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AMD promises top new APUs and GPUs for breakthrough 2015 computing experiences

11 January 2015

By **Alex Zaharov-Reutt**

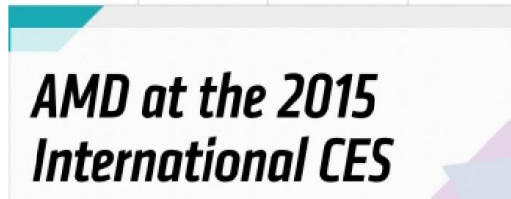
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It wasn't just Intel showing off new processors at CES, but perennial competitor AMD, too.

At CES 2015, AMD showcased a range of its new Accelerated Processing Units (APU), which is AMD's way of describing its CPUs, alongside its Radeon Graphics Processing Units (GPU) technologies, as well as 'embedded designs that push the boundaries of modern computing' - [you can see more details here.](#)

John Byrne, AMD's senior VP and GM of its Computing and Graphics business group said: "AMD is contributing to the excitement of CES 2015 with new graphics and computing technology that powers breakthrough consumer and commercial computing experiences of today and tomorrow.

"This year, we continue to see inspiring developments in virtual reality, Ultra high Definition 4K resolution computing and beyond, computing form factor and intuitive user interface innovation. AMD is thrilled to power the best of these with new generations of our smart, innovative, and efficient technology."

AMD showcased its 'first high-performance system-on-a-chip (SoC) and next-generation Mobile APU codenamed Carrizo' for next-gen mobile computing.

It should arrive mid-way through 2015, with 'Carrizo' designed for both 'modern consumer computing habits and the needs of IT departments – a platform built for an always-on, media-centric and productivity-centric lifestyle with support for next-generation APIs such as DirectX 12, OpenCL 2.0, and the forthcoming Windows 10 operating system'.

When it comes to 4K, AMD demonstrated its 'exceptional ultra-high-definition experiences at 4K resolutions and beyond, spotlighting 4K gaming using AMD Radeon R9 graphics and AMD Eyefinity technology, the Apple iMac with 5K Retina display powered by AMD Radeon R9 graphics, and the

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new Alienware 15 notebooks with 4K display support powered by new AMD Radeon R9 M295X graphics.'

When it comes to 'new consumer and commercial client experiences', AMD and its partners showcased 'AMD Face Login and AMD Gesture Control on the Lenovo IdeaPad Z50 laptop powered by the AMD A10-7300 APU with AMD Radeon R6 graphics, accelerated applications on the HP EliteBook 725 G2 powered by the AMD A10 PRO-7350B APU with AMD Radeon R6 graphics, innovative ways to manage video content on the HP Envy TouchSmart powered by AMD FX-7500 APU with AMD Radeon R7 graphics, and a space-saving home theater PC in the ZOTAC ZBOX PA330 pico Series powered by the AMD A4 Micro-6400T APU.'

No doubt we'll be hearing a lot more about these devices, AMD technologies and associated experiences throughout 2015.

AMD also has gaming in its sights, with its FreeSync technology enabling 'an improved gaming experience through dynamic refresh rates that are synchronised to the frame rate of AMD Radeon graphics cards and APUs.'

Its partners including 'BenQ, LG Electronics, Nixeusm, Samsung, and ViewSonic' all showcased 'the world's first FreeSync-enabled displays'.

AMD also touted its embedded innovations, with QMAP, which makes NAS devices, having announced that 'the AMD Embedded G-Series system-on-chip (SoC) is powering QMAPs new TVS-x63 platform.'

The company also demo'd various embedded solutions powered by AMD Embedded processors, including 'Gizmo 2, an open source development board offering outstanding compute and graphics performance for embedded programmers and advanced DIYers; BioDigitalPC, a credit card-sized x86 PC designed for multiple vertical markets; and ThinLabs All-In-One POE Thin Client, ideal for digital signage and point of sale systems.'

So... AMD remains a thorn in Intel's side and keeps creating new technologies, breakthroughs and innovations all its own, and as noted earlier, we'll undoubtedly be hearing a lot more as 2015 progresses.

More details including videos of all of AMD's CES 2015 activity can be seen here.

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Alex Zaharov-Reutt

One of Australia's best-known technology journalists and consumer tech experts, Alex has appeared in his capacity as technology expert on all of Australia's free-to-air and pay TV networks, including stints as presenter of Ch 10's Internet Bright Ideas, Ch 7's Room for Improvement and tech expert on Ch 9's Today Show, among many other news and current affairs programs.

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