

AMD Delivers Three New AMD Phenom X3 8000 Series Processors

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AMD PhenomX3 processor logo

AMD today announced the availability of three new AMD Phenom X3 triple-core processors that, when combined with the AMD 780 series chipset, can give consumers a full HD experience and visually stunning gaming and digital performance. 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 processors that easily handle today's multi-threaded digital entertainment workloads.

The proliferation of digital media devices and entertainment changes the way consumers use PCs and creates stronger demand on the processing

and graphics capabilities. Two of the biggest determinants of the user experience when purchasing a PC are graphics and processors, with consumers weighing trade-offs. AMD solution-based PCs can free consumers from this dilemma with balanced platforms that enable the Ultimate Visual Experience complete with scalability and great value.

“In today’s market customers are too often forced to weigh the benefits of one component over another while sifting through one-sided marketing claims,” said Leslie Sobon, AMD director of Product and Brand Management. “AMD is the only company in the world that is able to deliver a balanced platform solution without compromise, delivering a thrilling visual experience and powerful multi-threaded application performance.”

True multi-core technology based on AMD’s Direct Connect Architecture has enabled AMD to bring the industry’s first and only triple-core desktop processor to market. These unique processors possess benefits similar to those available with AMD Phenom X4 quad-core processors and are designed to increase performance for today’s multitasking usage models and multi-threaded digital media and game applications in comparison to dual-core processors at the same clock speed. The new AMD Phenom X3 triple-core processors respond to market demand for increased performance with multi-core capabilities, as well as real world scenarios like running state-of-the-art applications on Windows Vista.

“AMD multi-core technology, including AMD Phenom X4 and AMD Phenom X3 processors, lead the growing trend toward power and performance improvements in desktop computing,” said Keith Smith, director for the Microsoft Developer Division at Microsoft Corp. “As an industry leader taking advantage of multi-core technology, we are planning to utilize the powerful processing technology of AMD Phenom X4 and AMD Phenom X3 processors to benefit customers using the

Microsoft suite of products.”

AMD solution-based desktop platforms allow channel partners flexibility and choice, while providing platform differentiation to meet the varying demands of their end-users. AMD has unique mainstream value with AMD Phenom X3 processors and AMD 780G chipsets; platforms based on this solution can deliver the processing and visual performance users have historically received only in higher end systems.

The addition of ATI Radeon graphics processors enables a range of compelling, premium desktop offerings, delivering the ultimate gaming and digital media entertainment experience. Specifically, ATI Hybrid Graphics Technology can accelerate performance by harnessing the power of both the ATI discrete graphics card and the motherboard’s AMD 780G integrated graphics for outstanding performance and value.

Source: AMD

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