

# ROLE OF I.T. IN SOCIETY

## CORPORATE RESPONSIBILITY ISSUE BRIEF

We are in a new era of computing, coined by some as the Fourth Industrial Revolution, where information technology (IT) is rapidly changing many aspects of our lives. It's an era of machine learning, virtual reality, smart cities, and other innovative technologies designed to improve both our lives and our communities. It offers empowerment through expanded computing access to millions of people around the world. It gives us the power to analyze massive data sets, predict outcomes, and potentially solve some of our greatest problems of our time.

But simultaneously, the momentum that comes with this IT revolution also has the potential to create new challenges and unintended consequences. Responsible companies need to maintain strong ethics and a commitment to social awareness.

### CONSCIOUSLY FORGING A BETTER WORLD THROUGH INNOVATION

At AMD, we believe that our technology should promote and enable a more equitable, safe, and healthy world. At the same time, we make conscious efforts to prevent or minimize negative impacts from the manufacturing or use of our products. Our technologies (compute, graphics, and solutions) become the brains and engines powering the future. The opportunities for IT to enable a better world are immense, and at the core of this movement are the powerful central processing units (CPUs) and graphics processing units (GPUs) that drive breakthrough computing capabilities and visual renderings.

For example, with an estimated 20-30 billion connected devices by 2020, the need for secure, efficient processors is greater than ever. That's why AMD is on-track to improve energy efficiency for mobile processing by 25x (based on 2014 levels) by 2020.<sup>1</sup> And our work on heterogeneous computing (combining CPU and GPU capabilities) is bringing world-changing innovations to life—from artificial intelligence, to immersive entertainment, to smart homes.

Our history is marked by a commitment to open-source innovation that's truly useful—putting the real needs of people ahead of technical one-upmanship to improve things like healthcare, education, scientific research, commerce, and entertainment. At the end of the day, it's the people behind our technology that makes AMD unique and innovative. We were founded in 1968 on the principle that if you put people first, then products and profits will follow.

<sup>1</sup> - See [www.amd.com/25x20](http://www.amd.com/25x20) for complete footnotes.

### TECHNOLOGY ENABLING A BETTER WORLD

#### AMD IS FOCUSED ON:

- Making computing more accessible (digital access)
- Enabling more advanced research (supercomputing)
- Improving healthcare (enhanced graphics imaging/machine learning)
- Ushering a new era of data center (big data/machine learning)
- Encouraging STEM education (virtual reality)
- Strengthening the hardware/ software security ecosystem (built-in secure processor features at the silicon-level)
- Reducing the operating costs and carbon footprint of computing

“AS A COMPANY, WE ARE EXTREMELY PROUD TO CREATE HIGH-PERFORMANCE COMPUTING AND GRAPHICS PRODUCTS THAT LEAD THE INDUSTRY, AND TO DO THAT IN A MANNER THAT LEAVES THE WORLD A BETTER PLACE.”

— Dr. Lisa Su, President and Chief Executive Officer, AMD



# MORE THAN A TECHNOLOGY COMPANY

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### ENABLING TODAY, INSPIRING TOMORROW

We believe that immersive and instinctive computing will transform our lives and we are inspired by how digital technology has improved our world. From helping students learn, to innovative new therapies for veterans, to mapping the universe we live in – AMD technology is opening new doors to a better world.

### WHO WE ARE

For more than 47 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.

#### GRAPHICS



Gaming



Machine Intelligence



Virtual & Augmented Reality

#### COMPUTE



Client Systems



Infrastructure & Cloud

#### SOLUTIONS



Semi-Custom



Vertical Platforms



Partnerships

### WHAT WE MAKE

#### GRAPHICS

AMD combines breakthrough graphics architecture with leadership software to build platforms that can handle the most challenging, important, and graphics-intensive applications today, including gaming, machine intelligence, and virtual and augmented reality.

#### COMPUTE

AMD's high-performance CPUs, APUs, and chipsets deliver powerful, efficient performance for consumer and commercial devices like desktops, notebooks, and datacenters.

#### SOLUTIONS

AMD is the only company in the world with both high-performance graphics and compute capabilities. Together, they create unique, differentiated solutions for customers and partners. From embedded products that power medical imaging devices and digital signage, to semi-custom processors for leading game consoles and beyond, AMD's solutions are everywhere.

For more information on our corporate responsibility programs, please visit [www.amd.com/CorporateResponsibility](http://www.amd.com/CorporateResponsibility)

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