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[AMD Announces AMD Live! PC](#)

The response to Intel's Viiv

Sunnyvale-based chipmaker AMD announced today its response to Intel's Viiv digital entertainment brand. The second largest CPU company said that important OEMs, such as Acer, Alienware, Fujitsu Siemens Computers, Gateway, HP, Sahara, and Tsinghua Tongfang, will start launching in June AMD Live! PCs, powered by AMD's Athlon 64 X2 dual-core processor. The basic idea behind the AMD Live! PC is to allow users to organize, distribute and share their content while at home or in other locations, while offering applications and services to assist them in designing and operating their digital entertainment systems. For this purpose, the company also launched the AMD Live! Entertainment Suite, which currently includes Live! On Demand, a service powered by Orb Networks that streams live or pre-recorded television programs, photos, music and movies to many common Web-connected devices, AMD Live! Compress, a tool that optimizes recorded television content in order to save space and time, Live! Network Magic, a service that allows users to set up, manage and secure their home network, AMD Live! LogMeIn, a service providing users the ability to remotely control their AMD Live! PC and AMD Live! Media Vault, service that can automatically back-up users' digital content collection to a secure online server. Once registered and activated, AMD Live! PC users will receive 25GB of free storage to safely store their personal photos, home movies and music collections. "The AMD Live! PC and AMD Live! Entertainment Suite represent the culmination of industry-leading companies collaborating around open standards to deliver compelling entertainment solutions," said Bob Brewer, corporate vice president, Desktop Business, AMD. "With the AMD Live! PC, AMD begins delivering on its vision for merging broadcast TV content with interactive, personalized broadband applications and services, all without disrupting the devices already accepted and used by consumers in their homes today," he added.