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# Robert Rodriguez Harnesses AMD Technology to Bring Brilliant Graphics and Outstanding Visual Fidelity to Latest "Spy Kids" Film

## AMD Technology Enables Director of "Spy Kids: All the Time in the World in 4D Aromascope" to Operate at the 'Speed of Thought'

SUNNYVALE, CA -- (MARKET WIRE) -- 08/18/11 -- In the latest addition to the "Spy Kids" film franchise, "Spy Kids: All the Time in the World in 4D Aromascope," released August 19 by Troublemaker Studios, director Robert Rodriguez delivers stunning 3D effects at the highest visual fidelity through the use of AMD Technology (NYSE: AMD).

For movie fans, the collaboration between Robert Rodriguez and AMD means that viewers will experience the latest "Spy Kids" movie in the way Rodriguez meant for it to be seen, with brilliant graphics and outstanding visual effects. As part of the formal collaboration announced at Comic-Con International 2011, Rodriguez plans to use VISION Technology from AMD for his future Quick Draw Production projects.

For Robert Rodriguez and his team, a new personal best was achieved thanks to AMD technology -- the majority of the film's final shots were produced in-house without the need to rely on third-party production companies and on a shorter timeline than ever before. As with previous projects, such as "Machete" and prior "Spy Kids" films, Troublemaker Studios leveraged the powerful combination of AMD's graphics and server technologies, including AMD FirePro™ professional graphics accelerators, 24-core AMD Opteron™ processor-based workstations and Dell PowerEdge™ servers, to make real-time artistic changes on the fly, allowing for an organic, streamlined creative process.

"The 'Spy Kids' movies have a history of innovation and of using the newest technologies available to push the boundaries of the viewer experience to new heights. When I set out to create the fourth chapter of the story, I wanted to deliver a visually compelling movie that would engage and delight audiences young and old," said Robert Rodriguez. "For more than 10 years, AMD technology has consistently provided me with the quality, performance and support I need to bring to life the convergence of action-adventure storytelling and cutting-edge technology at the highest visual fidelity. AMD allows me to create quicker, composite faster and ultimately work at the speed of thought."

"Robert Rodriguez's creative wizardry and technological skill is difficult to rival, and together we are pushing the boundaries of the visual story-teller even further, delivering brilliant HD experiences for the viewers," said Charlie Boswell, director of Digital Media and Entertainment at AMD. "With 24-core AMD Opteron™ 6000 series processors and AMD FirePro™ professional graphics solutions, Robert and his team have a film that sets a new bar for this franchise and the family-friendly action genre."

AMD technology was integral to realizing Rodriguez's vision for "Spy Kids: All the Time in the World in 4D Aromascope." By leveraging the power of AMD products for record-breaking speed, Rodriguez's team made use of a unique mix of high-performance AMD hardware, including AMD FirePro™ professional graphics accelerators, 24-core AMD Opteron™ processor-based workstations and Dell PowerEdge ™ servers to produce the film on a tight timeline. In eight months, the post-production team was able to finalize the film, exceeding their work on "Machete" and setting a new personal best for Rodriguez and his team.

Rodriguez has announced his plans to use VISION Technology from AMD in "Heavy Metal," "Sin City 2," "Fire & Ice" and other future film projects.

*Supporting Resources*

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Contact:
Kristie Taylor
AMD Public Relations
(512) 944-5317
Email Contact

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