September 12, 2013

AMD-Adobe Collaboration Unlocks Outstanding Creative Workflows, Enhances Quality and Speed for Video Pros Everywhere

Mutual Support for Open Standards Enables Creative Pros to Tap AMD App Acceleration, Powering Breakthrough Features in Adobe Premiere Pro CC, SpeedGrade CC and Media Encoder CC

AMSTERDAM, THE NETHERLANDS -- (Marketwired) -- 09/12/13 -- ***IBC 2013 -- AMD*** (NYSE: AMD) today announced that its collaboration with Adobe has reached a new milestone in the drive to deliver faster and more sophisticated professional video workflows. The two companies' leadership in OpenCL™ acceleration means that video and film professionals, as well as enthusiasts, can take full advantage of the massively parallel compute power of AMD APUs, Radeon™ graphics, and AMD FirePro™ professional graphics in their everyday and more compute-intense workloads. New breakthrough features and efficient workflows announced by Adobe for Adobe® Premiere® Pro CC, Adobe SpeedGrade® CC, and Adobe Media Encoder CC exploit AMD App Acceleration via OpenCL and deliver streamlined, leading edge support for Blackmagic Design and Vision Research Phantom® cameras.

"AMD and Adobe are answering the call of creative professionals working in a wide range of workflows and environments," said Steve Belt, corporate vice president, Strategic Alliances & Platform Enablement, AMD. "By working together using open standards, we are tapping AMD's impressive multi-core and parallel processing capacity to provide the accelerated performance needed to bring a new class of breakthrough software tools to Adobe Creative Cloud™ users. This makes it possible for pros to confidently tackle projects at every level, whether the final destination is a smartphone, 4K projection, or anything in between."

Today's announcement builds on developments that were revealed by AMD and Adobe at NAB 2013 and received enthusiastically by users in June 2013. At that time the companies delivered enhanced OpenCL support through the Adobe Mercury Playback Engine, which enables professionals to optimize their Adobe Premiere Pro CC workflows by providing the acceleration needed for real-time effects, color grading, multi-format and compositing support.

"We are in the business of empowering all creative professionals, whether the project is the next global blockbuster or the passion of a lone independent producer," said Simon Williams, director of Strategic Relations at Adobe. "The team at AMD shares that vision with Adobe and it is reflected in the workflows they have helped make available to Adobe Creative Cloud users. The highly productive collaboration between Adobe and AMD continues to deliver tremendous benefits to the creative community at a remarkable pace."

Attendees at IBC 2013 will see further demonstrations highlighting Adobe innovations that use OpenCL acceleration to benefit from the power provided by AMD graphics processors, including

- Advanced features in Adobe Premiere Pro CC: OpenCL-enabled acceleration yields a smoother, more fluid experience when using the new professional features in Adobe Premiere Pro CC. OpenCL makes it possible to balance the tasks between CPUs and GPUs for optimal performance.
- Streamlined workflow with Adobe SpeedGrade CC: The new Direct Link Color Pipeline in SpeedGrade enables users to open Adobe Premiere Pro CC projects directly in SpeedGrade to do color grading and then go directly back to Adobe Premiere Pro CC for additional edits. With the ability to also playback and execute enhancements on all OpenCL-accelerated edits and effects, this streamlined workflow eliminates time-consuming intermediary steps of rendering out the Adobe Premiere Pro project and then importing the flattened file. The new Lumetri deep color engine is now optimized using OpenCL acceleration to support real-time performance within SpeedGrade.
- Expanded Adobe Media Encoder CC functionality: Now Adobe Media Encoder CC can provide users with a more streamlined workflow by directly opening Premiere Pro projects. OpenCL enables Adobe Media Encoder CC users to now leverage the Mercury Playback Engine, independent of Adobe Premiere Pro CC, and take advantage of AMD GPU acceleration to reduce CPU demand and enable faster transcoding for all of their media conversion needs. This is further enhanced by the ability to apply effects, including color grading, from within Adobe Media Encoder CC rather than having to go to Adobe Premiere Pro.

Both AMD (Stand 7.H35) and Adobe (Stand 7.G27) will showcase the complete range of OpenCL accelerated and enhanced video workflows at the IBC 2013 Exhibition, September 13-17 at the RAI Amsterdam. Visitors will be able to see demonstrations and experience first-hand the performance available across a broad range of workstations available for any budget.

Resources:

- With Adobe® Creative Cloud a simple monthly membership gives you the complete collection of Adobe creative software products. Along with cloud storage, Creative Cloud members automatically get access to new tools and product updates as soon as they're released.
- Read about how the AMD and Adobe Collaboration Brings Groundbreaking New OpenCL-Accelerated Features to Adobe® Creative Cloud™ on AMD Blogs.
- For information about the new features that are coming soon to video apps in Adobe Creative Cloud, visit Adobe at IBC.
- Learn more information about AMD Performance.
- Learn details about AMD and Adobe.
- Find more information about AMD FirePro™ Graphics.
- Find more information about Adobe.
- Find more information about AMD.

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 http://www.amd.com

AMD, the AMD Arrow logo, and combinations thereof, are trademarks of Advanced Micro Devices, Inc. OpenCL and the OpenCL logo are trademarks of Apple In. and used by permission of Khronos. Other names are for informational purposes only and may be trademarks of their respective owners

Contact:
Kristen Lisa
AMD Public Relations
(512) 602-6020
kristen.lisa@amd.com

Source: Advanced Micro Devices