

Contact:
Kristie Taylor
AMD Product Communications
+1 (512) 602-3529
kristie.taylor@amd.com

AMD Unveils VISION Technology, Launches Next-Generation Mainstream and Ultrathin Notebook Platforms

—Look to notebooks powered by Vision Technology for a gorgeous visual experience, more features with Windows® 7, and dynamic entertainment capabilities on the go —

SUNNYVALE, Calif. — September 10, 2009--[AMD](#) (NYSE: AMD) today announced the [2009 AMD Mainstream Notebook Platform](#) and [Second Generation AMD Ultrathin Platform](#), combining [VISION](#) technology from AMD with sleek, powerful, long-lasting notebooks. With next-generation HD graphics technology and multi-tasking processing power, the 2009 AMD Mainstream Notebook Platform transforms today's notebook PC into a personal HD entertainment system for rich, vivid HD video and photos, Blu-ray playback, support for amazing lifelike DirectX 10.1 3D games, and blazing fast video transcoding.^{1,2} The new platform also provides superior performance on popular entertainment applications that consumers use to enjoy, share and create photos, videos and music. Notebooks based on the 2009 AMD Mainstream Platform enable the ultimate high-definition computing experience—all designed for mobility with a platform that has been shown to provide more than one hour of additional battery life than the 2008 Mainstream Platform.³

For consumers who want full-featured PC performance in a highly-mobile notebook, the Second Generation AMD Ultrathin Platform for notebooks is designed to deliver superior HD entertainment and highly responsive, balanced multi-tasking performance in a surprisingly small, light and affordable ultrathin notebooks. Notebooks based on the Second Generation AMD Ultrathin Platform have demonstrated over one hour of additional battery life than that of notebooks based on the [First Generation AMD Ultrathin Platform](#) for notebooks.⁵

Details on the 2009 AMD Mainstream Notebook Platform:

- The 2009 AMD Mainstream Notebook Platform enables up to 42% better performance than the 2008 AMD Mainstream Notebook Platform when using

entertainment applications such as Windows® Expression® Encoder, Quicktime and Apple iTunes.²

- With the ATI™ Stream Accelerated Plug-in for [Sony® Movie Studio 9 Platinum](#), the 2009 AMD Mainstream Platform converts video up to 75% faster than the competition.⁴
- Taking full advantage of the superior GPU power of the 2009 Mainstream Notebook Platform, the [SimHD™](#) Plug-in for ArcSoft's TotalMedia Theatre™, utilizes ATI™ Stream to deliver a near-HD viewing experience when watching standard definition content.¹
- The 2009 AMD Mainstream Notebook Platform demonstrates an active battery life of nearly two hours (1 hour, 55 minutes) and a resting battery life nearly five hours (4 hours, 55 minutes).⁶
- Notebooks featuring the 2009 AMD Mainstream Notebook Platform became available on Sept. 2, 2009 in certain Asian countries; broad global availability of more than 50 platform designs are scheduled to coincide with the forthcoming release of the Microsoft Windows® 7 Operating System.

Details on the Second Generation AMD Ultrathin Platform:

- The Second Generation AMD Ultrathin Platform for notebooks visibly outperforms the competition's ultrathin platform on popular entertainment applications such as Windows® MovieMaker (up to 43%), productivity applications (up to 17%) and gaming or 3-D applications (up to 77%).⁷
- With a superior HD visual experience and balanced dual-core performance, the Second Generation AMD Ultrathin Platform for notebooks demonstrated an active battery life of nearly two and a half hours (2 hours, 26 minutes) and a resting battery life of over five and a half hours (5 hours, 34 minutes).⁸
- Ultrathin notebooks based on the Second Generation AMD Notebook Platform are now shipping from Acer and Asus with broader availability of more than 20 platform designs scheduled to launch before or with the launch of the Windows® 7 operating system.

Resources:

- Product information:
 - [2009 AMD Mainstream Notebook Platform](#)
 - [Second Generation AMD Ultrathin Platform for notebooks](#)
- Customer products:
 - [Acer](#)
 - [Asus](#)
 - [HP](#)
 - [MSI](#)
- Hear what [AMD bloggers](#) have to say
- Follow AMD Notebook news on Twitter at [@AMDUnprocessed](#)

- ¹ Requires HD capable display and/or Blu-ray drive
- ² In tests conducted in AMD labs using Windows® Expression® Encoder, AMD-based "Puma" system configured with an AMD Turion® ZM-87 processor, ATI Radeon™ HD 3200 graphics, 2x2GB DDR2-800 system memory and display resolution at 1280x800 versus an AMD 2009 Mainstream platform reference design "Tigris" with a Turion™ II M600 processor, ATI Radeon™ HD 4200 graphics, 2x2GB DDR2-800 system memory and display resolution at 1280x800. The "Puma" system encoded the same video in 502 seconds while the "Tigris" based system encoded the video in 351.5 seconds. Formula: $(502/351.5=142)$.
- ³ Based on testing in AMD performance labs in Austin, TX. System configurations consist of an AMD 2008 Mainstream platform with a AMD Turion™ Ultra ZM-82 processor, ATI Radeon™HD 3200 graphic, 2x1GB, DDR2-800 system memory, 14.1", 1280x800, 16:10, CCFL, ~60 nits, Vari-Bright™ disabled (scored 3 hour 42 minutes) versus an AMD 2009 Mainstream platform with an AMD Turion™ II M640 process, ATI Radeon™ 4200 graphics, 2x1GB, DDR2-800 system memory, 14.1" 1280x800, 16:10, CCFL, Vari-bright enabled display (scored 4 hours 51 minutes). "Resting" battery life measured using BAPCO Mobilemark® 2007
- ⁴ In tests conducted in AMD labs using Sony® Movie Studio 9 Platinum. AMD-based system configured with an AMD Turion™ II M640 processor, ATI Radeon™ HD 4200 graphics, 2x2GB, DDR2-800 system memory and a 14.1" 1280x800, 16:10, CCFL display. versus a comparable Intel-based system configured with an Intel® Core 2 Duo P8800 processor, Intel G45 Series graphics, 2x2GB, DDR2-800 system memory, 15.4", 1280x800, 16:10 display. The test consisted of converting a 5 minute HD MPEG-2 1920x1080, 23.97fps, 347MB to H.264, 1440x1080, 29.97fps. The AMD-based system converted the video in 258 seconds. The Intel-based system converted the video in 452.66 seconds. Formula: $(452.66-258)/258=.75$
- ⁵ Compared to the AMD Athlon™ Neo X2 with Premium graphics. In tests conducted at AMD labs the AMD Second Generation Ultrathin Platform for notebooks, demonstrated battery life of 334 minutes using a reference design and compared with the previous "Yukon" platform which demonstrated approximately 266 minutes of battery life on Mobilemark2007. Both systems assume use of a 55Whr 6 cell battery. Both systems use 2x1GB memory, 160G hard drive; neither system has an optical drive installed. The 1st Generation ultrathin notebook platform running Microsoft Windows® Vista. 2nd Generation ultrathin notebook platform running Microsoft Windows® 7.
- ⁶ Based on testing in AMD performance labs in Austin, TX. System configurations consist of an AMD 2009 Mainstream platform with an AMD Turion™ II M640 process, ATI Radeon™ 4200 graphics, 2x1GB, DDR2-800 system memory, 14.1" 1280x800, 16:10, CCFL display. "Active" Battery Life measured using Futuremark 3DMark06® as the system workload (Scored 1 hour 55 minutes) and "Resting" Battery life measured using BAPCO Mobilemark® 2007 (Scored 4 hours and 55 minutes).
- ⁷ Testing conducted by AMD performance labs. Results show performance comparison on specific applications including Microsoft® Windows® Movie Maker and the industry standard benchmarks developed by Futuremark Corp. 3DMark™ 2006 and PCMARK Vantage, Feb 2008 hotfix. Both systems use 2x1GB memory, 160G hard drive and a 14.1" LED screen. Neither system has an optical drive installed. The 1st Generation ultrathin notebook platform is running Microsoft Windows® Vista. The 2nd Generation ultrathin notebook platform is running Microsoft Windows® 7.
- ⁸ As measured by AMD labs. "Resting" Battery life is defined as the BAPCO® MobileMark® 2007 Productivity Battery Benchmark and "Active" Battery life is defined as the FutureMark® 3DMark®06 as a system workload. Both systems assume use of a 55Whr 6 cell battery. Both systems use 2x1GB memory, 160G hard drive; neither system has an optical drive installed. The 1st Generation ultrathin notebook platform running Microsoft Windows® Vista. 2nd Generation ultrathin notebook platform is running Microsoft Windows 7.

About AMD

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