February 17, 2016

AMD and The Associated Press Collaborate to Enable Next-Generation Virtual Reality Journalism

New Era for VR News and Features to Bring Humanity's Defining Moments to Life

SUNNYVALE, CA -- (Marketwired) -- 02/17/16 -- AMD (NASDAQ: AMD) has joined with The Associated Press to form a new virtual reality experience channel to fuel next-generation journalism. As part of the collaboration between the companies, AP will leverage AMD Radeon™ graphics technology to render lifelike VR environments built around news and documentary content, and AMD will provide the hardware platforms, software technology and VR expertise to support AP's journalism in VR and 360 video.

VR journalism is a new age of truly captivating and experiential news that can put all of us at the heart of the events that shape our world. On the scene and in the moment, virtual reality can free us to learn and explore another time and place as if we were there. From the shouts and cries to the cheers and parades, VR journalism presents a rare opportunity to experience the world seemingly from within.

"VR can help people achieve a visceral experience of news and documentaries so they can feel what it's like to actually be there," said Raja Koduri, senior vice president and chief architect, Radeon Technologies Group. "The technology can enable us to figuratively walk in another's shoes, leading to greater understanding and empathy. The Associated Press is one of the most trusted sources of independent newsgathering, and AMD is a leading innovator for computing and visualization technologies. AMD Radeon graphics are designed to power the most realistic experience possible for audiences everywhere, and together with AP we'll work to fuel the expansion of the global VR ecosystem."

The Year of Enjoyable Virtual Reality

2016 is widely expected to be the year VR comes to life. VR headsets and VR-capable hardware and software will be readily available to the public through multiple avenues such as the new VR experience from The Associated Press. People will begin to explore the VR experience and its near-endless potential including being virtually transported to another world. AMD Radeon graphics technology, with Graphics Core Next architecture and its underlying AMD LiquidVR™ software development environment, is poised to deliver spectacular VR visual experiences to engage audiences both emotionally and intellectually.

AMD LiquidVR enables immersive VR performance that maintains reliable VR comfort and is designed for plug-and-play compatibility with VR headsets[i]. AMD graphics software such as LiquidVR and hardware subsystems including AMD Radeon graphics allow developers and content creators to develop a life-like presence in VR environments.

AP editors will retain complete control over the editorial content presented via the new AP virtual reality channel, powered by AMD Radeon graphics, which debuts today at www.bigstory.ap.org/VR360. A detailed VR news experience from AP and AMD can be expected at upcoming events.

Supporting Resources

- Learn more about AMD Radeon graphics and AMD LiquidVR technology
- Find a whitepaper on graphics processing for immersive VR here
- Become a fan of AMD on Facebook
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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, and Facebook and Twitter pages.

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[i] When VR headsets are commercially available, users will need to obtain a VR headset compatible with AMD's GPU technologies and AMD LiquidVR™ technology. See www.amd.com/liquidvr for more information. GRT-6

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Source: Advanced Micro Devices