THE AMD MISSION

To be the leading designer and integrator of innovative, tailored technology solutions that empower people to push the boundaries of what is possible.
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2014: AMD ACCELERATES INNOVATIVE COMPUTING

ACCELERATING THE ARM SERVER ECOSYSTEM

ACCELERATING THE OS EXPERIENCE

ACCELERATING GAMEPLAY WITH MANTLE

ACCELERATING GRAPHICS WITH RADEON™ R9 295X2

ACCELERATING AMBIDEXTROUS COMPUTING

ACCELERATING COMMERCIAL COMPUTE
In today’s changing technology landscape, AMD’s unique, unmatched computational capabilities create natural, intelligent and innovative ways for people to interact with the technology they love. Our graphics cards and microprocessors power millions of the world’s personal computers, tablets, gaming consoles, embedded devices, cloud servers and more.

AMD solutions allow you to interact with technology your way.
AMD PIONEERED the accelerated processing unit (APU) with HSA.

AMD’s legacy of innovation in pushing the computational limits of microprocessor design continues. Our latest generation of APUs represent a quantum leap in compute capacity. Through revolutionary Heterogeneous System Architecture (HSA), AMD seamlessly combines the CPU, GPU and other processing elements to create compute cores* capable of delivering incredible visual computing feats and energy efficiency, all at the right price.

*Visit AMD.com/computecores to learn more about compute cores.
ALL leading PC manufacturers power their products with AMD technology.

Acer, Apple, Asus, Boeing, Dell, GE, Gigabyte, HP, Lenovo, Microsoft, Nintendo, Samsung, Sapphire, Sony, Toshiba, XFX and others choose AMD to deliver powerful technology for all the ways you work and play.
ALL major video game consoles include AMD technology

AMD technology powers the imaginations of creators and players everywhere. We partner with major game console manufacturers (Nintendo, Microsoft, Sony) to provide processing solutions as unique as the consoles themselves. AMD’s semi-custom solutions were selected for the groundbreaking Sony PlayStation® 4 and Microsoft Xbox® One, driving breathtaking image quality for truly out-of-this-world gaming experiences.
AMD’s new Mantle API enables game developers to get “closer to the metal” and fully harness the power of AMD Radeon™ graphics. Easier game development is a key component in making faster games – and more of them – with increasingly spectacular visual effects and new levels of immersion.
WE ARE A LEADER IN PROFESSIONAL GRAPHICS INNOVATION

**WORLD’S FIRST** graphics card with 16GB GDDR5 memory delivers the ultimate 4K experience

Scientific discoveries advance at breathtaking speeds. Blockbuster movies bring us astounding new visuals. Advanced engineering and design programs envision the products of the future. The need for highly scalable visual computing solutions is greater than ever. AMD’s graphics and compute performance helps accelerate creativity and productivity for faster time to market and faster time to insight.
Technology is embedded in virtually every aspect of our life – in living rooms, medical facilities, financial institutions, industrial factories, communications infrastructure, roadways, retail stores – and soon it will be smarter and more intuitive than ever. With the addition of HSA to our next generation of embedded APUs, we enable a world of intelligent, interactive and immersive embedded devices.
The data center is rapidly evolving to accommodate the need for businesses large and small to pack more compute capability into smaller and smaller packages. As the first – and only – company to provide high-performance 64-bit ARM and x86 CPU cores paired with world-class graphics, we offer a shared, flexible infrastructure that enables our customers to change the world in more efficient and powerful ways.
AMD INNOVATES FOR ENERGY EFFICIENCY

AMD commits to **25x IMPROVEMENT** in APU energy use by 2020

AMD has a relentless focus on energy efficiency. In the last six years (2008-2014) AMD achieved a **10x improvement in platform energy efficiency** with a combination of power-efficient APUs, heterogeneous compute with energy-efficient accelerators, smart power management, and integration and miniaturization. With a goal of improving AMD APU performance 25x by 2020, energy efficiency is a key part of AMD’s strategic approach.
AMD looks beyond today’s conventional technology product categories to power smart, intuitive surround computing from computers, servers, embedded devices and the cloud. We’re designing for the computational future, in great detail and at scale for immersive human computing experiences. From natural UIs like gesture control and facial recognition, to ever-increasing visual and audio realism, AMD is making the future of surround computing a reality.
1. In a 3DMark Fire Strike benchmark test in 1080p, the AMD Radeon™ R9 295X2 outperforms the Titan Black, Nvidia’s highest performing graphics card as of March 12, 2014, by a score of 15,862 to 9,878 in the Performance preset, and 8,764 to 4,725 using the Extreme preset. Test system: Intel i7 4960X CPU, 16GB memory, Nvidia driver 334.89, AMD Catalyst driver 14.10 and Windows 8.1. GRDT-36

2. AMD FirePro™ W9100 features 16GB GDDR5 memory. Nvidia’s highest memory card in the market as of April 2014 is the Quadro K6000 with 12GB GDDR5 memory. Visit http://www.nvidia.com/content/PDF/line_card/6660-nv-prographicssolutions-linecard-july13-final-lr.pdf for Nvidia product specs. FP-90

3. The 2nd generation AMD Embedded R-Series APU (codenamed “Bald Eagle”) can deliver up to 66% more compute performance than the previous generation R-Series APU. Substantiating the R-Series’ compute performance uplift from previous generations based on BasemarkCL, which measures OpenCL in multiple heavy parallel computing workloads.


5. Typical-use Energy Efficiency as defined by taking the ratio of compute capability as measured by common performance measures such as SpecIntRate, PassMark and PCMark, divided by typical energy use as defined by $E_{TEC}$ (Typical Energy Consumption for notebook computers) as specified in Energy Star Program Requirements Rev 6.0 10/2013

6. For more details see http://www.thecro.com/files/100BestList.pdf
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Modular Add-Ins
At AMD we live our core values through our actions

OUR STATS
- Headquarters: Sunnyvale, California
- Established: 1969
- Employees: ~9700 worldwide
- Facilities: 47 locations worldwide
- Publically traded (NASDAQ: AMD)
- Fortune 500 company
- 2014 Revenue: $5.5 billion

OUR OFFERINGS
- Accelerated processing units (APUs) for consumer and commercial notebook, desktop and embedded markets
- x86 microprocessors for embedded server and client markets
- Embedded microprocessors for commercial and consumer markets
- Semi-Custom design capabilities, including current game console design wins
- Chipsets for desktop and laptop PCs, embedded systems, professional workstations and servers
- Graphics, video and multimedia products and technologies for desktop and notebook PCs, embedded systems, professional workstations, server and game consoles
Innovation and technology are what we do, but responsibility is who we are. AMD was founded on the belief that if you put people first, products and profits will follow. We call this culture The AMD Way, and it means doing business in a responsible way, caring for the environment and contributing to our communities.