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AMD Announces New A-Series APUs

Based on the Award-Winning GCN Architecture With HSA Features, the AMD A10-7800 Is the Latest Addition to AMD's High Performance APU Product Line

SUNNYVALE, CA -- (Marketwired) -- 07/03/14 -- AMD (NYSE: AMD) today announced the introduction of the AMD A10-7800 Accelerated Processing Unit (APU) to its industry acclaimed A-Series 4th generation APU lineup. With up to 12 Compute Cores (4CPU + 8 GPU) unlocking full APU potential and Heterogeneous System Architecture (HSA) features, the AMD A10-7800 boasts a powerful AMD Radeon™ R7 Series graphics for peak performance across applications(1). Combined with AMD's acclaimed Mantle API, the AMD A10-7800 APU can enable accelerated performance across select AMD Gaming Evolved partner titles.

"The 2014 AMD A-Series APUs are the most advanced and developer friendly performance APUs from AMD to date," said Bernd Lienhard, corporate vice president and general manager, Client Business Unit, AMD. "The compute and graphics technologies in our APUs lead the way for consumers to leverage the best technology in their gaming, office and multimedia applications, and raise the bar on the desktop PC experience."

Taking the visual experience further, the AMD A10-7800 APU offers support for UltraHD (4K) resolutions and new video post processing enhancements that will make 1080p videos look outstanding when upscaled on an UltraHD-enabled monitor or TV. In addition, with a configurable thermal design power option (cTDP), the A10-7800 allows enthusiasts to fine-tune for maximum performance. The AMD A10-7800 APU will be available for purchase in Japan starting today, with worldwide availability at the end of July.

In addition, AMD also announced the introduction of the AMD A6-7400K and AMD A4-7300 APUs, ideal for consumers looking to upgrade their application and office experience on the PC. With the unifying FM2+ infrastructure for AMD APUs, users are enabled to build smaller form factors for gaming and home theatre PC (HTPC) systems that sip power while offering peak performance. In addition with AMD Radeon™ memory, users can benefit from AMD AMP technology to help boost their gaming experience with the AMD Radeon™ R9 2400 Gamer Series memory which has been tested and certified for AMD A10 APUs(2, 3).

Supporting Resources

- *Learn more about AMD APUs: AMD A-Series APUs*
- *Learn more about the AMD Mantle API*
- *Learn more about AMD Radeon™ Memory*
- *Learn more about AMD Applications: AMD AppZone*

About AMD
AMD (NYSE: AMD) designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles and cloud servers that define

the new era of surround computing. AMD solutions enable people everywhere to realize the full potential of their favorite devices and applications to push the boundaries of what is possible. For more information, visit www.amd.com.

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(1) AMD defines a "Radeon Core" as one Shader/Shader Array. The term "GPU Core" is an evolution of the term "Radeon Core". "GPU Core" is defined as having 4 SIMDS each comprising of 64 Shaders/Shader Arrays. For example, 512 "Radeon Cores" equals 8 "GPU Cores"(8 GPU Cores x 4 SIMDs x 16 Shader Arrays = 512 Radeon Cores). Visit www.amd.com/computecores for more information.

(2) Dataram Corporation and other corporations makes, sells, supports and warrants AMD Radeon-branded memory. Check with your memory and system vendors to ensure AMD Memory is compatible with your system. The AMD and AMD Radeon logos and trademarks are used by Dataram and other corporations under license.

(3) Memory profiles are designed to boost system performance with pre-set memory profiles. AMP profiles are only available on supported AMD platforms and XMP profiles are only available on supported Intel platforms. The motherboard and the DDR3 memory module must be AMP or XMP-enabled in order to download preset profiles. Check with motherboard manufacturer and system memory manufacturer to see if AMP or XMP are enabled.

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