

## Millions of DirectX® 11 Graphics Processors Shipped by AMD

*–State-of-the-art ATI Radeon™ series products establishes AMD as the standard for DirectX® 11 computing! –*

**Paris, France — Jan. 7, 2010** — At the [2010 Consumer Electronics Show](#) (CES), [AMD](#) (NYSE: AMD) today announced the shipment of its two millionth DirectX® 11-capable graphics processor to its technology partners, cementing AMD graphics as the standard for DirectX® 11 computing. This millions-shipped milestone comes just three months after the launch of the ATI Radeon™ HD 5800 series, the first DirectX® 11-capable graphics products from AMD. The fast pace with which AMD delivered two million next-generation GPUs is a result of an aggressive execution of the AMD “Sweet Spot” graphics strategy which positioned the company to more rapidly bring DirectX® 11 products to market across high-volume segments and popular price points, in combination with the positive reception of AMD’s DirectX® 11-capable graphics technology from PC users worldwide.

“Today’s milestone underscores the ingenuity and innovation that AMD poured into the DirectX 11-capable ATI Radeon™ Premium Graphics products,” said Rick Bergman, senior vice president and general manager, Products Group, AMD. “Fifteen weeks ago we introduced the ATI Radeon™ HD 5800 series graphics cards to the world, the first to support DirectX® 11 and powerful capabilities like ATI Eyefinity multi-display technology, with support for Direct Compute 11. Over the course of the last few months, we’ve shipped tens of thousands of DirectX® 11-capable graphics processors a week to technology partners who in turn put them into consumers’ hands. With this week’s introduction of the DirectX 11-capable notebook counterparts to our desktop family in the ATI Mobility Radeon™ HD 5000 series, an even larger base of users will enjoy the best visual computing experience available today.”

“Being first to market with new technology and initiatives gives a company a strong lead, and if properly managed, a sustainable advantage,” said Dr. Jon Peddie, founder and president, Jon Peddie Research. “AMD has been first to market with DirectX 11 graphics products, and as a result, all of the new DirectX 11 games have

used those products as the basis for their development. This gives AMD a substantial advantage.”

### Supporting Resources

- AMD @ 2010 International Consumer Electronics Show:
  - For AMD press meetings please contact Sarah Vella at Bite Communications, [sarah.vella@bitecommunications.com](mailto:sarah.vella@bitecommunications.com) or (416) 217-0777
  - VISION Experience Center: [Grand Lobby \(GL-8 and GL-10\) of the Las Vegas Convention Center](#)
  - Facebook: [AMD @ 2010 International CES](#)
  - On the Web: <http://www.amd.com/ces>
- Learn more about DirectX® 11: [See the difference it can make, on AMD GAME!](#)
- Relive “11 Days of Direct® 11”: [Read about forthcoming DirectX® 11 games on AMD GAME!](#)
- Video: [See the performance difference DirectX® 11 makes in EA Phenomic's BattleForge™, on YouTube](#)
- Video: [Game developers share their thoughts on DirectX® 11, on YouTube](#)
- Product page: [ATI Radeon™ graphics product information](#)
- Twitter: Follow AMD graphics news on Twitter at [@ATIGraphics](#)

### *About AMD*

Advanced Micro Devices (NYSE: AMD) is an innovative technology company dedicated to collaborating with customers and technology partners to ignite the next generation of computing and graphics solutions at work, home and play. For more information, visit <http://www.amd.com>.

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**1. ATI Radeon™ graphics cards that support DirectX® 11 consist of graphics cards in the ATI**