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# AMD Fusion Accelerated Processing Units Win CES Innovations 2011 Design and Engineering Award

## New Approach to Processor Design Recognized by Panel of Independent Industrial Designers, Engineers and Media

SUNNYVALE, CA -- (MARKET WIRE) -- 11/09/10 --
*What:*
AMD (NYSE: AMD) today announced that it has been named a winner of the International CES Innovations 2011 Design and Engineering Award for its Fusion Accelerated Processing Units (APUs) in the Computer Hardware category. Products entered in this program are judged by a panel of independent industrial designers, engineers and members of the media and honor outstanding design and engineering in cutting edge consumer electronics products across 35 product categories.

*Why:*
AMD Fusion represents a new approach to processor design and addresses the user need to handle more demanding workloads and visual computing in a sleek form-factor with long battery life. Only AMD Fusion APUs are engineered to deliver powerful CPU and GPU compute capabilities in a single-die processor for today's HD video, 3D and data-intensive workloads for anyone looking for a richer visual computing experience whenever, wherever they want.

*When:*
Notebooks, HD netbooks and small form factor desktops based on the first AMD Fusion APUs are scheduled to be available in early 2011.

*Who:*
The Innovations Design and Engineering Awards have recognized achievements in product design and engineering since 1976 and are sponsored by the Consumer Electronics Association (CEA), the producer of the International CES, the world's largest consumer technology tradeshow.

*Resources:*

- Visit the AMD Fusion website for more information about AMD Fusion APUs
- Read about recent AMD Fusion news at http://blogs.amd.com/fusion/
- Check out demos of AMD Fusion APUs on the AMD Unprocessed YouTube Channel
- Follow all news from the AMD on Twitter at @AMD_Unprocessed
- More information on the CES Innovations Awards and this year's winners is available here

*About AMD*
Advanced Micro Devices (NYSE: AMD) is an innovative technology company dedicated to collaborating with customers and technology partners to ignite the next generation of computing and graphics solutions at work, home and play. For more information, visit http://www.amd.com.

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