

Innovative AMD Handheld Technology – The Ultimate Visual Experience™ Anywhere –

AMD Vision

AMD has a vision of a new era of mobile entertainment, bringing all the capabilities of a camera, camcorder, music player and 3D gaming console to mobile phones, smart phones and tomorrow's converged portable devices. This vision is quickly becoming reality.

Mass adoption of image and video sharing sites like YouTube, as well as the growing popularity of camera phones and personalized media services, are several trends that demonstrate ever-increasing consumer demand for "always connected" multimedia. And consumers have demonstrated a willingness to pay for sophisticated devices and services that deliver immersive, media-rich experiences.

This increasing appetite for mobile multimedia makes it more important than ever for device manufacturers to quickly deliver the latest multimedia features – without significantly increasing design and manufacturing costs.

AMD in Mobile Multimedia

With the acquisition of ATI Technologies in 2006, AMD expanded beyond its traditional realm of PC computing to become a powerhouse in multimedia processing technologies. Building on more than 20 years of graphics and multimedia expertise, AMD is a leading supplier of media processors to the handheld market with nearly 250 million AMD Imageon™ media processors shipped to date. Furthermore, AMD is a significant source of mobile intellectual property (IP), licensing graphics technology to semiconductor suppliers.

AMD provides customers with a top-to-bottom family of cutting-edge audio, video, imaging, graphics and mobile TV products. The scalable AMD technology platforms are based on open industry standards, and are designed for maximum performance with low power consumption. By delivering complete solutions, AMD helps OEMs deliver new multimedia experiences to consumers faster than ever before in cost-effective mobile devices.

About the AMD Imageon™ Family

The AMD Imageon media processor family provides the kind of high-quality, feature-rich multimedia experience demanded by today's mobile consumers. AMD Imageon products deliver outstanding 2D & 3D graphics, fast image processing, stable video, crystal clear audio and high-resolution mobile TV. Currently, more than 50 AMD-powered 2G and 3G mobile phone models are available in the market from leading manufacturers including HTC, LG, Motorola and Panasonic, among others.

Thanks to the flexible and scalable platform designs enabled by AMD Imageon processors, manufacturers can quickly upgrade to the latest multimedia technology because the media processor is separate from baseband (RF) functions. This architecture helps reduce power consumption for longer device battery life, enables mobile device manufacturers to bring exciting new features to market faster, helps reduce design costs and eliminates unnecessary requalification of the baseband with each feature upgrade, thereby saving device manufacturers time and money.

About AMD Graphics IP Licensing

AMD maintains a dedicated business to license leading-edge graphics intellectual property (IP) to silicon suppliers for a wide range of mobile applications. AMD licenses 2D and 3D graphics, including OpenVG and OpenGL ES technologies, which provide outstanding image quality and performance for advanced touch-screen interfaces, mobile 3D gaming and navigational systems.

Milestones

- 2008 – AMD introduces an expanded portfolio of products and technologies to enable media-rich applications such as mobile TV, 3D games and high-fidelity audio, delivering immersive entertainment to tomorrow’s handheld devices.
- 2007 – AMD inks licensing deals with Freescale, Nokia, QUALCOMM and STMicroelectronics.
- 2007 – AMD introduces next-generation AMD Imageon 2298, 2294 and 2192 media processors at 3GSM World Congress 2007.
- 2006 – The industry-leading AMD Imageon family of media processors continues to gain momentum surpassing the 100 million units shipped milestone.
- 2006 – AMD acquires ATI Technologies.
- 2006 – The former ATI Technologies partners with Nokia to develop a content development tool chain and software development kit to bring Nokia customers a revolutionary mobile 3D gaming experience.
- 2006 – Imageon Mobile TV solutions with full antenna-to-display hardware and middleware support are introduced.
- 2005 – Imageon 2282/2182 all-in-one media processors supporting video, imaging and audio are introduced to bring multimedia to the mainstream market.
- 2004 – Shipped Imageon 2300, the world’s first hardware 3D chip for mobile devices.
- 2004 – Imageon multimedia technology powers the popular Motorola Razr phones.
- 2003 – Imageon multimedia technology powers Motorola’s V300, V500, V600 mobile phones.
- 2003 – Imageon media processors begin shipping in quantity.
- 2002 – The first Imageon media processor ships.

About AMD

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets. AMD is dedicated to driving open innovation, choice and industry growth by delivering superior customer-centric solutions that empower consumers and businesses worldwide. For more information, visit www.amd.com.

AMD, the AMD Arrow logo, AMD Imageon, and combinations thereof, are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

This release contains forward-looking statements concerning product and technology introduction schedules, specifications, and functionality which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are commonly identified by words such as "would," "may," "expects," "believes," "plans," "intends," "projects" and other terms with similar meaning. Investors are cautioned that the forward-looking statements in this release are based on current beliefs, assumptions and expectations, speak only as of the date of this release and involve risks and uncertainties that could cause actual results to differ materially from current expectations. Risks include, without limitation, the possibility that the company will be unable to develop, launch and ramp the products and technologies identified in this release in the volumes and mix required by the market and at mature yields on a timely basis; customers stop buying the company's products or materially reduce their operations or demand for its products; the company's competitors, demand for consumer electronics products and, in turn, demand for the company's products will be lower than currently expected; and global business and economic conditions will worsen. Investors are urged to review in detail the risks and uncertainties in the company's Securities and Exchange Commission filings, including but not limited to the Quarterly Report on Form 10-Q for the quarter ended September 29, 2007.