager, AMD Graphics Division. "The addition of the Quad Buffer SDK can help our many developer partners make stereo 3D a standard part of future game titles."

AMD Quad Buffer SDK

A big part of enabling stereo 3D support is the ability of AMD graphics hardware to drive four frame buffers simultaneously. AMD Quad Buffer SDK, available on AMD Developer Central, is designed to enable game and application developers to accelerate development time of stereo 3D within their titles. The SDK provides clear guidelines on how to implement stereo 3D to help ensure that it can be enjoyed across the expanding ecosystem of monitors and stereo 3D glasses supporting AMD HD3D technology. Additionally, the quad buffer can be used to add native support for stereo 3D in video games and supports DirectX® 9, 10 and 11.

Monitors & 3D Glasses
Computer monitors supporting AMD HD3D technology are now shipping from several major vendors, including Acer, LG, Samsung, and Viewsonic. The approach to stereo 3D varies from monitor to monitor, but they all have in common the ability to enable an incredibly immersive stereo 3D experience.

Newest to the AMD HD3D ecosystem are the Samsung Series7 and Series9 3D LED monitors, the first monitors to implement stereo 3D via DisplayPort 1.1 technology, unlocking full-resolution and high frame rate stereo 3D gaming. The SA750 and SA950 models have built-in sync emitters to drive the stereo 3D glasses shipped with each package. Each monitor also includes a copy of the DDD TriDef 2D to 3D conversion software, unlocking the stereo 3D experience in hundreds of game titles and Hollywood movies. Consumers can

add an HD3D-capable AMD Radeon HD 5000 or HD 6000 series graphics card to create a complete stereo 3D system.

Utilizing HDMI 1.4a or DVI-DL connectors, the Acer HS244HQ and HN274H, and Viewsonic V3D241WM-LED monitors, enable stellar stereo 3D performance using active shutter technology to sync the 3D glasses with the monitor. In each case, the monitors come with 3D glasses and conversion software.

When it comes to passive technology, the LG D2342P provides a compelling and immersive stereo 3D experience. It also helps lower the cost of entry thanks to its reasonable price and compatibility with a wide range of inexpensive and comfortable passive 3D glasses available from HD3D ecosystem partners like MARCHON, Oakley and RealD.

"As one of the world's leading manufacturers of quality eyewear, we are paving the way with our innovative patented lens technology and excellent HD 3D optics," said Mark McNabb, VP Entertainment and Sports for MARCHON 3D. "By working with partners like AMD, we are delivering an exceptional stereo 3D experience to our customers."

Finally, many of the stereo 3D televisions now shipping are compatible with AMD HD3D technology, paving the way for home theatre fans to add stereo 3D gaming and Blu-ray 3D playback to their entertainment mix.

AMD's Focus on Open Standards Moves the Industry Forward

AMD believes an open ecosystem approach offers a sustainable platform for developers and gives customers a range of choices when creating a stereo 3D setup at home or office, as well as the widest variety of gaming titles, including DiRT 3 which has native stereo 3D support, "Dragon Age 2," "F1 2010," "World of Warcraft" and the upcoming "Deus Ex: Human Revolution." Further to its commitment to open standards, AMD is working closely with middleware partners DDD and iZ3D, to offer customers even more choice in stereo 3D games. With more than 25 years collectively in the 3D business, DDD and iZ3D have the industry bench strength and expertise, displayed in their respective cutting edge Tridef and iZ3D software packages. This innovation helps lower the costs of hardware and software, facilitating wider adoption for customers.

About AMD HD3D
For more about AMD HD3D visit: http://www.amd.com/HD3D

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