

# **NEWS RELEASE**

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## **Consumers Gain Clarity in the PC Buying Experience with VISION Technology from AMD**

*- AMD simplifies PC buying experience with easy-to-understand consumer usage scenarios: See, Share, Create -*

**SUNNYVALE, Calif. — Sept. 10, 2009 —** [AMD](#) (NYSE:AMD) today announced a new way to help consumers select the PC that best meets their needs. Working with retailers and PC manufactures, [VISION Technology from AMD](#) breaks the model in how PC benefits are communicated. Rather than the traditional model, which focuses on the technical specifications of individual hardware components, VISION communicates the value of the whole system and demonstrates the combined processing power of both the CPU and GPU to deliver a superior visual experience to mainstream PC users. It emphasizes how an AMD-based PC is optimized for video, digital media and content creation activities. [VISION](#) guides the industry past the era of CPU-centric marketing and describes the PC capabilities in terms of what can be enjoyed on the system – see, share, create. This helps consumers to make better informed buying decisions.

“Today’s consumer cares about what they can do with their PC, not what’s inside,” said Nigel Dessau, CMO of AMD. “They want a rich HD and entertainment experience on their PC, delivered by the combined technology of AMD CPUs and GPUs, without having to understand what gigahertz and gigabytes mean. VISION technology from AMD reflects the maturation of marketing in the PC processing industry and communicates the technology in a more meaningful way.”

Notebook PCs with VISION Technology from AMD are expected to be widely available on retail shelves and online during the holiday buying season timed to the release of the Windows® 7 operating system from Microsoft®. Complementing VISION, Windows 7 supports DirectX 10, Direct X10.1, and Direct X11 for richer 3D detail on games and other media apps, and a Unified Video Decoder to free up the CPU so that users can have a superior visual and more responsive computing experience while [converting video](#) for use on hand held devices. This last activity is greatly simplified and much more rapid with the new Drag and Drop feature of Windows 7. <sup>5</sup>

“We are excited for the upcoming launch of Windows 7, when our OEM partners will introduce some exciting new PCs that match our mutual customer’s needs and feedback,” said Mike Ybarra, general manager of Windows Product Management at Microsoft Corp. “Coupled with VISION Technology from AMD, customers can feel confident that the PC they purchase will deliver a rich, tailored PC experience.”

AMD’s 2009 notebook platforms, also announced today, serve as the first proof points for VISION Technology. [Mainstream OEM](#) notebooks offered with VISION have next-generation HD graphics technology for rich, vivid HD and Blu-ray video playback, life-like 3D games, brilliant, clear photos, and multi-tasking power for editing photos, music and videos. <sup>2</sup>

For consumers seeking rich PC experiences in a very thin and stylish notebook, innovative [ultrathin OEM notebooks](#) with VISION are designed to deliver highly responsive, balanced performance and a superior visual experience at accessible price points. VISION technology contains three levels of increasingly rich PC system capabilities: VISION Basic, VISION Premium, and VISION Ultimate to reflect the different usage patterns of PC consumers: from digital consumption to content creation.

These notebook platforms bring visually-rich experiences to consumers through features such as:

- UP to one billion colors for crystal-clear photos and videos, <sup>1</sup>
- DirectX® 10.1 for smooth, lifelike games,
- 7.1 audio for pulse-pounding music;<sup>3</sup> and

- Blu-ray support for the latest movies. <sup>2</sup>

“We focus our attention on R&D and marketing communications to users that identify themselves with state-of-the-art and innovative products that can simplify life through technology,” said Gianpiero Morbello, Marketing and Branding Corporate Vice President of Acer, Inc. “VISION Technology from AMD represents an innovative PC usage and we are always ready to offer a superior visual experience to our customers for advanced HD video entertainment.”

In the first quarter of 2010, AMD plans to introduce a fourth level, VISION Black, to enable the highest end capabilities sought by enthusiasts, primarily on desktop PCs. Descriptions of the types of activities available at each level will be available in-store and online, so that buyers can align their needs and make the right choice for their preferred experience.

Completing the VISION Technology from AMD announcement, AMD launches the new [Fusion Media Explorer software](#) utility and the [Fusion Utility for Mobility](#). <sup>4</sup> Fusion Media Explorer showcases VISION Technology from AMD with:

- A 3D interface for managing your media,
- Shortcuts for uploading and sharing photos on Facebook and Flickr,
- An Auto DJ for queuing up music files, and much more.

Fusion Utility for Mobility is a software utility that turns off background processes to enable longer battery life while on the go. Both applications are available for download [here](#).

<sup>1</sup> 10 bit monitor required

<sup>2</sup> Blu-ray drive and HD-capable panel or exterior monitor required for Blu-ray playback

<sup>3</sup> Not all features will be supported on all machines. Check with your PC manufacturer for specific model capabilities and supported technologies.

<sup>4</sup> THE AMD FUSION FOR MOBILITY UTILITY MAY DISABLE SECURITY / ANTIVIRUS SOFTWARE, WHICH MAY ADVERSELY AFFECT YOUR SYSTEM. REVIEW ACCOMPANYING DOCUMENTATION CAREFULLY BEFORE INSTALLING

<sup>5</sup> Not all media players support the Windows 7 “drag and drop” feature.

### **Cautionary Statement**

This release contains forward-looking statements, which are made pursuant to the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally preceded by words such as “plans,” “expects,” “believes,” “anticipates” or “intends.” Investors are cautioned that all forward-looking statements in this release involve risks and uncertainty that could cause actual results to differ materially from current expectations.

We urge investors to review in detail the risks and uncertainties in the Company's filings with the United States Securities Exchange Commission.

### ***About AMD***

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