AMD Announces Its Most Advanced Mobile APUs for Consumer and Commercial Notebooks

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Performance Mobile APUs - codenamed "Kaveri - leverage revolutionary HSA architecture to deliver maximum compute capability, superior audio-visual quality and long battery life
AMD (NYSE: AMD) today introduced its new 2014 Performance Mobile APUs designed for ultrathin and high-performance mobile PCs, bringing the features and capabilities of the popular and powerful AMD A-Series APU family (codenamed "Kaveri) to power-efficient notebooks for both personal and professional use. The new mobile APUs mark the debut of Heterogeneous System Architecture (HSA) features and Graphics Core Next (GCN) Architecture for mobile devices, establishing them as AMDs most advanced mobile APUs to-date. Notebook and desktop systems powered by AMDs entire 2014 APU lineup, including systems from Acer, Asus, Dell, HP, Lenovo, Samsung, Toshiba and others also debuted at COMPUTEX TAIPEI 2014.
"AMD takes a major step forward today on our journey to transform and enhance the computing experience with the launch of the 2014 Performance Mobile APU family, said Bernd Lienhard, corporate vice president and general manager, Client Business Unit, AMD. "With a combination of superior total compute performance, stunning graphics and efficient power use alongside industry-first technologies, these new APUs set a new bar for cutting-edge consumer and commercial PCs.
The announcement of the 2014 Performance Mobile APU family features AMDs first FX-branded enthusiast-class APU for notebooks, and follows the recent introduction of AMDs 2014 Low-Power and Mainstream APUs.
Introducing AMD PRO
Responding to the needs of an evolving commercial marketplace for longevity, performance and stability in enterprise systems, AMD has introduced a professional line of the Performance Mobile APUs. Designed especially with business in mind, AMD PRO A-Series components offer outstanding stability and longevity, and enable open, industry-standard DASH manageability.
In conjunction with todays AMD PRO A-Series announcement, HP unveiled a complete lineup of Elite commercial PC designs featuring the AMD PRO series. The HP systems include the EliteBook 725, 745 and 755 G2 notebook, the EliteOne All-in-One and the EliteDesk desktop PCs.
AMD 2014 Performance Mobile APU Features
Revolutionary Architecture
- Up to 12 Compute Cores (4 CPU + 8 GPU)1 deliver amazing performance and responsiveness, bringing to life the full capability of the APU on various workloads and applications
- The breakthrough new Heterogeneous System Architecture (HSA) allows the CPU and GPU to work together in harmony by quickly dividing and directing the right tasks toward the appropriate cores for new levels of performance and efficiency in consumer and commercial desktop and notebook PCs, thus enabling a new era of compute capabilities with compute cores
- Award-winning Graphics Core Next Architecture with AMD Radeon R7 series graphics and compute capability
- Support for UltraHD (4K) resolutions and new video post-processing enhancements that make 1080p videos look amazing when upscaled on an UltraHD-enabled monitor or TV2
Best Gaming and Entertainment Experience
- Support for AMDs acclaimed Mantle API that simplifies game optimizations for programmers and developers to unlock unprecedented levels of gaming performance3
- AMD Radeon Dual Graphics provide a performance boost from 49 percent to 108 percent4 for the ultimate gaming experience
- Experience-enhancing features such as AMD Quick Stream, AMD Steady Video and AMD TrueAudio technologies combine to deliver lifelike audio and video5
Performance Leadership
- A10-APU: Up to 50 percent better graphics performance6 and more than 1.2x the compute performance7 versus Intel i5-4200U ("Haswell)
- FX APU: Up to 58 percent better graphics performance8 and more than 1.13x the compute performance9 versus Intel i7-4500U ("Haswell)
- FX APU: Up to 40 percent more graphics performance-per-watt10 than our previous generation
- FX APU: Up to 30 percent more system compute-per-watt11 than our previous generation
About AMD
AMD (NYSE: AMD) designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles and cloud servers that define the new era of surround computing. AMD solutions enable people everywhere to realize the full potential of their favorite devices and applications to push the boundaries of what is possible. For more information, visit www.amd.com .

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