

# AMD Delivers New Platform for Ultrathin Notebooks

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AMD today announced the availability of the AMD platform for ultrathin notebooks, enabling exceedingly thin and light OEM designs with rich entertainment capabilities at an affordable price. Previously codenamed "Yukon," the platform is based on the new AMD Athlon Neo processor, ATI Radeon X1250 integrated graphics and optional ATI Mobility Radeon HD 3410 discrete graphics and brings true HD entertainment to a new category of stylish notebook PCs. The AMD platform debuts within the HP Pavilion dv2 Entertainment Notebook PC ultrathin notebook, which measures less than one-inch thick and weighs less than four pounds. The HP Pavilion dv2 also comes equipped with a 12.1-inch diagonal LED BrightView display, nearly full-size keyboard, and optional external optical disc drive with Blu-ray capability.

"Before today, there was a compromise associated with selecting a highly portable notebook, forcing consumers to choose either the full PC experience of an ultraportable at a high price or the limited PC experience of a mininotebook at a low price," said Chris Cloran, corporate vice president, client division, AMD. "In introducing the AMD ultrathin notebook platform, AMD enables balanced PC performance, including the option of advanced graphics and video for true HD entertainment, all in an affordable, ultrathin notebook, bringing consumers uncompromised mobility."

With the dominance and rapid growth of notebooks in the PC market, many consumers have grown accustomed to being productive on the go, but now desire ever-increasingly lighter, sleeker and more stylish designs

that suit their mobile lifestyle. Additionally, consumers want a notebook that provides entertainment options, such as enjoying and manipulating photos, watching videos and listening to music. Designed with consumers in mind, the AMD ultrathin notebook platform presents consumers with a new choice in a highly portable notebook with rich media features.

The AMD platform for ultrathin notebooks allows consumers to enjoy true HD entertainment with available smooth 1080p HD playback, sharp images and vibrant colors. The platform also delivers a robust casual gaming experience with realistic 3D graphics, enabled by the optional ATI Mobility Radeon HD 3410 Premium graphics. Likewise, with advanced digital outputs including HDMI and DVI, consumers can connect to their favorite devices such as an HDTV for an immersive home theater experience.

Notebooks have moved from being a PC shared by the family, to each member of the family having their own individual notebook. As a result, consumers want their notebook to be a reflection of their personality and style.

“Together HP and AMD identified an opportunity and designed a platform to bring consumers an affordable notebook that is a perfect balance of performance and style,” said Kevin Frost, vice president, Notebook Global Business Unit, Personal Systems Group, HP. “With an exceptional visual experience, rich features, and robust graphics and processing capabilities, consumers will be thrilled by the sleek design and reasonable price of the HP Pavilion dv2 Entertainment Notebook PC based upon the AMD ultrathin notebook platform.”

For more information about the ultrathin HP Pavilion dv2 Entertainment Notebook PC, which is expected to be available in April, visit [www.hpdirect.com/go/dv2](http://www.hpdirect.com/go/dv2) .

Provided by AMD

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