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AMD Graphics Help Deliver Amazing Big Screen Wonders to Baahubali: The Beginning

AMD FirePro(TM) Graphics Empower Arka Mediaworks With Epic Visual Effects for International Motion Picture Extravaganza

LOS ANGELES, CA -- (Marketwired) -- 09/16/15 -- AMD (NASDAQ: AMD) today announced that Arka Mediaworks used AMD FirePro™ W8100 GPUs, AMD FirePro™ W9100 GPUs and other AMD technologies to bring the motion picture *Baahubali: The Beginning* to life.

Directed by acclaimed film maker S.S. Rajamouli, *Baahubali: The Beginning* tells the tale of two brothers who find themselves at odds over a kingdom passed down from their father. The first of a two-part dramatic tale, the film features a series of visually exciting adventures brought to life by the power of AMD FirePro professional graphics, enabling artists to create real-time, seamless visual effects. The highest grossing film ever released by an Indian filmmaker, *Baahubali: The Beginning* appeared this past summer on 200 screens across the US and more than 4000 screens globally, and the international version is set to debut in a number of global markets and film festivals. Tomorrow, director S.S. Rajamouli, Raja Koduri of AMD and Pete Draper of MakutaFX will host a panel discussion on the making of *Baahubali: The Beginning*, which will be broadcast live from Los Angeles at 9:50 p.m. PDT. Viewers can watch the broadcast here.

"When it comes to enabling amazing visual effects for *Baahubali: The Beginning,* it's not just about providing innovative hardware," said Raja Koduri, senior vice president and chief architect, Radeon Technologies Group, AMD. "AMD is focused on delivering the tools for filmmakers to bring their fantasies to life without the burden of calculating or scheduling when the results will happen. We're proud to have worked with Arka Mediaworks and S.S. Rajamouli to create astounding scenes rendered with precision and visual acuity, and we're excited to collaborate on *Baahubali: The Conclusion* on visual effects and transmedia experiences for the film, set for release next year."

To recognize the company's technical contributions to the visual effects production, Director S.S. Rajamouli acknowledged AMD FirePro professional graphics as an important enabling technology, allowing the rendering of fantastic scenes and amazing visuals.

"I have always been fascinated with big palaces, kings on horses, and thousand-warrior battles, but epic scenes like these can easily be cost-prohibitive to produce," said S.S. Rajamouli, Director, *Baahubali: The Beginning*. "To bring these scenes to life, AMD provided us with the professional graphics technology and engineering support that helped us create outstanding cinematic visual effects that push the boundaries of international cinema."

AMD technology not only powers the creators' imaginations but also produces breathtaking image quality for out-of-this-world experiences with increasingly spectacular visual effects

and new levels of immersion. AMD looks beyond today's conventional technology categories to power a new frontier in visual computing -- the marriage of cinematic content and virtual reality, enabled by technologies like AMD's LiquidVR™ technology.

AMD has provided key effects production technologies for a variety of motion pictures including *Machete Kills*, *Predators*, *Shorts*, *Spy Kids 4D*, and many more.

Supporting Resources

- See the *Baahubali: The Beginning* trailer
- Learn more about AMD FirePro Professional Graphics
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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, Facebook and Twitter pages.

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