

HOW TO POSITION THE NEW 2014 PRO A-SERIES APU BASED SYSTEMS – “KAVERI”

AMD PRO A-SERIES APUs = LONGEVITY + PERFORMANCE + STABILITY



Who is the audience?

Customers who are seeking the best in business-class performance and powerful multitasking without the premium price



Position in Five Seconds:

- Engineered to unlock the full compute capability of business-class PCs
- Designed to help you get more out of your IT investment with **low acquisition costs, energy-efficient designs, and security and manageability solutions**

The Smarter IT spend – Lower TCO

- ▲ **Better stability** with 24-month lifecycles and 18 months of stable image support on AMD A-Series Pro APUs
- ▲ The AMD A10 PRO-7350B **performance APU delivers up to 3.7x faster OpenCL performance on Photoshop** than the comparable i7-4500U processor¹
- ▲ **Compatible** with virtually all of the Windows® and Android applications you want to run
- ▲ Gain **more flexibility** with AMD’s open-standards approach to management and security and **avoid being locked in to a single vendor**

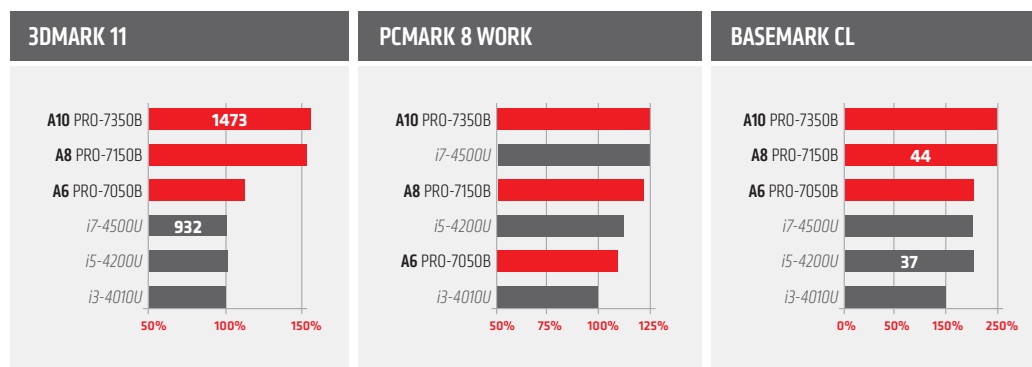
Next Generation Performance – Modern architecture

- ▲ Up to 12 compute cores **enables 21 to 49% more compute performance {DT}**^{2*}
- ▲ New AMD Radeon™ Graphics Core Next (GCN) architecture **enables up to 50% better visual performance** with AMD Radeon™ R7 graphics over previous generations³
- ▲ With AMD Enduro™ technology your APU **manages power automatically**, boosting APU compute and graphics performance when needed and throttles them down when you don't, for **battery life up to 10.7 hours**⁴ [NB]

Secure and Manageable – Freedom of choice

- ▲ Better manageability with **Desktop and Mobile Architecture for System Hardware (DASH)**, an industry-leading open-source technology, your system can be **compatible with a broad range of software**
- ▲ **Protect your vital data** with support for Trusted Platform Module (TPM) 1.2 that stores encryption keys and authenticates hardware clients
- ▲ Enable **fast and secure data encryption and decryption** with Advanced Encryption Standard (AES) instructions

PERFORMANCE SCORES

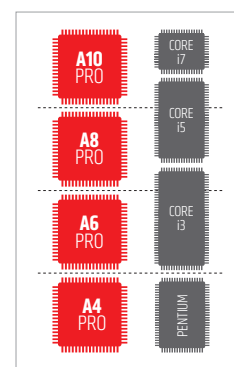


Better choice - A10 PRO beats the i7 by 36%

Better performance - A8 beats the i5 by 18%

AMD PRO A-SERIES APUs

AMD A-SERIES APUs



AT EVERY LEVEL, AMD APUs DELIVER:

- Excellent energy efficiency
- Long battery life
- High-quality visual graphics performance
- High performance in OpenCL™ optimized applications
- An outstanding video conferencing experience
- Open-standards manageability



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MODEL	RADEON™ BRAND GRAPHICS	TDP	COMPUTE CORES (8GPU + 4 CPU)*	CPU CORES	GPU CORES
A10 PRO-7350B	Radeon™ R6	19 W	10	4	6
A8 PRO-7150B	Radeon™ R5	19 W	10	4	6
A6 PRO-7050B	Radeon™ R4	19 W	5	2	3
A10 PRO-7850B	Radeon™ R7	95 W	12	4	8
A10 PRO-7800B	Radeon™ R7	65 W/35 W	12	4	8
A8 PRO-7600B	Radeon™ R7	65 W/35 W	10	4	6
A6 PRO-7400B	Radeon™ R5	65 W/35 W	6	2	4
A4 PRO-7300B ⁶	HD 8470D	65 W	N/A	2	3

The new 2014 AMD A-Series performance APU platform, codenamed **“Kaveri,” delivers up to 50% more graphics performance** than “Haswell U” Core i5 platform.⁵

1. Testing conducted by AMD Performance Labs on optimized AMD reference systems. PC manufacturers may vary configuration yielding different results. Testing with Photoshop CS7 measuring seconds to complete applying the Smart Sharpen filter with 64 degree radius with OpenCL enabled. Filter completion time with AMD A10 PRO-7350B APU was 11.10 seconds compared to 52.01 seconds with the i7-4500U processor. KVN-57 2. Testing conducted by AMD Performance Labs on optimized AMD reference systems. PC manufacturers may vary configuration yielding different results. The 2014 AMD Performance Platform APUs, code named “Kaveri”, demonstrated improved compute performance over the previous generation product using BasemarkCL. The 2014 AMD A10-7300 APU scored 44.73 and the 2013 AMD A8-5545M equivalent scored 36.95; the 2014 AMD FX-7600P scored 52.36 and the 2013 A10-5750M equivalent scored 35.2.
2. The 2014 APU Performance platform is based on the “Balina” reference design with the AMD A10-7300 APU with AMD Radeon™ R6 Series graphics and the FX-7600P APU with AMD Radeon R7 graphics, each using 4G DDR3L-1600 Memory, HDD (SATA) - 250GB 5400rpm and Windows 8 64bit, 13.35 beta7 driver. The 2013 APU data is based on the “Pumori” reference design with the A10-5750M with AMD Radeon™ HD 8650G graphics and the AMD A8-5545M with AMD Radeon™ HD 8510G graphics, each using 4G DDR3L-1600 Memory, HDD (SATA) - 250GB 5400rpm and Windows 8 64bit, 12.100.0.0 rc1 driver. KVN-6 *Visit amd.com/ComputeCores for details.
3. Testing conducted by AMD Performance Labs on optimized AMD reference systems. PC manufacturers may vary configuration yielding different results. Using Futuremark 3DMark 11, the 2014 AMD FX-7600P APU codenamed “Kaveri” scored 2095 and the 2013 AMD A10-5750M codenamed “Richland” scored 1397. The 2014 APU Performance platform is based on the “Balina” reference design with the AMD FX-7600P APU with AMD Radeon™ R7 Series graphics, 4G DDR3L-1600 Memory, HDD (SATA) - 250GB 5400rpm and Windows 8 64bit, 13.35 beta7 driver. The 2013 APU data is based on the “Pumori” reference design with the AMD A10-5750M with AMD Radeon™ HD 8650G graphics, 4G DDR3L-1600 Memory, HDD (SATA) - 250GB 5400rpm and Windows 8 64bit, 12.100.0.0 rc1 driver. KVN-7.
4. Testing conducted by AMD Performance Labs on optimized AMD reference systems. PC manufacturers may vary configuration yielding different results. The 2014 AMD Performance Platform using eReader, WiFi Web Browsing and 1080p Local Video Playback benchmark tests showed 10.7, 9 and 5.2 hours of battery life respectively. The 2014 APU Performance platform is based on the “Balina” reference design with the AMD A10-7300 APU with AMD Radeon™ R6 Series graphics, 4G DDR3L-1600 Memory, HDD (SATA) - 250GB 5400rpm and Windows 8 64bit, 13.35 beta7 driver and a 6-cell Li-Ion 48Whr battery (2200mAh cell) battery. KVN-8.
5. Designed for commercial notebooks with industry-leading 24-month stability and longevity. The AMD A10 PRO-7350B performance APU delivers up to [158%/1.6X] the graphics performance of the competitive i7-4500U processor. Testing conducted by AMD Performance Labs on optimized AMD reference systems. PC manufacturers may vary configuration yielding different results. 3DMark 11 is used to simulate graphics performance; the AMD A10 PRO-7350B APU scored 1473 while the i7-4500U processor scored 932. KVN-48 The AMD A10 PRO-7350B performance APU delivers up to 5% [more/better] productivity performance than the AMD A8 PRO-7150B APU. The AMD A10 PRO-7350B performance APU delivers up to 105% the productivity performance of the AMD A8 PRO-7150B APU. Testing conducted by AMD Performance Labs on optimized AMD reference systems. PC manufacturers may vary configuration yielding different results. PCMark 8 v2 Work is used to simulate productivity performance; the AMD A10 PRO-7350B APU scored 3533 while the AMD A8 PRO-7150B APU scored 3377. KVN-33 The AMD A8 PRO-7150B performance APU delivers up to [122%/1.2X] the system performance of the competitive i5-4200U processor. Testing conducted by AMD Performance Labs on optimized AMD reference systems. PC manufacturers may vary configuration yielding different results. Basemark CL score is used to simulate system performance; the AMD A8 PRO-7150B APU scored 44 while the i5-4200U processor scored 3.
6. KVN-52 6. Taken from www.HP.com and OEM data sheets provided by OEM. 7. Testing conducted by AMD Performance Labs on optimized AMD reference systems. PC manufacturers may vary configuration yielding different results. 3DMark 11 is used to simulate graphics performance; AMD A10-7300 APU scored 1420 while the “Haswell U” platform scored 946. KVN-14.

*www.amd.com/computecores