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New AMD Embedded G-Series APUs Provide 39 Percent Power Reduction for Fanless Designs

AMD Fusion Technology, Named "Best in Show" at Embedded Systems Conference, Is Available for Full-Featured, Fanless Embedded Systems in as Little as 5.5W

SUNNYVALE, CA -- (MARKET WIRE) -- 05/23/11 -- AMD (NYSE: AMD) today announced immediate availability of two new AMD Embedded G-Series APUs (Accelerated Processing Units) with thermal design power (TDP) ratings of 5.5 and 6.4 watts, up to a 39 percent power savings compared to earlier versions[1]. The very low power consumption and small 361mm² package is ideal for compact, fanless embedded systems like digital signage, kiosks, mobile industrial devices and many of the new emerging industry-standard small form factors such as Qseven. This is an unprecedented low-power offering for the embedded market that features one or two low-power x86 "Bobcat" CPU cores and a discreet class DirectX® 11-capable GPU on a single die.

"We have seen many of our embedded customers deploy fanless systems even with our 15W TDP processors in the past. Today we take the ground-breaking AMD Fusion APU well below 7W TDP and shatter the accepted traditional threshold for across-the-board fanless enablement," said Buddy Broeker, director, Embedded Solutions, AMD. "System designers can now unleash their creativity without being constrained by heat or size issues."

A fanless solution is crucial for many small embedded systems where the added cost for an active cooling system can be prohibitive or for environments where silent operation is a key requirement. Additionally, many embedded products are deployed in harsh environmental conditions where the presence of a fan represents a potential failure point for the system. The AMD Embedded G-Series platform provides enterprise-class features and performance with the reliability, cost- and power-efficiencies these systems require.

Systems based on the new low power AMD Embedded G-Series platform include an industrial mobile device from Amtek, a Pico-ITX single board computer from Axiomtek, a Qseven form factor computer-on-module from datakamp, and a fanless digital signage platform from iBASE. Additional customers are expected to bring new products to market in the coming quarters.

Additional Resources:

- AMD@Work/Embedded blog
- Guest blog post from Amtek
- Guest blog post from Axiomtek
- Guest blog post from datakamp
- www.amd.com/embedded

- AMD Embedded Developer Support
- Registration for the AMD Fusion Developer Summit

About AMD

AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Fusion Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit http://www.amd.com.

[1]Power savings based on comparison between new single-core 5.5W TDP AMD Embedded G-Series APU model number T40R, operating at 1.0GHz versus the previously released single-core 9W TDP AMD Embedded G-Series APU model number T44R, operating at 1.2GHz.

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