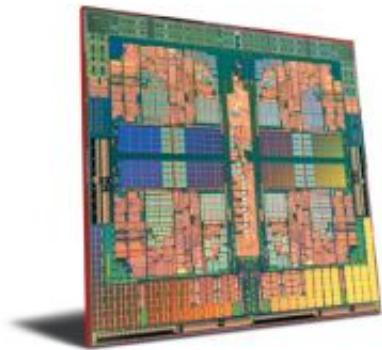# AMD Launches World's First x86 Triple-Core Processors

March 27 2008

AMD today announced the availability of AMD Phenom X3 8000 series triple-core processors, providing gamers and digital media enthusiasts with exceptional performance at mainstream price points. AMD Phenom X3 processors are designed to improve multi-threaded application performance over dual-core processors at the same clock speed. As the world's only triple-core x86 processor, AMD Phenom X3 processors bring multi-core technology to a broader audience in search of desktop PCs that easily handle today's digital entertainment workloads.

When paired with the AMD 780 series chipset, AMD Phenom X3 processors can deliver significant enhancements in gaming and high-definition experiences for mainstream PC customers. This AMD desktop solution can provide a full HD experience with support for the latest and most demanding formats, including VC-1, MPEG-2 and H.264 on a mainstream PC.

With the AMD Unified Video Decoder (UVD), the solution can process HD playback on the better-suited GPU rather than the CPU so consumers may enjoy a smooth HD viewing experience—less lag, stalling and dropped scenes—in the latest Blu-ray titles.

"In 2007, AMD committed to delivering AMD Phenom triple-core processors in Q1 2008 and today the company makes good on that promise," said Bob Brewer, corporate vice president, strategic marketing, AMD. "AMD understands that today's PC applications are best accelerated with a range of multi-core products from quad- to triple- to dual-core processors, and that's why we now deliver the broadest multi-core desktop lineup in the industry."

AMD Phenom X3 processor and AMD 780G chipset based desktop PCs offer DirectX 10 game compatibility, so casual gamers can now enjoy enhanced gaming experience such as truly lifelike 3D graphics and dynamic interactivity in the latest game titles. Gamers looking to scale their performance with the addition of a discrete graphics card can accelerate their performance with ATI Hybrid Graphics Technology.

This technology can harness the graphics power of both an ATI discrete graphics card and the motherboard GPU in tandem, delivering in some applications up to 70 percent improvements in 3D performance. In addition, the AMD 780G chipset is the second generation AMD chipset to feature AMD OverDrive, a simple user interface that brings performance tuning to the masses.

AMD Phenom X3 8000 Series Triple-Core Processors

AMD Phenom X3 8400 and AMD Phenom X3 8600 processors can improve performance over dual-core processors on single-threaded applications and can scale with the same applications that scale with quad-core. AMD Phenom triple-core processors can also increase performance for multitasking usage models and multi-threaded applications, aligned with similar benefits available with AMD Phenom X4 quad-core processors.

AMD will be collaborating with ZT Systems to premiere the first system featuring the new AMD Phenom X3 triple-core processor on QVC during the Computer Shop broadcast, which is scheduled to air March 31 at 10 p.m. EDT. "New ZT Affinity desktops featuring the AMD Phenom X3 8400 triple-core processor deliver 'The Latest Technology for Less,' empowering a broader range of customers to experience the performance and multi-tasking capability of true multi-core technology," said Russell Carlisle, VP of Marketing, ZT Systems. "The ZT Affinity 5202Zi is a perfect fit for consumers looking for a stylish, affordable compact PC with the power they need for today's cutting-edge digital entertainment."

Systems powered by AMD Phenom X3 processors 8400 (2.1GHz) and 8600 (2.3GHz) are expected to be initially available from leading OEMs and system builders.

Source: AMD