AFDS WELCOME

Rick Bergman, SVP and GM
AMD Products Group
UNPRECEDENTED NOTEBOOK COMPUTE CAPACITY

Today: 400+ GFLOPs

2012: 50+ Percent Increase

2020: 10 TeraFLOPs!!
“Trinity”
TENS OF MILLIONS OF OpenCL-CAPABLE APUS/CPUS IN YOUR HANDS THIS YEAR
June 2011 developer survey shows inevitable success and adoption of OpenCL

Respondents ranked most popular APIs for Multi-Threaded Development

OpenCL ALREADY #2 in N.A., #3 in EMEA
NEW AMD DEVELOPER TOOLS COMPLEMENT AMD OPENCL™ SDK

- **gDEBugger**
  - Debug: trace and single step code

- **Parallel Path Analyzer**
  - Profile: identify bottlenecks in code execution

- **Global Memory for Accelerators**
  - Simplify: OpenCL without the burden of explicit memory management

- **Task Scheduler**
  - Optimize: Manage tasks partitioned across multiple devices

- **Plus Code Analyst, APP Profiler, Kernel Analyzer and more**
AMD STRATEGY IS WINNING

Deliver winning platforms

Differentiate with GPU technology

Win with AMD Fusion
Join us tonight for an event celebrating the launch of our AMD A-Series APU

8:00 p.m.
Science Fiction Museum
Downtown Seattle