October 5, 2015

# AMD LiquidVR(TM) Technology Wins Prestigious Lumiere Award

## AMD LiquidVR(TM) Technology Recognized as a New Technology Driving the Creative Industry Forward by the Advanced Imaging Society, Representing Premier Hollywood Stakeholders

HOLLYWOOD, CA -- (Marketwired) -- 10/05/15 -- AMD (NASDAQ: AMD) today announced AMD LiquidVR™ technology, an AMD initiative dedicated to making virtual reality (VR) experiences as comfortable and realistic as possible, was recognized with the prestigious Lumiere Award by the Advanced Imaging Society for innovation in entertainment technology at the 7th Annual Technology and New Product Awards Luncheon at the Paramount Pictures Studios on the Paramount Lot in Hollywood, Calif.

"We are honored by the industry recognition of AMD LiquidVR™ as the future in the field of creative arts and sciences in Hollywood," said Raja Koduri, senior vice president and chief architect, Radeon Technologies Group, AMD. "With AMD LiquidVR™ technology, developers in the film industry to developers in gaming, medicine, research and education can fully unlock the GPU horsepower in Radeon™ and together, we can create breathtaking and revolutionary VR experiences."

AMD's pioneering VR technology is poised to bring better content, comfort, and compatibility to VR applications. Guided by close collaboration with key technology partners and developers in the ecosystem, LiquidVR™ uses AMD's GPU software and hardware sub-systems to tackle the common issues and pitfalls of achieving "presence" -- a state of immersive awareness where situations, objects, or characters within the virtual world seem "real."

The Lumiere Award by the Advanced Imaging Society recognizes new technologies and products in the marketplace that are driving the creative industry forward. With the mandate of informing creative professionals of emerging innovations and cutting-edge technologies, Advanced Imaging Society represents the world's leading companies and organizations in creative arts and sciences.

***Supporting Resources***

- Become a fan of AMD on Facebook
- Follow AMD on Twitter
- Learn more about AMD LiquidVR™ technology
- Learn more about the Advanced Imaging Society

***About AMD***

For more than 45 years, AMD has driven innovation in high-performance computing, graphics, and visualization technologies -- the building blocks for gaming, immersive platforms, and the datacenter. Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) website, blog, Facebook and Twitter pages.

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Source: Advanced Micro Devices