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AMD Embedded Radeon(TM) HD 7850 GPU Accelerates Medical Imaging

With AMD Embedded Radeon(TM) Graphics Technology, the New BK Ultrasound bk3000 Ultrasound System Delivers a New Level of Imaging and System Performance

SUNNYVALE, CA -- (Marketwired) -- 01/12/15 -- AMD (NASDAQ: AMD) today announced that the AMD Embedded Radeon™ HD 7850 GPU is enabling cutting-edge application performance for the BK Ultrasound, powered by Analogic, bk3000™ ultrasound system. Analogic is a leader in developing healthcare and security technology solutions to advance the practice of medicine to save lives.

"The AMD Embedded Radeon HD 7850 GPU with OpenCL™ provides a powerful and efficient pairing," said Cameron Swen, segment marketing manager, medical applications, AMD Embedded Solutions. "This product is yet another proof point to AMD's dedication to the healthcare segment through its technology, which helps facilitate crisp, detailed medical image visualization and other advanced graphics-driven capabilities, helping doctors provide improved care for patients."

Analogic used OpenCL standard to gain access to the GPU for general-purpose computing, referred to as "GPGPU," delivering exceptional performance and offering system and development cost reduction through cross-platform portability. As a result of using AMD GPU technology, Analogic achieved a 3x improvement in the amount of information in each ultrasound image and reduced time from capture to presentation. Traditional FPGAs and DSPs create a fixed, inflexible implementation that requires custom software targeted at specific hardware. Going to a software-based solution using OpenCL helps to further lower the development cost and provides improved long term value since the software can be used across product lines and through generation shifts.

"It was a critical design goal for us to implement a platform that delivered exceptional performance," said Jacques Coumans, chief marketing and scientific officer, Analogic. "After reviewing the options available, we chose the AMD Embedded Radeon HD 7850 GPU for its excellent quality and scalability. The bk3000 ultrasound system, powered by AMD embedded graphics technology, delivers exceptional speed and image fidelity, which allows clinicians to identify anatomy and flow dynamics deeper in challenging patients."

The AMD Embedded Radeon HD 7850 is based on AMD's award-winning Graphics Core Next (GCN) architecture to advance the visual growth and parallel processing capabilities of embedded applications. In addition to ultrasound, other applications for GPGPU include some of the most complex parallel applications such as terrain and weather mapping, facial and gesture recognition, and biometric and DNA analysis.

The new Analogic bk3000 ultrasound system is targeted for urology, surgery, general imaging, and procedure guidance applications and is commercially available in key markets

worldwide.

Supporting Resources

- *Learn more about AMD Embedded Radeon GPUs*
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About AMD
AMD (NASDAQ: 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.

About Analogic
Analogic (NASDAQ: ALOG) provides leading-edge healthcare and security technology solutions to advance the practice of medicine and save lives. They are recognized around the world for advanced imaging and real-time guidance technologies used for disease diagnosis and treatment as well as for automated threat detection. Their market-leading ultrasound systems, led by our flagship BK Ultrasound brand, used in procedure-driven markets such as urology, surgery, and point-of-care, are sold to clinical practitioners around the world. Their advanced imaging technologies are also used in computed tomography (CT), magnetic resonance imaging (MRI) and digital mammography systems, as well as automated threat detection systems for aviation security. Their imaging technology can be found in over half of the CT and MRI systems installed worldwide. Analogic is headquartered just north of Boston, Massachusetts. For more information, visit www.analogic.com and www.bkultrasound.com.

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