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AMD PRO A-Series Processors Commence Shipping With Windows(R) 10 on Commercial PCs

New AMD PRO Processors Deliver Breakthrough Performance and Dependability, Optimized to Meet the Evolving Budget and IT Needs of Businesses

SUNNYVALE, CA -- (Marketwired) -- 09/29/15 -- AMD (NASDAQ: AMD) today introduced its most powerful line of AMD PRO A-Series mobile processors (formerly codenamed "Carrizo PRO") aimed at the burgeoning commercial laptop market. In collaboration with HP, ExactTrak, and Qualcomm Technologies, Inc. a subsidiary of Qualcomm Incorporated, AMD brings a slew of enhanced security features and performance, including powering some of the first-to-market Windows® 10 equipped commercial laptop systems for businesses looking to upgrade.

"Our new AMD PRO processors enable performance, reliability and opportunity for today's businesses by giving customers choice and affordability to meet their specific business needs," said David Bennett, corporate vice president and general manager, Commercial Products, AMD. "We enable IT managers to maintain a secure, stable and reliable environment, offering unmatched dependability, stability, processor longevity and an opportunity for richer system configurations."

The AMD PRO A-Series processors are purpose-designed for business, offering long-term value commercial enterprises can depend on including a 24-month longevity commitment, 18-month image stability, commercial-grade quality[1] assurance and available extended OEM warranty support for up to 36 months[2].

"The new AMD PRO processors combined with Windows 10 provide businesses with more natural and intuitive ways of interacting with your PC, including Cortana, your own digital assistant." said Chris Morrissey, director of business planning, Microsoft. "Windows® 10 Enterprise gives our customers protection against modern security threats with new enterprise-class security features including Device Guard, Enterprise Data Protection, and Windows Hello biometric authentication. Together, we will deliver a secure and premium experience that enables employees to be more productive at work, at home or on the go."

Supporting Distributed Management Task Force (DMTF) industry-standard Desktop and mobile Architecture for System Hardware (DASH) standards, the AMD PRO A-Series processors enable greater management flexibility in a multi-vendor client environment at a business-friendly price. As mobility continues to transform the enterprise, IT decision makers look to technology companies for tools and solutions. Working with Qualcomm Technologies, AMD and HP have worked to deliver the latest in advanced modem technology for the latest model of HP EliteBooks.

"With the increasing demand for enterprise mobility, we are excited to have our Qualcomm® SnapdragonTM X5 LTE modem play a role in providing seamless 4G connectivity and location capabilities on the HP EliteBook G3 705 series," said Fram Akiki, senior director of product management at Qualcomm Technologies. "Working closely with HP and AMD, we believe the HP EliteBook 705 G3 Series will benefit enterprise users, delivering fast and secure connectivity for cost-effective cloud-based solutions like asset tracking, remote data wipe, sponsored connectivity and pay-as-you-go applications."

With recent corporate security breaches, IT decision makers are continually under increasing pressure from the boardroom to secure the enterprise. Coupled with hyper-mobile employees and a host of new security threats, this combination poses a challenge for enterprise managers. AMD and ExactTrak set about to overcome some of these challenges with its Security Guardian hardware technology.

"In this era where mobility within business is growing exponentially, and when companies are suffering financial and reputational losses due to data breaches, mobile data security is high on everyone's agenda" said Norman Shaw, Founder and CEO, ExactTrak. "With our Security Guardian technology providing geo-fencing, a key data and system manageability feature which can be integrated with ARM® TrustZone® and AMD Secure Processor, as well as the ability to remotely destroy the data chip if the device is lost or stolen, AMD and ExactTrak together will be leaders in the x86 industry by establishing root-of-trust at both the hardware and software level."

The AMD PRO A-Series mobile processors are available today through online resellers and are currently offered on HP EliteBook 705 G3 Series PCs, including HP EliteBook 725, 745 and 755 series.

Supporting Resources

- More information on HP Elite 700 Series Family
- More information on AMD PRO and why the most innovative brands chose AMD.
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names are for informational purposes only and may be trademarks of their respective owners.

[1] Building on exceptional AMD product dependability, identifying manufacturing variability and sourcing AMD PRO products from wafers with the highest yields ensures fewer defective parts and commercial-grade quality for AMD PRO products.

[2] Subject to written agreements between AMD and OEMs

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