

AMD INSPIRES INNOVATION EVERWHERE.

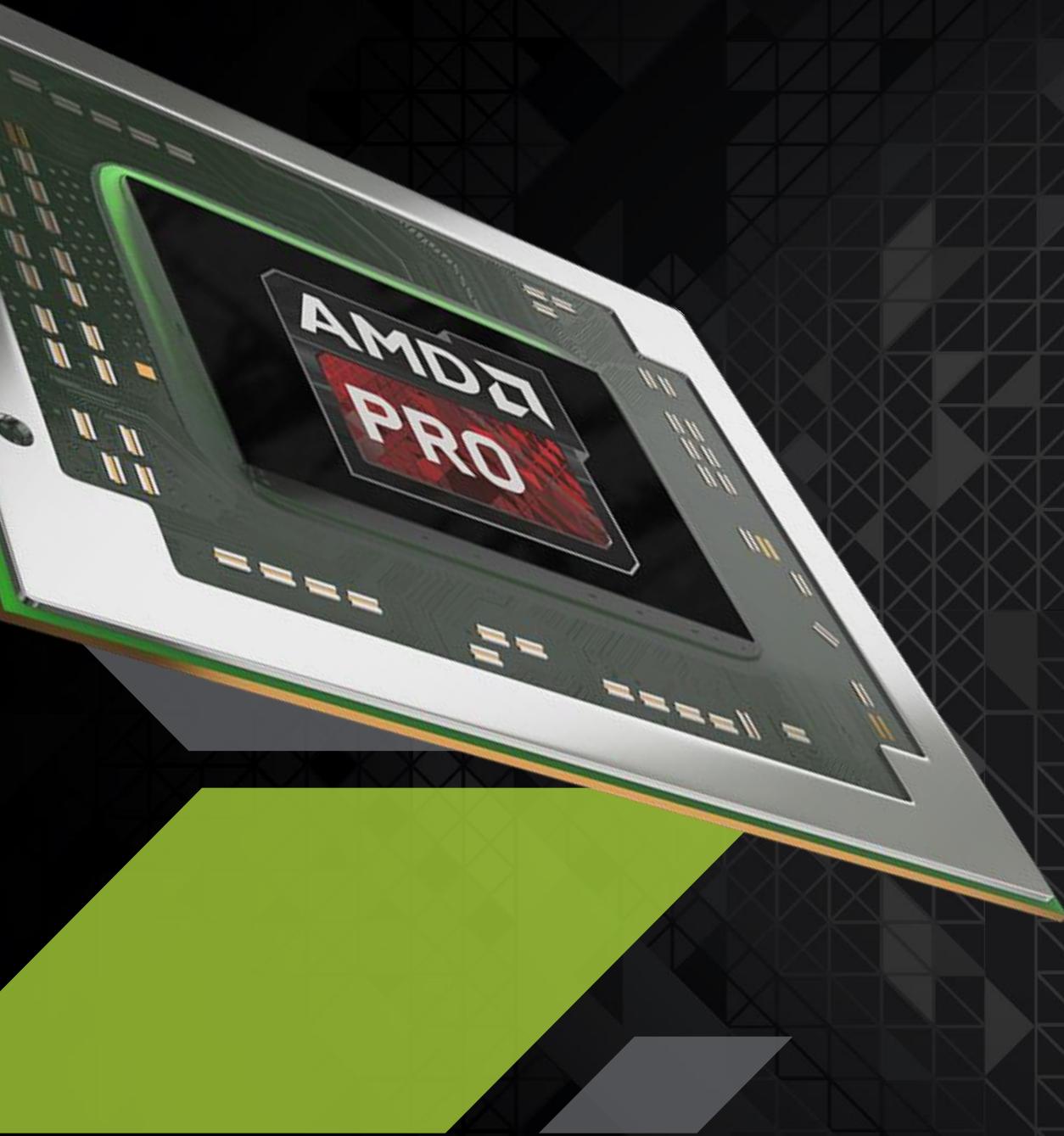
The world's top companies count on AMD.

AMD INSPIRES INNOVATION EVERYWHERE.

The world's top companies count on AMD.

AGENDA

- INTRODUCTION
- ROADMAP 2016-17
- AMD DASH
- WINDOWS 7 SUPPORT
- REFERENCES & CASE STUDIES



For more than 47 years, AMD has driven innovation in high-performance computing, graphics, and visualization technologies — *the building blocks for gaming, immersive platforms, and the datacenter.*

Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play.

INNOVATION

AMD PIONEERS TECHNOLOGY INNOVATIONS WITH 47 YEARS OF HISTORY

1 GHz Barrier

64-bit x86

Native Dual-Core & Quad-Core x86

Creation of the APU

X86 Quad-Core SoC

FLAGSHIP

AMD POWERS FLAGSHIP PLATFORMS AS A TECH LEADER



ENTERPRISE AND PUBLIC

AMD IS ON THE DESK OF EMPLOYEES WORLDWIDE INCLUDING FORTUNE 500 COMPANIES



**WE'RE
IN
YOUR
HEAD.**

*Only AMD powers all
major VR platforms.*



HTC Vive



Oculus Rift



PlayStation VR

**WE'RE
IN
EVERY
PIXEL.**

*AMD is the only company
delivering Ultra HD for every facet
of life, from the largest Times
Square HD display, to the
breathtaking 5K iMac and
MacBook Pro with Retina Display.*



**WE'RE IN
THE GAME.**

*AMD is the only provider of CPU
and graphics for Xbox One, and
the exclusive partner to more
blockbuster PC games like
Star Wars Battlefront.*



**WE'RE
IN SAFE
KEEPING.**

*Trusted by security leaders
worldwide, AMD is the only
company that provides
built-in security features for
consoles and PCs.*

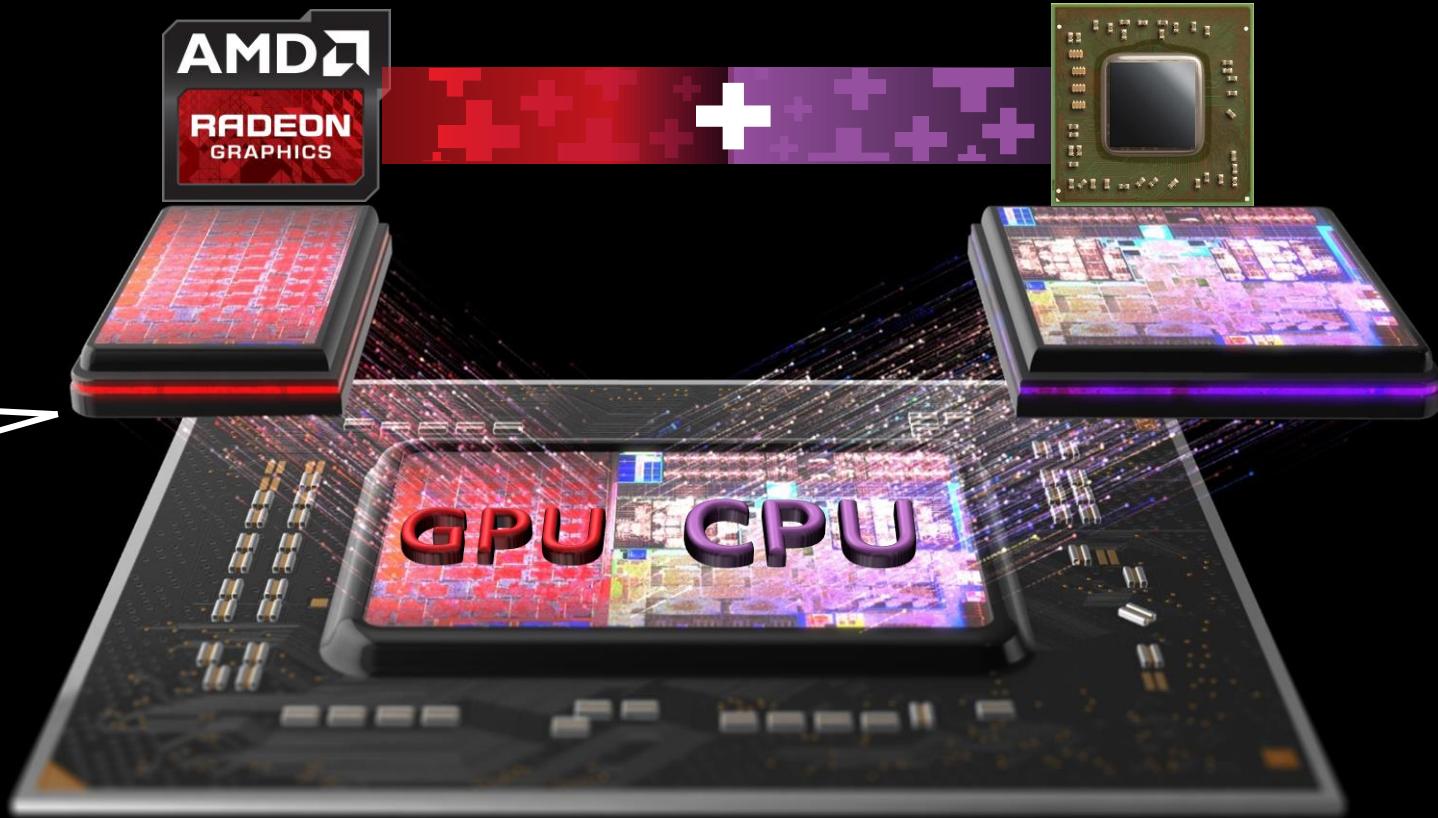
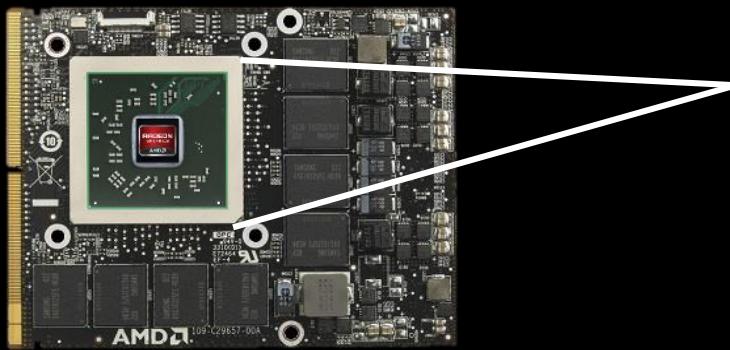


BRINKS

AMD A-SERIES APUS DELIVER WHAT CUSTOMERS NEED

AMD

AMD RADEON™ R7 OR R6
GRAPHICS INCLUDED



STABILITY

- ▲ Industry leading 18 month image stability
- ▲ Specific driver branch tested and supported for commercial client

3 MORE MONTHS
SUPPORT OVER
COMPETITION

QUALITY

- ▲ Commercial Grade
- ▲ Extended HW, SW and platform level testing targeted for PRO

LONGEVITY

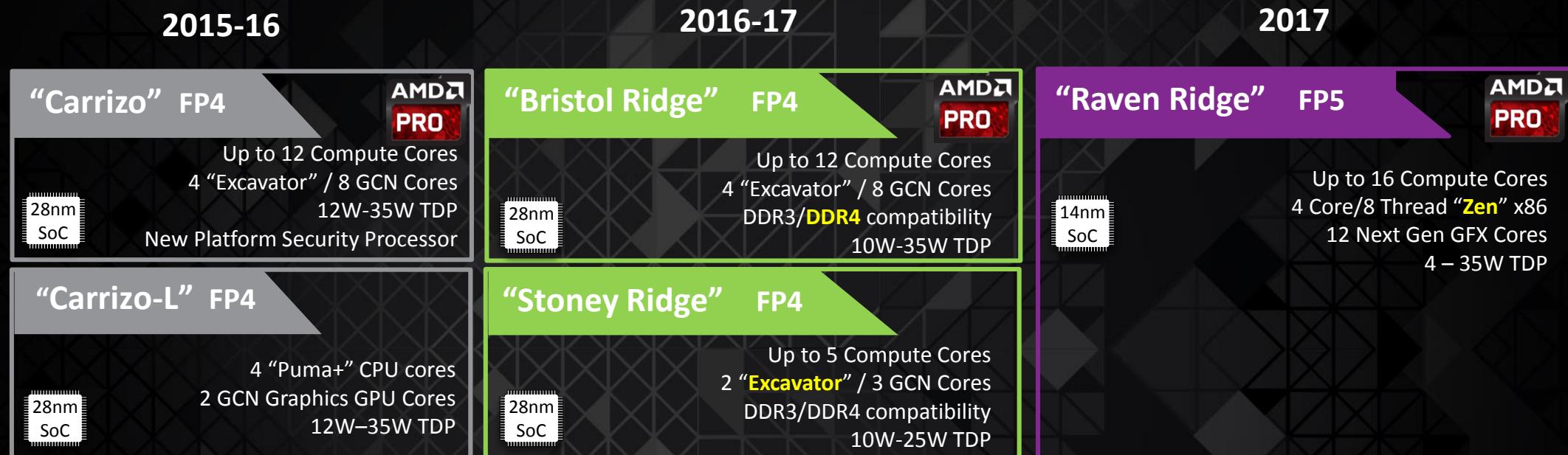
- ▲ 24 month longevity
- ▲ Extended manufacturing support from initial production to final shipments

WARRANTY

- ▲ Extended OEM warranty support up to 36 months



ROADMAP



- ▲ The current generation OEM products are power by Carrizo & Carrizo-L
- ▲ In 2016 "Bristol Ridge" Further Improves Performance* and Mobility, and Enables DDR4
- ▲ **Game Changer in Entry Space with "Stoney Ridge" bringing "Big-Die" Performance**
- ▲ Opportunity in Stable Infrastructure to Improve Commercial Solutions

*Visit amd.com/ComputeCores to learn more about compute cores

*Testing by AMD Performance labs. PC manufacturers may vary configurations yielding different results. PCMark 8 v2 Home Accelerated is used to simulate system productivity; the 7th Generation AMD A12 @ 15W scored 3057 while the 6th Generation AMD A10 @ 15W scored 2883, for a benchmark score difference of 3057/2883 = 1.06X or 6%. BRN-4

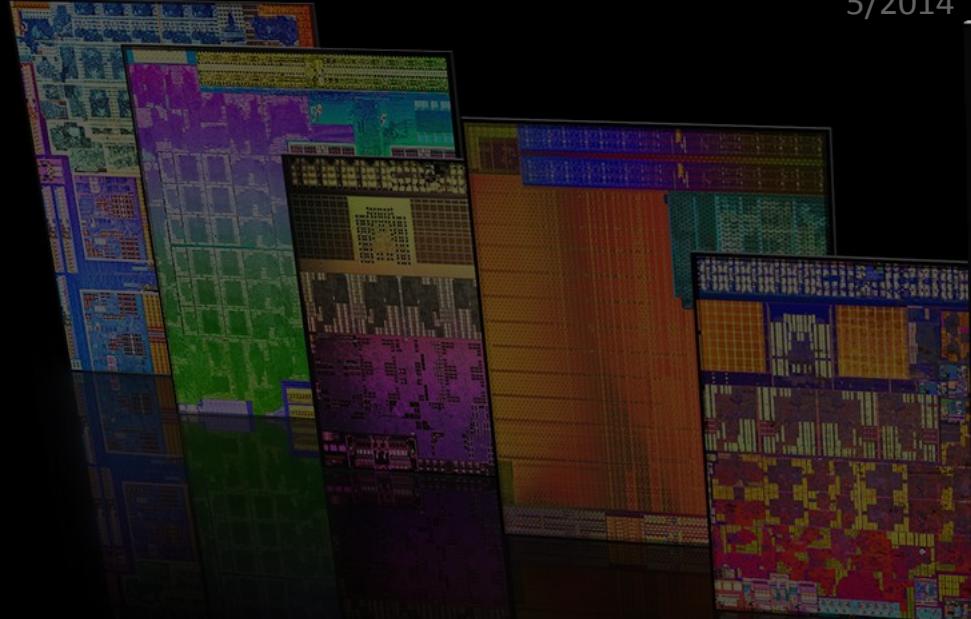
“Llano”
6/2011

“Trinity”
6/2012

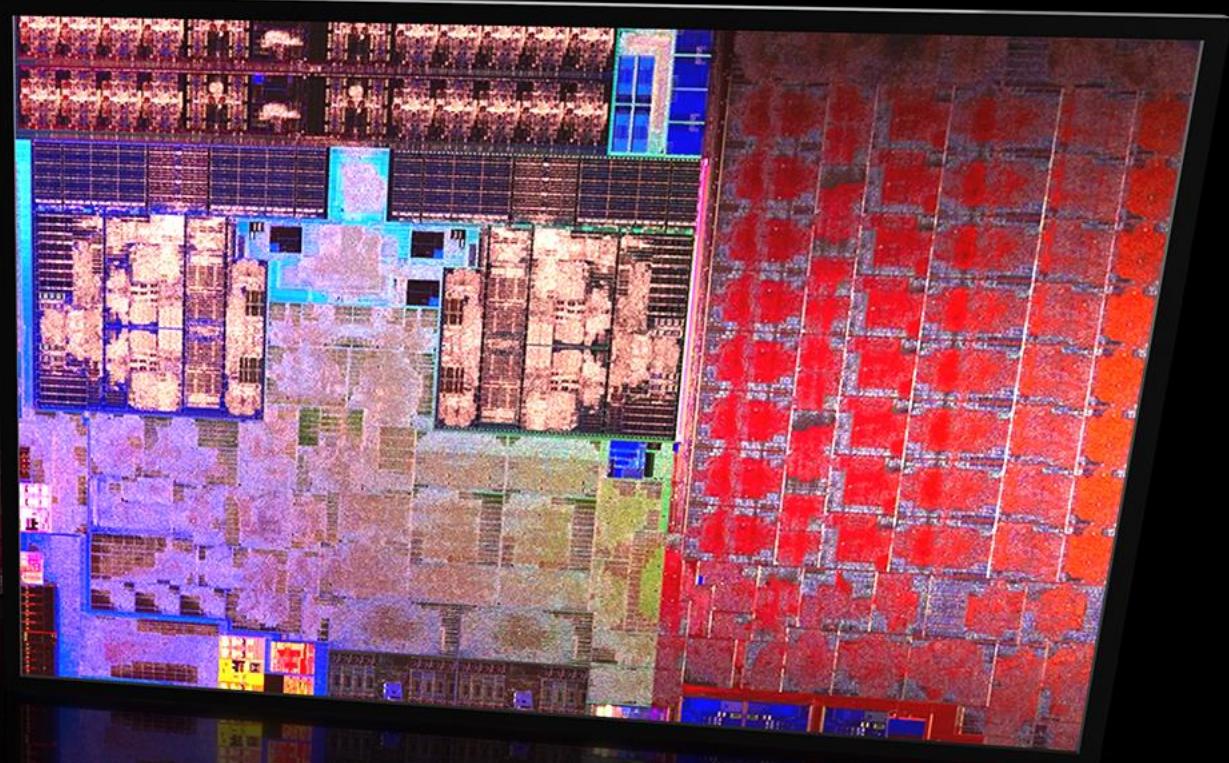
“Kabini”
5/2013

“Kaveri”
1/2014

“Beema”
5/2014



6TH GENERATION A-SERIES



NEW AMD HIGH-PERFORMANCE SoC TO DRIVE PLATFORM INNOVATION

"CARRIZO"

REDEFINING THE PROCESSOR

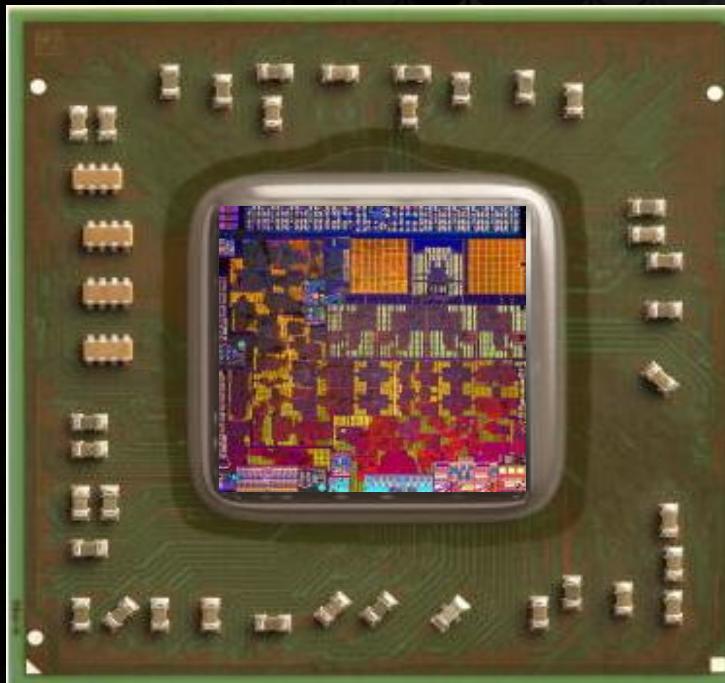
Innovative Technologies to change the mainstream

1st Performance APU
in SoC Design

1st HEVC Hardware
for Mainstream
Notebooks

1st ARM® TrustZone®
Capable
Performance APU

1st HSA 1.0
Architecture



“CARRIZO-L”

MORE PERFORMANCE AND FEATURES FOR MAINSTREAM PCS

- WORK with Great Battery Life
- THIN & LIGHT Mainstream Platforms
- The BEST User Experiences

Up to 4 CPU Cores
with GCN

AMD Start Now Technology

AMD Perfect Picture

Ready for
Windows 10



AMD PERFECT PICTURE
WITH AMD STEADY VIDEO



AMD RADEON™
R-SERIES GRAPHICS



AMD START NOW
TECHNOLOGY



AMD RADEON™
R-SERIES GRAPHICS



AMD SECURE
TECHNOLOGY



AMD ENDURO
TECHNOLOGY



AMD WIRELESS
DISPLAY

"Llano"
6/2011

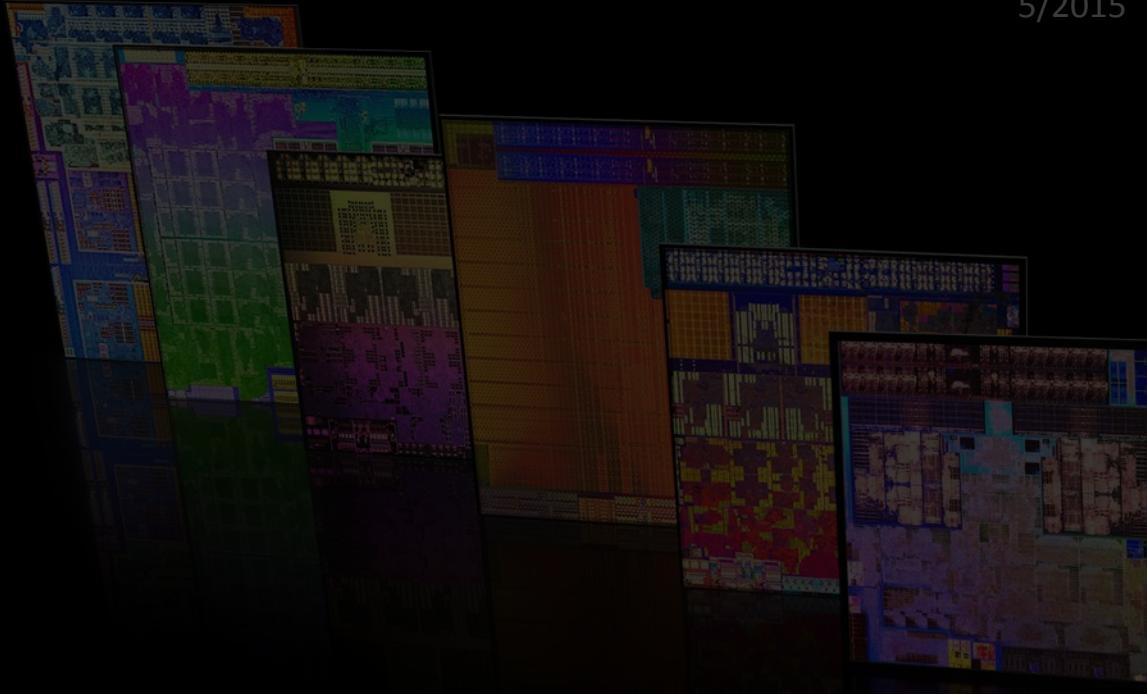
"Trinity"
6/2012

"Kabini"
5/2013

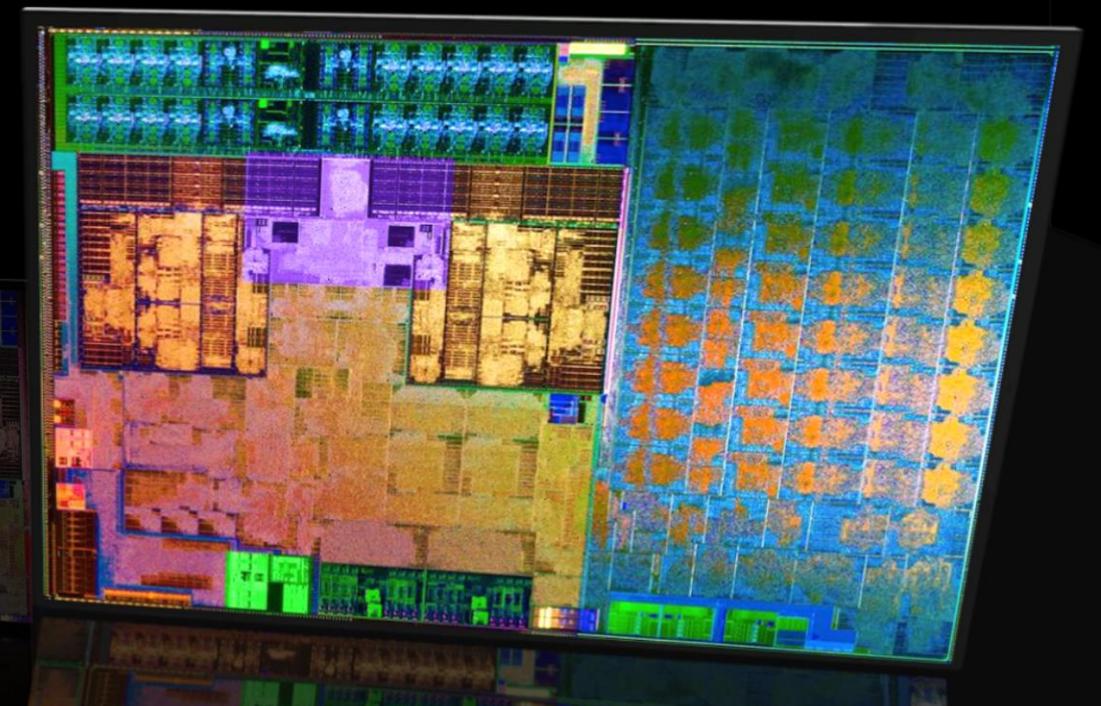
"Kaveri"
1/2014

"Beema"
5/2014

"Carrizo"
5/2015

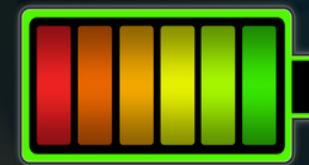
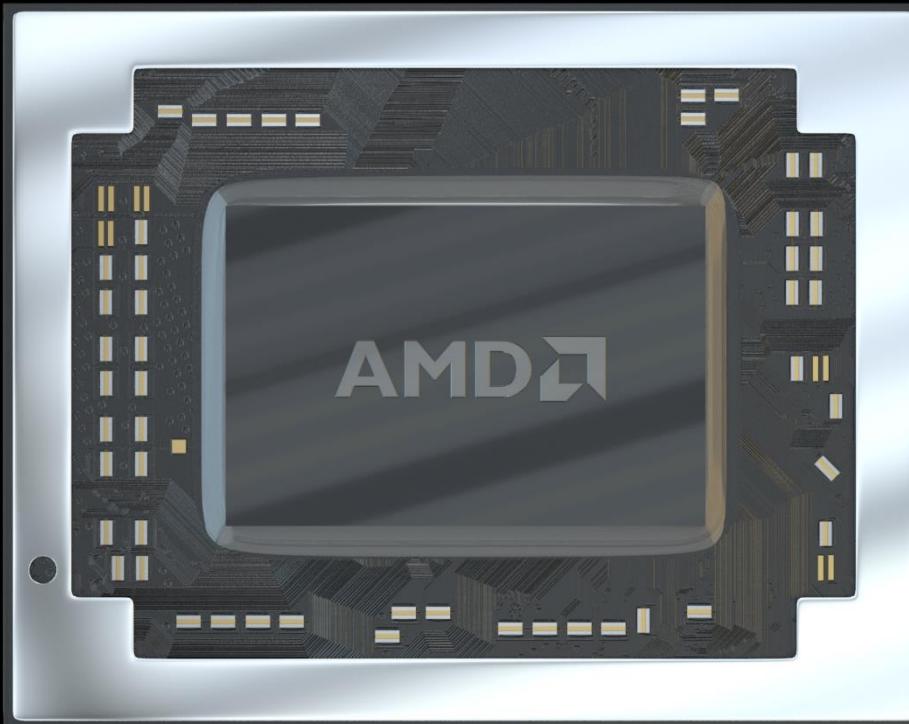


7TH GENERATION AMD A-SERIES



LAUNCHING **NOW**

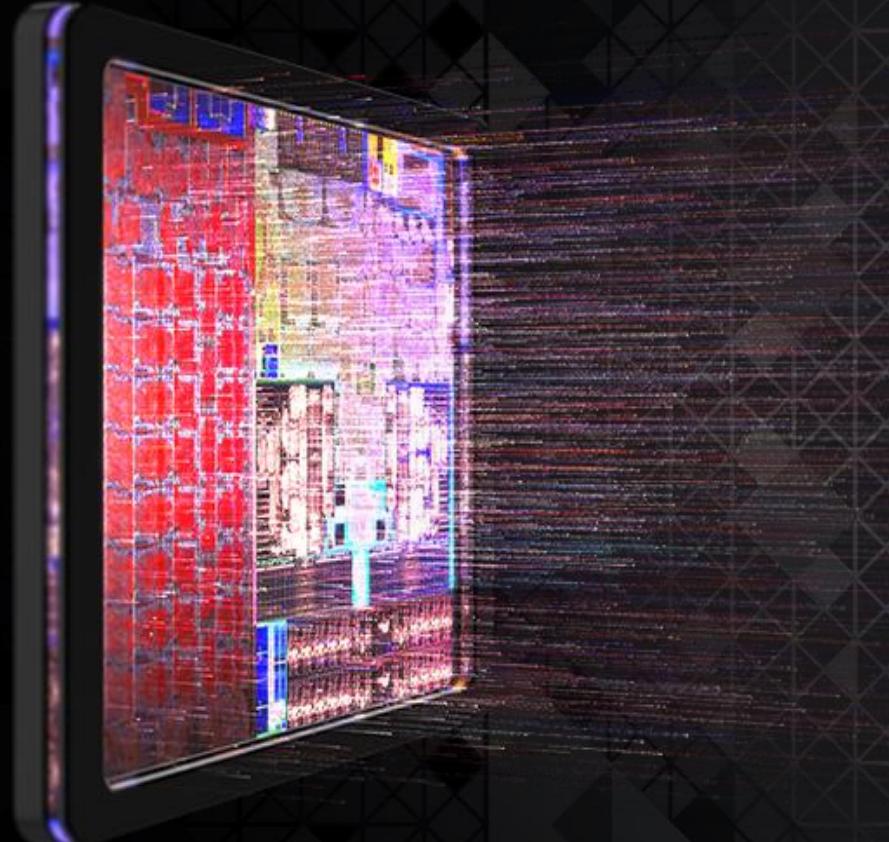
7TH GENERATION
AMD A-SERIES APU



PRODUCTIVE

BATTERY

ENERGY EFFICIENT



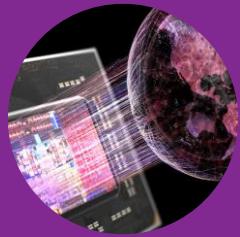
7TH GENERATION MOBILE

- ▲ Faster Cores – Amazing Uplift in Stable Infrastructure with up to 14% CPU core improvement*
- ▲ Further Optimize “Excavator” Cores to Improve Productivity and Battery Life for 2016
- ▲ Further Improvements to AMD PRO Security.
- ▲ Build on industry-leading Graphics and Compute with New Enterprise Features
- ▲ Support Transition to DDR4

*Testing by AMD Performance labs. PC manufacturers may vary configurations yielding different results. Cinebench R15 1T is used to represent per core performance; the 7th Generation AMD PRO A12 @ 35W scored 93.24 while the 6th Generation AMD PRO A12 @ 35W scored 81.82, for a benchmark score difference of 93.24/81.82 = 1.14X or 14%.

Purpose Built for Commercial

WINNING PROCESSOR ROADMAP



Productivity Gains

- “Excavator” Core in Entry
- Estimated up to 36% in productivity.

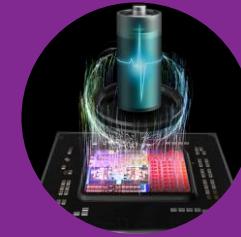
UNDISPUTED GRAPHICS LEADERSHIP



Latest Multimedia

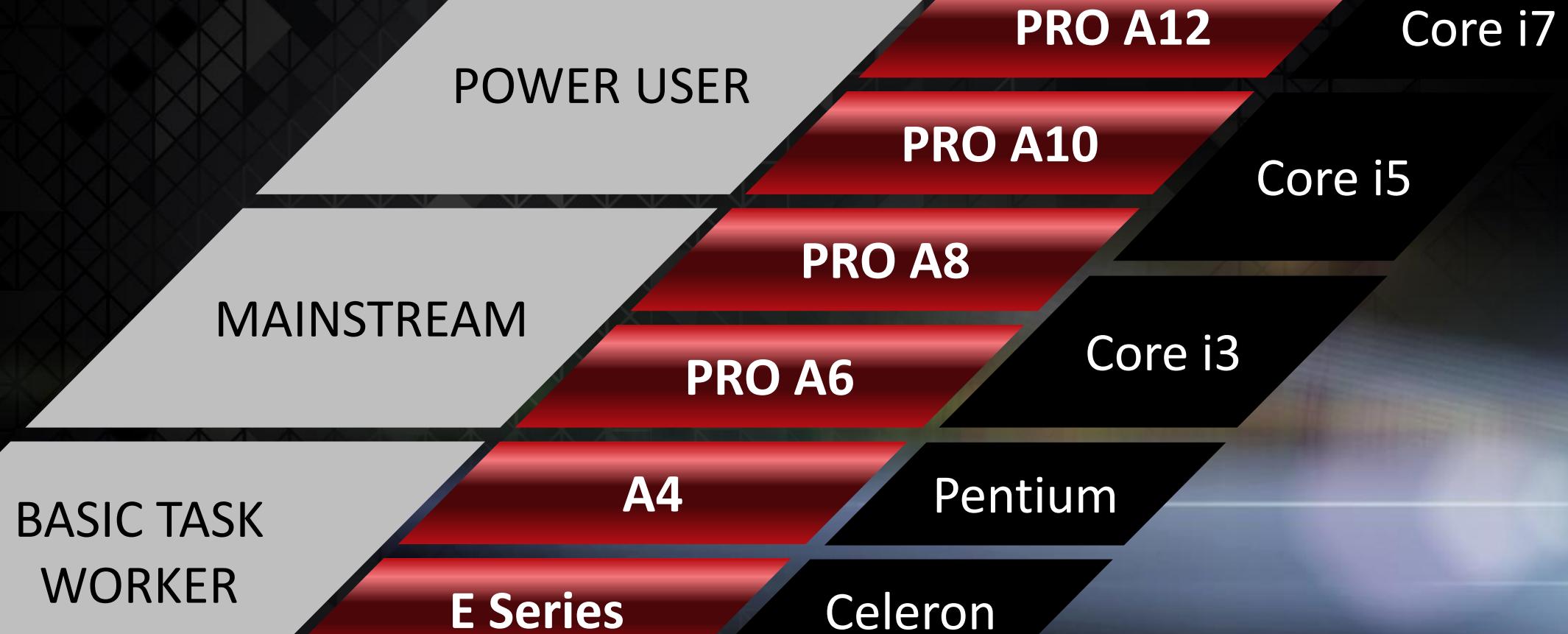
- Estimated Up to +30% Graphics.
- VP9 decode support
- Full-stack Hardware HEVC
- 4K & FreeSync™ Support

LASER FOCUS ON EFFICIENCY



Power Efficiency

- 15W optimized SKUs
- 14+ hr HD Video Playback
- 14+ hr MobileMark 14



A8PRO-8600B VS Core i3 6th Gen



	Core i3 6100U	A8PRO-8600B	WHAT DO THEY MEAN ?
No of CPU Cores	2	4	Higher the Number of Cores, higher the performance
GPU Compute Cores / No of Graphics Shader Cores	NA / 24	6 / 384	Higher the Number of GPU Cores, higher is the graphics & compute performance
Total Compute Cores	2 (CPU)	10 (4CPU+6GPU)	More number of compute cores better the performance
Graphics Model No	HD	R6 Series	Graphics Model Number
Total Cache	3 MB	2 MB	AMD offers L2 cache which is much more faster than L3 cache offered by competition
Clock Speed	2.3 GHz	1.6 GHz	Clock Frequency of the processor cores
Turbo Core Frequency	Not Supported	3.0 GHz	Higher the boost clock frequency, higher is the performance in non-threaded applications
Max Memory Support	DDR4 2133 MHz	DDR3 2133 MHz	Maximum speed of memory supported by the APU
Direct X	12	12	Version of Direct X effects Windows 8.1 / 10 Performance as applications can use Direct Compute ex. MS Office
Basemark CL	55.91	58	Performance in the OpenCL Benchmark
PCMark 8 Work Accelerated	4037	3923	Performance in Office Productivity Applications
3DMark FireStrike	811	910	Performance in 3D Graphics Applications
Passmark (CPU Mark)	3503	3421	

A10PRO-8700B VS Core i5 6th Gen



	Core i5 6200U	A10PRO-8700B	WHAT DO THEY MEAN ?
No of CPU Cores	2	4	Higher the Number of Cores, higher the performance
GPU Compute Cores / No of Graphics Shader Cores	NA / 24	6 / 384	Higher the Number of GPU Cores, higher is the graphics & compute performance
Total Compute Cores	2 (CPU)	10 (4CPU+6GPU)	More number of compute cores better the performance
Graphics Model No	HD	R6 Series	Graphics Model Number
Total Cache	3 MB	2 MB	AMD offers L2 cache which is much more faster than L3 cache offered by competition
Clock Speed	2.3 GHz	1.8 GHz	Clock Frequency of the processor cores
Turbo Core Frequency	2.8 GHz	3.2 GHz	Higher the boost clock frequency, higher is the performance in non-threaded applications
Max Memory Support	DDR4 2133 MHz	DDR3 2133 MHz	Maximum speed of memory supported by the APU
Direct X	12	12	Version of Direct X effects Windows 8.1 / 10 Performance as applications can use Direct Compute ex. MS Office
Basemark CL	57.18	60.26	Performance in the OpenCL Benchmark
PCMark 8 Work Accelerated	4219	4104	Performance in Office Productivity Applications
3DMark FireStrike	890	1063	Performance in 3D Graphics Applications
Passmark (CPUMark)	3933	3879	

A12PRO-8800B VS Core i7 6th Gen



	Core i7 6500U	A12PRO-8800B	WHAT DO THEY MEAN ?
No of CPU Cores	2	4	Higher the Number of Cores, higher the performance
GPU Compute Cores / No of Graphics Shader Cores	NA / 24	8 / 512	Higher the Number of GPU Cores, higher is the graphics & compute performance
Total Compute Cores	2 (CPU)	12 (4CPU+8GPU)	More number of compute cores better the performance
Graphics Model No	HD	R6 Series	Graphics Model Number
Total Cache	3 MB	2 MB	AMD offers L2 cache which is much more faster than L3 cache offered by competition
Clock Speed	2.5 GHz	2.1 GHz	Clock Frequency of the processor cores
Turbo Core Frequency	3.1 GHz	3.4 GHz	Higher the boost clock frequency, higher is the performance in non-threaded applications
Max Memory Support	DDR4 2133 MHz	DDR3 2133 MHz	Maximum speed of memory supported by the APU
Direct X	12	12	Version of Direct X effects Windows 8.1 / 10 Performance as applications can use Direct Compute ex. MS Office
Basemark CL	58.57	66.7	Performance in the OpenCL Benchmark
PCMark 8 Work Accelerated	4378	4248	Performance in Office Productivity Applications
3DMark FireStrike	878	1242	Performance in 3D Graphics Applications
Passmark (CPUMark)	4319	4395	

NOTEBOOK SPECIFICATION COMPARISON – 2016 AMD PRO VS. INTEL



▲ “Bristol Ridge” vs “Skylake” Mobile

Processor		CPU Cores		Max CPU Frequency		Base CPU Frequency		Cache		Graphics Max Clock		DASH Manageability		Trusted Execution Security		Stable Image Support		Turbo Boost	
AMD	Intel	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake
AMD PRO A12-9800B with 12 CC	Intel Core i7-6500U vPro	4	2	3.6 GHz	3.1 GHz	2.7 GHz	2.5 GHz	2MB	4MB	758 MHz	1050 MHz	Yes	Yes	Yes	Yes	Yes	Yes	4	Yes
AMD PRO A10-9700B with 10 CC	Intel Core i5-6200U	4	2	3.4 GHz	2.8 GHz	2.5 GHz	2.3 GHz	2MB	3MB	758 MHz	1050 MHz	Yes	Yes	Yes	Yes	Yes	Yes	4	Yes
AMD PRO A8-9600B with 10 CC	Intel Core i3-6100U	4	2	3.3 GHz	N/A	2.4 GHz	2.3 GHz	2MB	3MB	720 MHz	1000 MHz	Yes	No	Yes	No	Yes	No	4	No
STONEY RIDGE																			
AMD A9-9410 with 5 CC	Intel Core i3-6100U	2	2	3.5 GHz	N/A	2.9 GHz	2.3 GHz	1MB	3MB	800 MHz	1000 MHz	No	No	No	No	No	No	4	No

AMD DESKTOP SOCKET PLATFORM ROADMAP



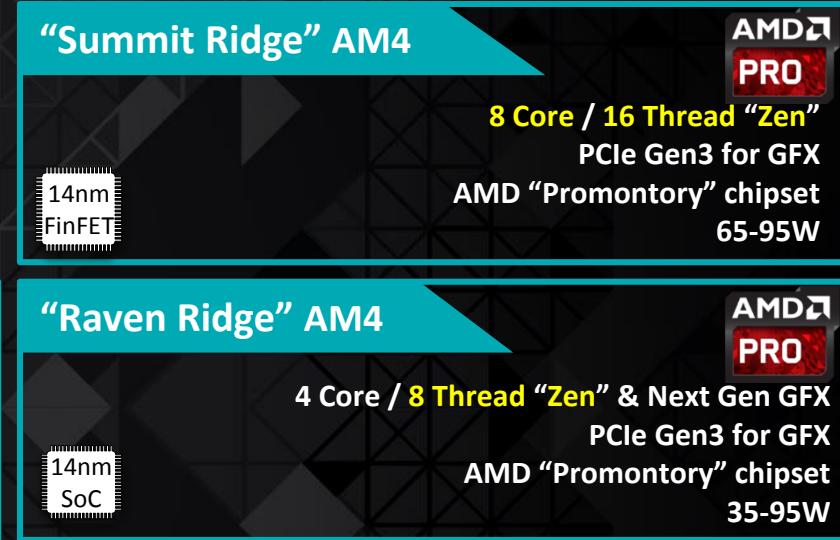
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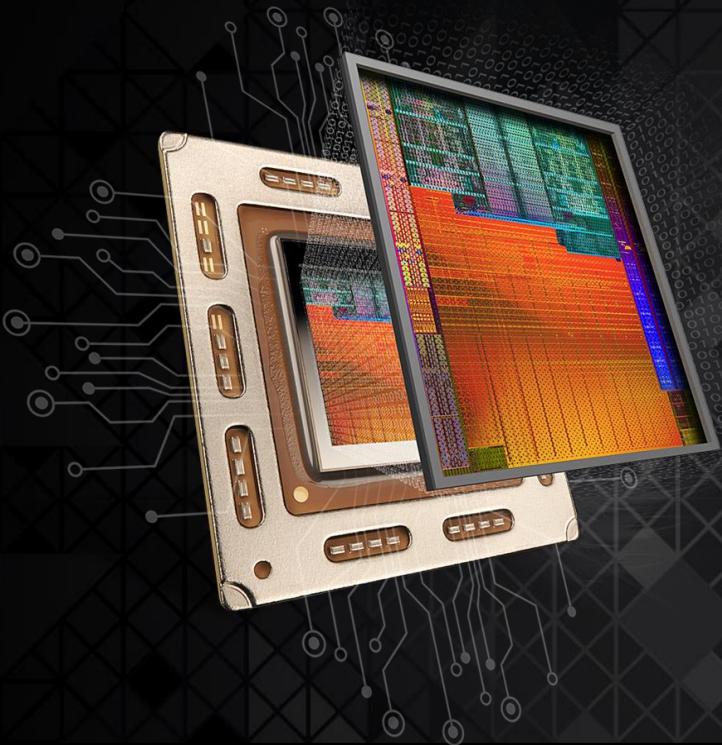
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2017



- ▲ 2016 delivers AMD "Excavator" cores to DT, expected to Improve Performance & Energy Efficiency
- ▲ Delivering Optimized 35W Desktop APUs projecting vastly improved Performance in Ultra-Small Form Factor
- ▲ Set up new AM4 Infrastructure Enabling AMD to scale to Premium DT Performance with 8 Core / 16 Thread "Zen" based "Summit Ridge"



"GODAVARI"

THE IDEAL DESKTOP PC FOR MODERN WORKLOADS

- EXCEPTIONAL Performance per dollar
- Up to 1 Teraflop of HSA Compute
- Increased CPU Frequencies & Graphics Clocks

Out perform Core i7 in
Graphics& Compute

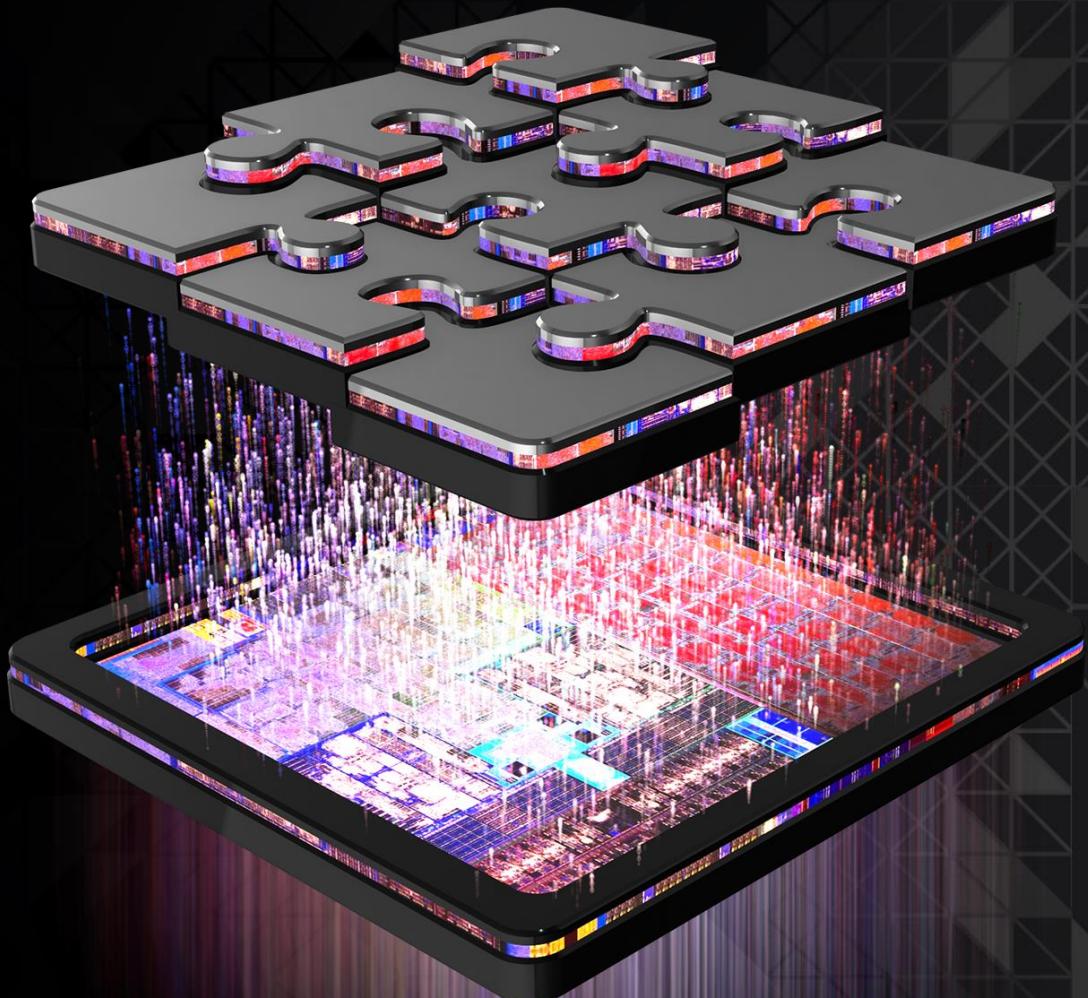
Seamless platform transition
with FM2+ Compatibility

Increased Frequencies
up to 4.1GHz

Enhanced Video Quality
For Lync Business

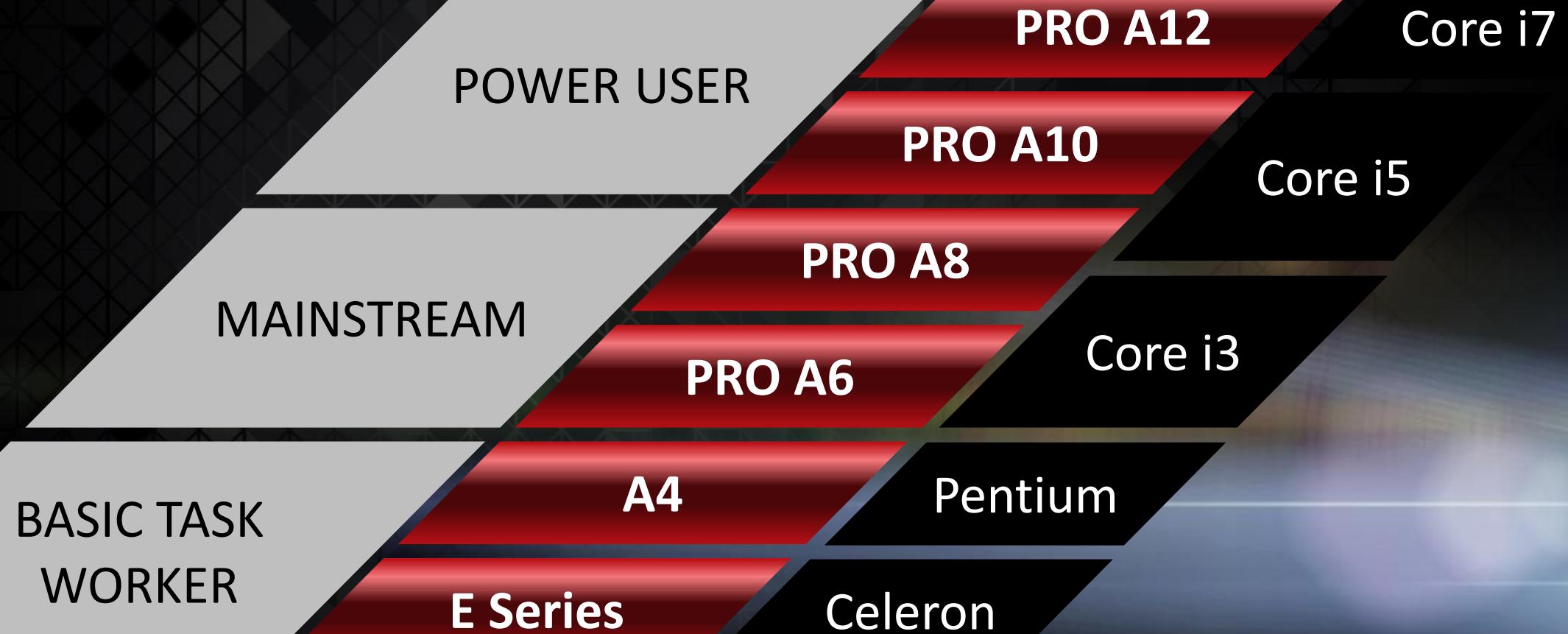
Up to 12 Compute Cores

Graphics Core Next with
GPU clock up to 800 MHz



7TH GENERATION DT

- ▲ Shift to New Faster “Excavator” CPU Cores for Improved Commercial Productivity with frequencies up to 4.2 GHz
- ▲ Significant Improvement in Performance / Watt with 65W “Bristol Ridge” outperforming 95W Godavari
 - ▲ Optimized at Both 65W (Tower, SFF) and 35W (Mini)
- ▲ New AMD PRO A12 at Top of “Bristol Ridge” portfolio
- ▲ New AMD Secure Processor integrated into “Bristol Ridge” APUs, enabling advanced hardware security
- ▲ Support Transition to DDR4, TPM 2.0
- ▲ New AM4 Infrastructure planned to Last 4+ Years



A4PRO-8350B VS PENTIUM 6th Gen



	Pentium G4400	A4-PRO 8350B	WHAT DO THEY MEAN ?
No of CPU Cores	2	2	Higher the Number of Cores, higher the performance
GPU Compute Cores / No of Graphics Shader Cores	NA / 40	4 / 256	Higher the Number of GPU Cores, higher is the graphics & compute performance
Total Compute Cores	2 (CPU)	6 (2CPU+4GPU)	More number of compute cores better the performance
Graphics Model No	HD	R5 Series	Graphics Model Number
Total Cache	3 MB	1 MB	AMD offers L2 cache which is much more faster than L3 cache offered by competition
Clock Speed	3.3 GHz	3.5 GHz	Clock Frequency of the processor cores
Turbo Core Frequency	Not Supported	3.9 GHz	Higher the boost clock frequency, higher is the performance in non-threaded applications
Max Memory Support	DDR4 2133 MHz	DDR3 1866 MHz	Maximum memory speed supported
Direct X	12	12	Version of Direct X effects Windows 8.1 / 10 Performance as applications can use Direct Compute ex. MS Office
Basemark CL	21.5	62	Performance in the OpenCL Benchmark
3DMark FireStrike	812	1312	Performance in 3D Graphics Applications

A8PRO-8650B VS Core i3 6th Gen



	Core i3 6100	A8-PRO 8650B	WHAT DO THEY MEAN ?
No of CPU Cores	2	4	Higher the Number of Cores, higher the performance
GPU Compute Cores / No of Graphics Shader Cores	NA / 24	6 / 384	Higher the Number of GPU Cores, higher is the graphics & compute performance
Total Compute Cores	2 (CPU)	10 (4CPU+6GPU)	More number of compute cores better the performance
Graphics Model No	HD 530	R7 Series	Graphics Model Number
Total Cache	3 MB	4 MB	AMD offers L2 cache which is much more faster than L3 cache offered by competition
Clock Speed	3.7 GHz	3.2 GHz	Clock Frequency of the processor cores
Turbo Core Frequency	Not Supported	3.9 GHz	Higher the boost clock frequency, higher is the performance in non-threaded applications
Max Memory Support	DDR4 2133 MHz	DDR3 2133 MHz	Maximum speed of memory supported by the APU
Direct X	12	12	Version of Direct X effects Windows 8.1 / 10 Performance as applications can use Direct Compute ex. MS Office
Base Mark CL Scores	54.86	80.38	Score of AMD is Higher than Intel
PCMark Work Acc Scores	4463	4480	Score of Intel is Higher than AMD
3DMark Firestrike Scores	924	1419	Score of AMD is Higher than Intel

A10PRO-8750B VS Core i5 6th Gen



	Core i5 6500	A10-PRO 8750B	WHAT DO THEY MEAN ?
No of CPU Cores	4	4	Higher the Number of Cores, higher the performance
GPU Compute Cores / No of Graphics Shader Cores	NA / 40	8 / 512	Higher the Number of GPU Cores, higher is the graphics & compute performance
Total Compute Cores	4 (CPU)	12 (4 CPU+8GPU)	More number of compute cores better the performance
Graphics Model No	HD 530	R7 Series	Graphics Model Number
Total Cache	6 MB	4 MB	AMD offers L2 cache which is much more faster than L3 cache offered by competition
Clock Speed	3.2 GHz	3.6 GHz	Clock Frequency of the processor cores
Turbo Core Frequency	3.6 GHz	4.0 GHz	Higher the boost clock frequency, higher is the performance in non-threaded applications
Max Memory Support	DDR4 2133 MHz	DDR3 2133 MHz	Maximum speed of memory supported by the APU
Direct X	12	12	Version of Direct X effects Windows 8.1 / 10 Performance as applications can use Direct Compute ex. MS Office
Base Mark CL Scores	55.95	93.38	OpenCL performance
PCMark Work Acc Scores	4555	4531	Overall productivity performance
3DMark Firestrike Scores	1096	1571	Overall graphics performance

A10PRO-8850B VS Core i7 6th Gen



	Core i7 6700	A10-PRO 8850B	WHAT DO THEY MEAN ?
No of CPU Cores	4	4	Higher the Number of Cores, higher the performance
GPU Compute Cores / No of Graphics Shader Cores	NA / 40	8 / 512	Higher the Number of GPU Cores, higher is the graphics & compute performance
Total Compute Cores	4 (CPU)	12 (4 CPU+8GPU)	More number of compute cores better the performance
Graphics Model No	HD 530	R7 Series	Graphics Model Number
Total Cache	8 MB	4 MB	AMD offers L2 cache which is much more faster than L3 cache offered by competition
Clock Speed	3.4 GHz	3.9 GHz	Clock Frequency of the processor cores
Turbo Core Frequency	4.0 GHz	4.1 GHz	Higher the boost clock frequency, higher is the performance in non-threaded applications
Max Memory Support	DDR4 2133 MHz	DDR3 2133 MHz	Maximum speed of memory supported by the APU
Direct X	12	12	Version of Direct X effects Windows 8.1 / 10 Performance as applications can use Direct Compute ex. MS Office
Base Mark CL Scores	62	96.56	OpenCL performance
PCMark Work Acc Scores	4909	4750	Overall productivity performance
3DMark Firestrike Scores	1110	1588	Overall graphics performance

DESKTOP SPECIFICATION COMPARISON – 2016 AMD PRO VS. INTEL



“Bristol Ridge” vs “Skylake” Desktop

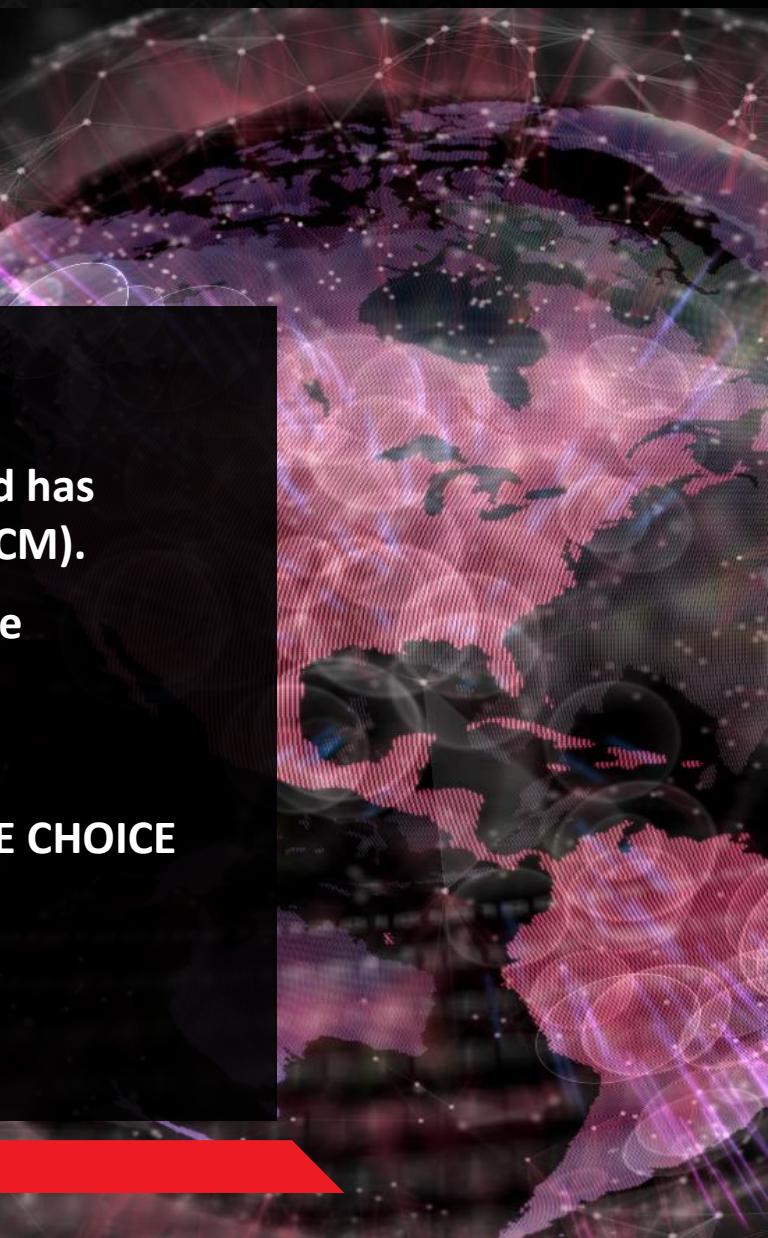
Processor		CPU Cores		Max CPU Frequency		Base CPU Frequency		Cache		Graphics Max Clock		DASH Manageability		Trusted Execution Security		Stable Image Support		Turbo Boost		
AMD	Intel	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	AMD 2016	Intel Skylake	
AMD PRO A12-9800 with 12 Compute Cores	Intel Core i5-6500 vPro	4	4	4.2 GHz	3.6 GHz	3.8 GHz	3.2 GHz	2MB	6MB	1108 MHz	1050 MHz	Yes	Yes	Yes	Yes	Yes	Yes	Yes	4	Yes
AMD PRO A10-9700 with 10 Compute Cores	Intel Core i5-6400	4	4	3.8 GHz	3.3 GHz	3.5 GHz	2.7 GHz	2MB	6MB	1029 MHz	950 MHz	Yes	Yes	Yes	Yes	Yes	Yes	Yes	4	Yes
AMD PRO A8-9600 with 10 Compute Cores	Intel Core i3-6100	4	2	3.4 GHz	N/A	3.1 GHz	3.7 GHz	2MB	3MB	1029 MHz	1050 MHz	Yes	No	Yes	No	Yes	No	Yes	4	No
AMD PRO A6-9500 with 8 Compute Cores	Intel Pentium G4400	2	2	3.8 GHz	N/A	3.5 GHz	3.3 GHz	2MB	2MB	1029 MHz	1000 MHz	Yes	No	Yes	No	Yes	No	Yes	4	No



AMD DASH

AMD + DASH

- ▲ AMD enables the manageability features IT PROS Need - WITH DASH
- ▲ AMD supports the DASH open standard approach for out-of-band manageability and has developed a DASH plug-in for Microsoft's System Center Configuration Manager (SCCM).
- ▲ The DASH feature set is robust and enables all the MUST HAVE manageability feature requirements in a standards-based solution vs. proprietary AMT.
- ▲ NO ADDITIONAL COST – DON'T PAY FOR SOMETHING NOT USED
- ▲ BASED ON OPEN STANDARDS : NO VENDOR LOCK-IN & REDUCED COSTS WITH MORE CHOICE





WINDOWS 7 SUPPORT

CARRIZO – DDR4 LAUNCH



WINDOWS 7 Extended Support Through 2020

- ▲ “Windows 7 will continue to be supported for security, reliability, and compatibility through January 14, 2020 on previous generation silicon...This includes most of the devices available for purchase today by consumers or enterprises.” *
- ▲ “Windows 10 will be the only supported Windows platform on Intel’s upcoming “Kaby Lake” silicon, Qualcomm’s upcoming “8996” silicon, and AMD’s upcoming “Bristol Ridge” silicon.” *

Microsoft Endorses the following AMD messages :

- ▲ AMD “Carrizo” NB APUs and AMD “Godavari” DT APUs will receive support for Windows 7 through 2020
- ▲ AMD “Carrizo DDR4” PRO APUs for NB (FP4) and DT (AM4) will receive support for Windows 7 through 2020
- ▲ AMD “Bristol Ridge” 7th Generation APUs and “Summit Ridge” CPUs will be Windows 10 Only
- ▲ This OS support is tied to the AMD processor family, regardless of the motherboard / infrastructure

* <https://support.microsoft.com/en-us/lifecycle#gp/LifeWinFAQ>



CONFIRMATION OF WINDOWS 7 SUPPORT ON AMD PRO

- For upcoming 2016 commercial platforms AMD will be releasing “Carrizo DDR4” AMD PRO APUs. These APUs are an enhancement to our 6th generation technology and will ship for both notebook (FP4) and desktop (AM4) infrastructures.
- Microsoft will extend Windows 7 support for “Carrizo DDR4” PRO APU through January 14, 2020, in addition to providing Windows 10 support. Microsoft has approved the distribution of this statement. For further details, please contact your local Microsoft representative or email amdpcesilicon@microsoft.com
- AMD will also be launching our “Bristol Ridge” PRO 7th generation APUs in 2H16. Microsoft will only provide Windows 10 support for these APUs - Microsoft will not be providing Windows 7 support.

2015-2016 AMD PRO APU PORTFOLIO – 15W NOTEBOOK



AMD PRO 8000 SERIES

CARRIZO DDR3



AMD PRO A12-8800B

*Base Frequency : 2.1 GHz
Boost Frequency : 3.4 GHz
Graphics : Radeon R7*

AMD PRO A10-8700B

*Base Frequency : 1.8 GHz
Boost Frequency : 3.2 GHz
Graphics : Radeon R6*

AMD PRO A8-8600B

*Base Frequency : 1.6 GHz
Boost Frequency : 3.0 GHz
Graphics : Radeon R6*

AMD PRO A6-8500B

*Base Frequency : 1.6 GHz
Boost Frequency : 3.0 GHz
Graphics : Radeon R5*

CARRIZO DDR4



AMD PRO A12-8830B

*Base Frequency : 2.5 GHz
Boost Frequency : 3.4 GHz
Graphics : Radeon R7*

AMD PRO A10-8730B

*Base Frequency : 2.4 GHz
Boost Frequency : 3.3 GHz
Graphics : Radeon R5*

AMD PRO A6-8530B

*Base Frequency : 2.3 GHz
Boost Frequency : 3.2 GHz
Graphics : Radeon R5*

AMD PRO 9000 SERIES

BRISTOL RIDGE



AMD PRO A12-9800B

*Base Frequency : 2.7 GHz
Boost Frequency : 3.6 GHz
Graphics : Radeon R7*

AMD PRO A10-9700B

*Base Frequency : 2.5 GHz
Boost Frequency : 3.4 GHz
Graphics : Radeon R7*

AMD PRO A8-9600B

*Base Frequency : 2.4 GHz
Boost Frequency : 3.3 GHz
Graphics : Radeon R5*

AMD PRO A6-9500B

*Base Frequency : 2.3 GHz
Boost Frequency : 3.2 GHz
Graphics : Radeon R5*

2015-2016 AMD PRO APU PORTFOLIO – 35W ‘E’ DESKTOP



AMD PRO 8000 SERIES

CARRIZO DDR3 (CTDP)



AMD PRO A12-8800B

*Base Frequency : 2.1 GHz
Boost Frequency : 3.4 GHz
Graphics : Radeon R7*

AMD PRO A10-8700B

*Base Frequency : 1.8 GHz
Boost Frequency : 3.2 GHz
Graphics : Radeon R6*

AMD PRO A8-8600B

*Base Frequency : 1.6 GHz
Boost Frequency : 3.0 GHz
Graphics : Radeon R6*

AMD PRO A6-8500B

*Base Frequency : 1.6 GHz
Boost Frequency : 3.0 GHz
Graphics : Radeon R5*

CARRIZO-E DDR4



AMD PRO A12-8870E

*Base Frequency : 2.9 GHz
Boost Frequency : 3.8 GHz
Graphics : Radeon R7*

AMD PRO A10-8770E

*Base Frequency : 2.8 GHz
Boost Frequency : 3.5 GHz
Graphics : Radeon R7*

AMD PRO A6-8570E

*Base Frequency : 3.0 GHz
Boost Frequency : 3.4 GHz
Graphics : Radeon R5*

AMD PRO 9000 SERIES

BRISTOL RIDGE-E



AMD PRO A12-9800E

*Base Frequency : 3.1 GHz
Boost Frequency : 3.8 GHz
Graphics : Radeon R7*

AMD PRO A10-9700E

*Base Frequency : 3.0 GHz
Boost Frequency : 3.5 GHz
Graphics : Radeon R7*

AMD PRO A6-9500E

*Base Frequency : 3.0 GHz
Boost Frequency : 3.4 GHz
Graphics : Radeon R5*

2015-2016 AMD PRO APU PORTFOLIO – 65W DESKTOP



AMD PRO 8000 SERIES

GODAVARI DDR3



CARRIZO DDR4



AMD PRO A12-8870

*Base Frequency : 3.7 GHz
Boost Frequency : 4.2 GHz
Graphics : Radeon R7*

AMD PRO A10-8750B

*Base Frequency : 3.6 GHz
Boost Frequency : 4.0 GHz
Graphics : Radeon R7*

AMD PRO A8-8650B

*Base Frequency : 3.2 GHz
Boost Frequency : 3.9 GHz
Graphics : Radeon R7*

AMD PRO A6-8550B

*Base Frequency : 3.7 GHz
Boost Frequency : 4.0 GHz
Graphics : Radeon R5*

AMD PRO 9000 SERIES

BRISTOL RIDGE



AMD PRO A12-9800

*Base Frequency : 3.8 GHz
Boost Frequency : 4.2 GHz
Graphics : Radeon R7*

AMD PRO A10-9700

*Base Frequency : 3.5 GHz
Boost Frequency : 3.8 GHz
Graphics : Radeon R7*

AMD PRO A8-9600

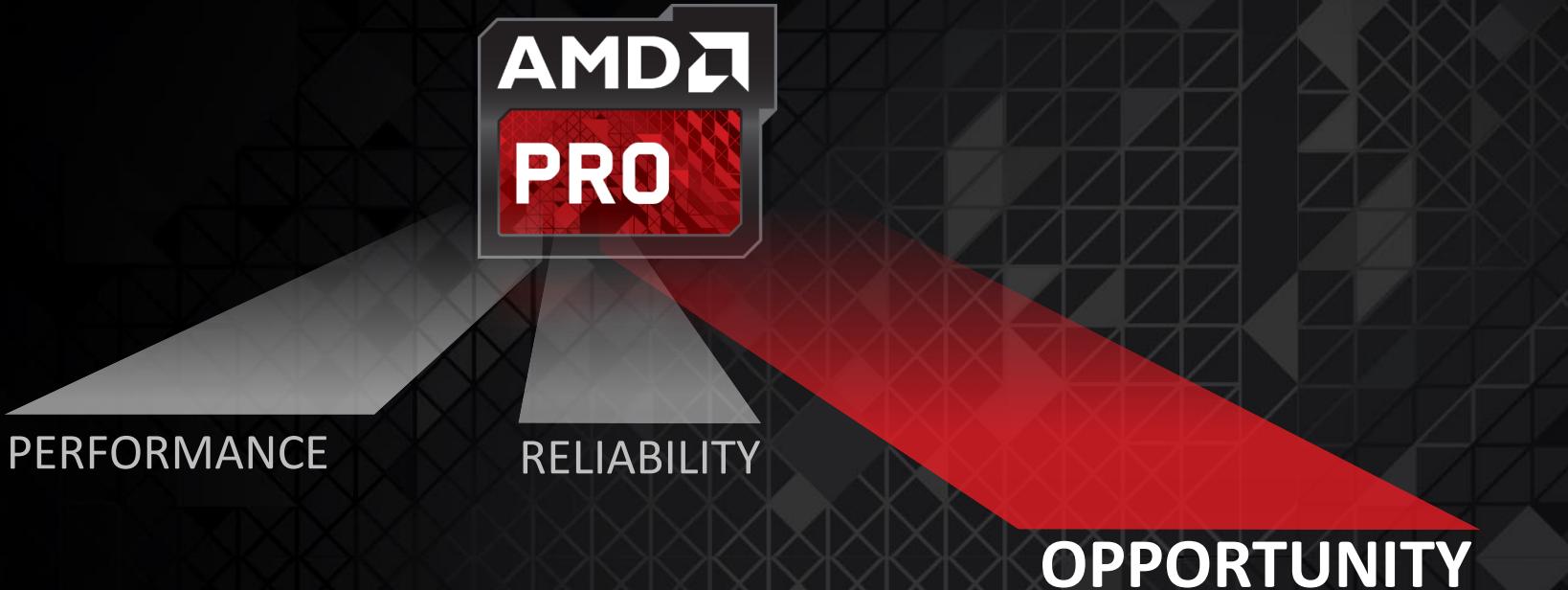
*Base Frequency : 3.1 GHz
Boost Frequency : 3.4 GHz
Graphics : Radeon R5*

AMD PRO A6-9500

*Base Frequency : 3.5 GHz
Boost Frequency : 3.8 GHz
Graphics : Radeon R5*



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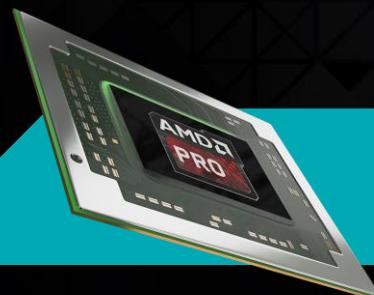


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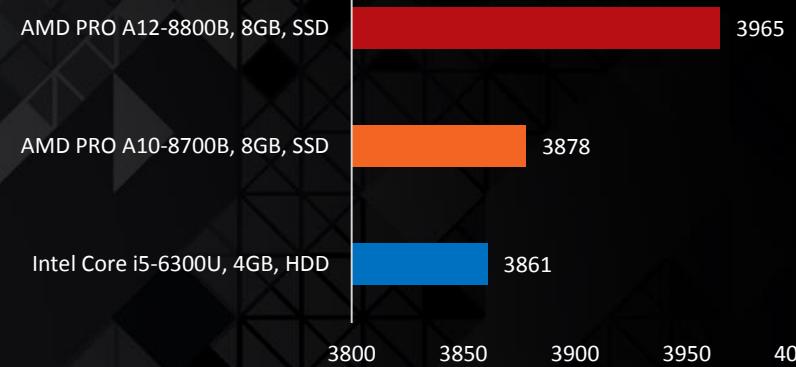
Model	HP EliteBook 745 G3 HP Shopping	HP EliteBook 745 G3 HP Shopping	Lenovo ThinkPad T460 CDW.com
Processor	AMD PRO A12-8800B	AMD PRO A10-8700B	Intel Core™ i5-6300U
# CPU Cores	4	4	2
Max Frequency	3.4 GHz	3.2 GHz	3.0 GHz
Graphics	AMD Radeon™ R7	AMD Radeon™ R6	Intel HD Graphics 520
RAM	8GB	8GB	4GB
Display	14" 1920 X 1080 FHD	14" 1920 X 1080 FHD	14" 1920 X 1080 FHD
Hard Drive	256 GB SSD	256 GB SSD	Standard HDD
Price	\$1,049	\$1,009	\$1,099.00

HP/AMD = \$50-90 Less

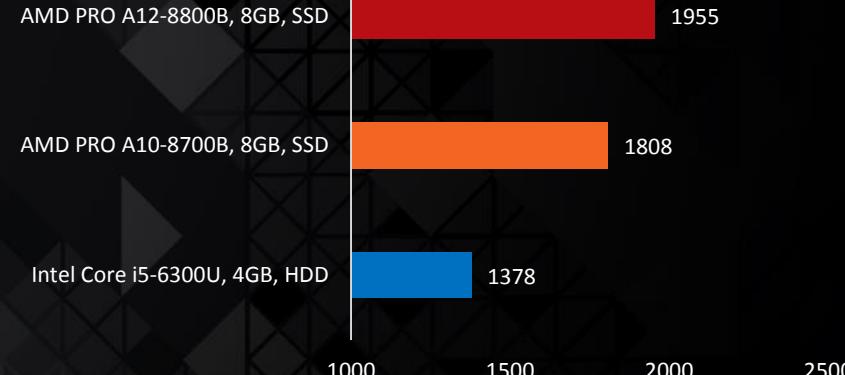


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AND GET MORE PERFORMANCE**

PCMark 8 Work Accelerated (Productivity)



3DMark 11 (Graphics)

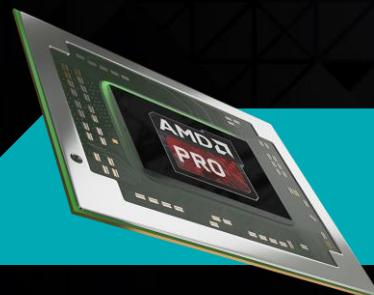


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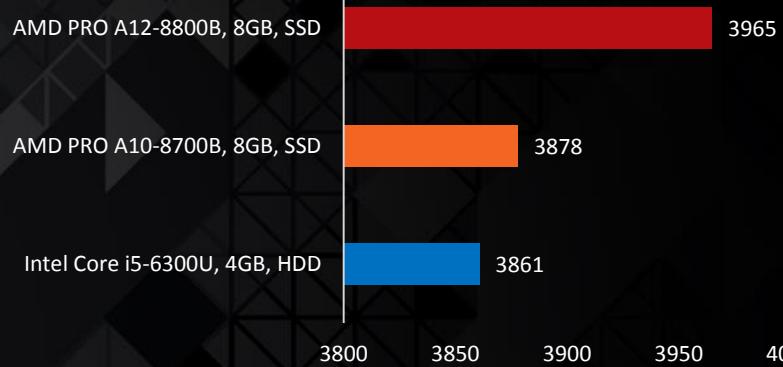
Model	HP EliteBook 755 G3 HP Shopping	HP EliteBook 755 G3 HP Shopping	Dell Latitude E5570 Dell.com
Processor	AMD PRO A12-8800B	AMD PRO A10-8700B	Intel Core™ i5-6300U
# CPU Cores	4	4	2
Max Frequency	3.4 GHz	3.2 GHz	3.0 GHz
Graphics	AMD Radeon™ R7	AMD Radeon™ R6	Intel HD Graphics 520
RAM	8GB	8GB	4GB
Display	15" 1920 X 1080 FHD	15" 1920 X 1080 FHD	15" 1920 X 1080 FHD
Hard Drive	256 GB SSD	256 GB M.2 SSD	Standard HDD
Price	\$999	\$999	\$1,150.00

HP/AMD = 101 - \$141 Less

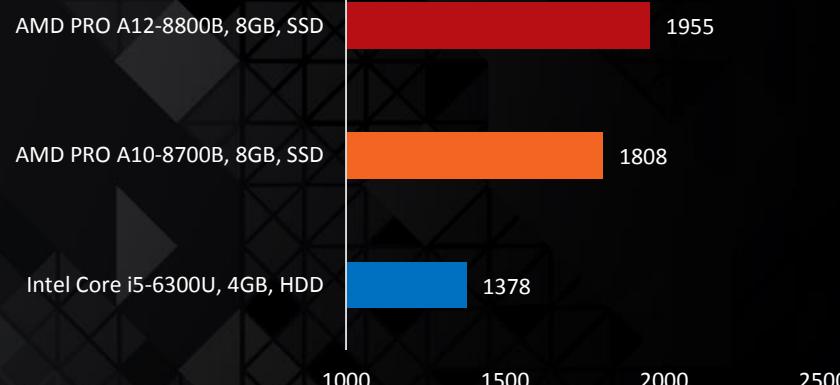


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PCMark 8 Work Accelerated (Productivity)



3DMark 11 (Graphics)



REFERENCES & CASE STUDIES

APJ COMMERCIAL WINS



APJ COMMERCIAL WINS



AMD CUSTOMER CASE STUDY DR PEPPER SNAPPLE GROUP



"We had come to accept that different devices were required to meet the various needs of our power users, executives, sales force, and office users.

The HP EliteBook 745 with AMD is changing that and bringing us back to a corporate standard. It serves a broad base of users very well."

Michael Korona, Director of Client Services
Dr Pepper Snapple Group



- ▲ [Case Study](#) – Dr Pepper Snapple Group: HP EliteBook 745 with AMD PRO APUs reprises corporate standardization for mobility
- ▲ [Video](#) - Dr Pepper Snapple Group on Choosing the HP EliteBook 745 with AMD PRO APUs



"The world of technology today is moving faster than ever. Brink's operates in more than 40 countries across the globe which creates a significant amount of tasks to manage."

We were looking for technology to best enable and support our global reach. The HP EliteBook 745 G3 with AMD PRO A-Series APUs fits our requirements perfectly from a global mobility and stability perspective."

Matt Burkemier, CIO, Focus Markets and Infrastructure
Brink's



- ▲ [Case Study](#) – Brink's: “The HP EliteBook 745 G3 with 6th generation AMD PRO APUs, bring tremendous speed to market with its new solutions.”
- ▲ [Video](#) - World leading global security services company Brinks chose AMD PRO



"We looked for a mobile notebook device that would meet the needs of a broad base of our users."

The EliteBook 745 with AMD PRO is lightweight for the mobility of our staff requires, and powerful to maintain the efficiency we expect."

Dennis Lockenwitz, Head of Corporate Indirect,
Group Procurement, ISS

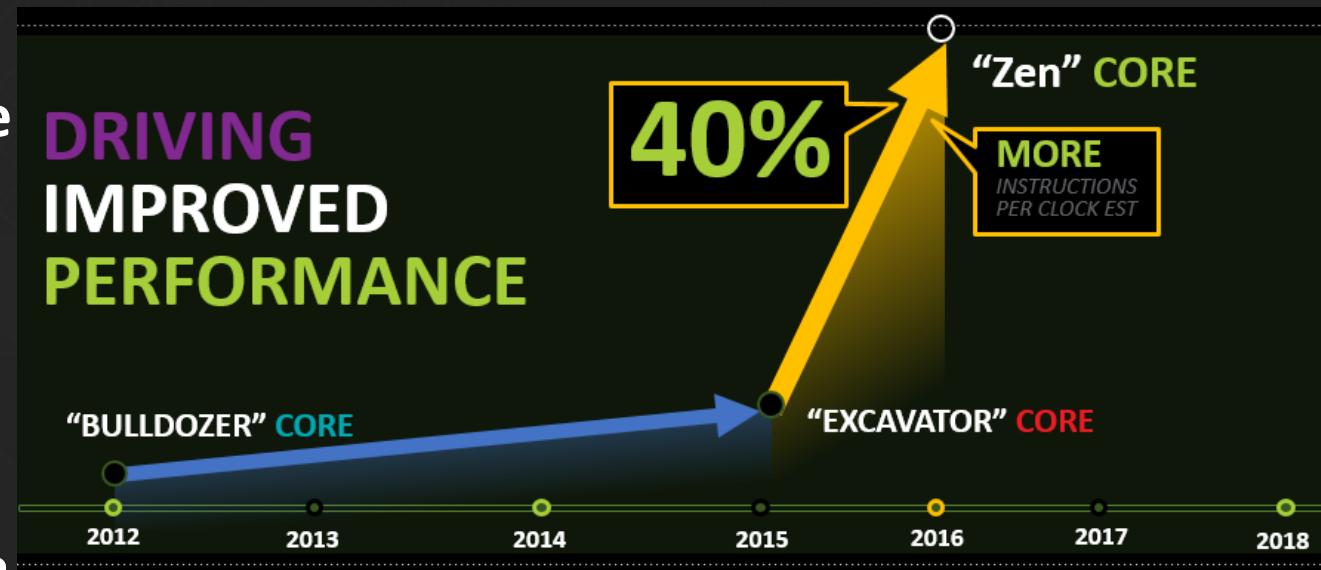
- ▲ [Case Study](#) – ISS: Driving Simplicity, efficiency and sustainability with HP EliteBook powered by AMD PRO APUs
- ▲ [Video](#) - ISS drives simplicity and efficiency with HP EliteBook powered by AMD PRO APUs



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- Energy-efficient 14nm FinFET Design
- Premium experience of DX12, 4K, and VR

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