New AMD Geode Processor for Mobile Computing

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AMD today announced availability of the AMD Geode LX 800 @ 0.9W processor, enabling consumers to experience full-featured, desktop-style computing on a new generation of x86 architecture-based embedded and mobile devices. Requiring less than one watt of power, the AMD Geode LX 800 @ 0.9W processor supports the Microsoft Windows XP and XP Embedded operating systems, allowing users to leverage familiar business and consumer applications on low-power, fan-less portable products.

The AMD Geode LX 800 @ 0.9W processor delivers the most performance per watt in the industry today, providing x86 power and versatility to applications for entertainment, business, education, and embedded markets. The AMD Geode LX 800 @ 0.9W processor's innovative architecture and high level of integration delivers longer battery life and enables small form-factor designs for products such as thin clients, interactive set-top boxes, single-board computers, Personal

Access Devices (PADs), mobile Internet and entertainment.

The industry standard x86 architecture, low power consumption and excellent performance makes the AMD Geode LX processor ideal for a wide variety of consumer electronics and computing markets, including multimedia devices, single-board computers, access devices and other general embedded applications. Examples of products that would benefit from the AMD Geode LX processor's capabilities include HDTVs, IP set-top boxes, thin clients, point-of-sale kiosks and Windows-powered tablet PCs. Furthermore, new categories of x86-based mobile multimedia devices that merge full desktop computing functionality with small form factor, battery-powered portability are now possible.

The AMD Geode LX 800 @ 0.9W processor and AMD Geode CS5536 companion device chipset is available at $45 in 10,000 unit shipments. Slower speed variants also are available.

"As a leader and trend setter in consumer electronics, Samsung aggressively pursues innovative embedded processor solutions for our products," said Dr. James Jo, vice president of the Digital Media R&D Center, Corporate R&D, Samsung Electronics. "Products like the AMD Geode LX 800 @ 0.9W processor that integrate low power and high performance will drive continued innovation in key markets. Designers will be able to consider completely new x86 architecture-based embedded applications when not forced to compromise power or performance."

Offering the industry's highest performance per watt, the AMD Geode LX processor provides increased memory bandwidth through a DDR interface and enhanced I/O throughput with USB2.0. With these technical enhancements, engineers are free to design innovative products without compromising battery life, size, mobility or performance. In addition, the processor's ability to optimize Windows XP and XP

Embedded offers simplified programming and a familiar environment for consumers.

“We are excited AMD’s new Geode LX processor supports Windows XP and XP Embedded,” said Jane Gilson, director of marketing for the Mobile and Embedded Devices Division at Microsoft Corp. “Together, the flexibility of Windows and AMD Geode processors are enabling developers to create a range of new and innovative low-power, high-performance devices.”

The AMD Geode LX processor delivers on the AMD ‘x86 Everywhere’ vision of extending familiar features and functionality to a full range of computing devices that include mobile consumer products, industrial equipment, servers, workstations, desktops and mobile computers with the industry standard x86 chip architecture. Now that the power constraints of high-performance x86-compliant embedded processors are being alleviated, computing and consumer electronic devices can run more complex software and process more data, bringing traditional PC-type functionality and capabilities to small, full-feature products.

“By enabling a greater number of innovations to be developed upon the standardized x86-based platform, end-users will benefit from the ability to run thousands of existing software applications on devices that seamlessly interoperate with all other x86-based products,” said Fred Weber, AMD corporate vice president and chief technology officer. “This enhanced end-user experience will ultimately accelerate adoption of next-generation devices of every shape, size, weight and use; in homes, in offices, in cars, in supply chains, in storage networks, in data centers — essentially, everywhere.”