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AMD Unveils Highly Efficient Broadcast Ecosystem Workflows With Industry Leaders at IBC 2015

AMD FirePro Professional Graphics Power Leading Applications for Broadcast and Post Professionals

SUNNYVALE, CA -- (Marketwired) -- 09/03/15 -- AMD (NASDAQ: AMD) today announced industry leaders AJA, Adobe, Avid, Blackmagic Design, The Foundry and The Pixel Farm will demonstrate highly efficient workflows with deep AMD FirePro™ professional graphics integration at the AMD Showcase at IBC 2015. The AMD Showcase exhibiting the broadcast media ecosystem will be available for attendees in Hall 7 Stand H35 at the RAI Amsterdam Convention Center.

The AMD exhibit will feature innovative broadcast and post production workflows including: AJA capture station in an ingest workflow; Adobe® Premiere® Pro CC, part of Adobe Creative Cloud®, and Avid® Media Composer® with AMD FirePro GPU acceleration for nonlinear editing workflows; OpenCL™-accelerated compositing solutions with The Foundry and The Pixel Farm; and multiple AMD FirePro GPUs powering the industry standard color grading tool DaVinci Resolve with Blackmagic Design.

"Our latest AMD FirePro solutions deliver outstanding levels of performance and features to the Broadcast Industry, providing market-leading graphics and computing horsepower, rock-solid drivers, and real performance for critical applications," said Sean Burke, corporate vice president and general manager, AMD Professional Solutions group. "Together with world-class system providers and solution partners, we are proud to showcase workflow-changing technologies powered by AMD FirePro professional GPUs."

"With powerful features such as GPU acceleration and optimizations for AMD in Premiere Pro CC, creative professionals can easily create the most advanced productions with Adobe Creative Cloud," said Bill Roberts, senior director of Professional Video at Adobe. "When you think of a leader in broadcast and video hardware, AMD immediately comes to mind. Our customers expect the most powerful creative tools and fastest processing power available. With Adobe and AMD they get both."

"With Avid Everywhere™ we're committed to delivering innovative solutions that give video professionals the tools they need to maximize their creativity and deliver content faster than ever before," said Jeff Rosica, senior vice president, worldwide field operations, Avid. "Avid Media Composer, along with AMD FirePro professional graphics certification, gives customers the creative tools and fast, efficient workflows they need to create the highest quality content."

"Our customers demand both accuracy and speed to complete their projects on time and on budget," said Michael Lancaster, managing director at The Pixel Farm Ltd. "As an innovator

of GPU computing in both the VFX and Media Restoration markets, we're pleased to be on the AMD stand to demonstrate our OpenCL™-accelerated Matchmove and Photogrammetry application PFTrack, and our media restoration and remastering application PFClean. Together with AMD, we are delivering the tools to inspire creative possibilities."

Support for the demonstrations is showcased by workstation providers Dell, HP, and SuperMicro.

AMD will exhibit at IBC 2015 and showcase AMD FirePro professional graphics powering the broadcast media ecosystem at in Hall 7 Stand H35.

Supporting Resources

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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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Contact:
John Swinimer
AMD Communications
1-289-695-0600
Email Contact

Source: Advanced Micro Devices