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CES 2008: AMD to Announce AMD Live! Ultra PC Line

The new PC's will be powered by AMD's multi-core processors

Advanced Micro Devices has just announced a new suite of desktop and mobile PC's, called AMD Live! Ultra. The new PC brand will include computers powered by the company's multi-core platforms for both desktop and notebook sectors: the "Spider" and the "Puma" platforms, respectively. The systems branded as AMD Live! are targeting multimedia users and will feature quad-core Phenom processors on the desktop and AMD's forthcoming dual-core Turion Ultra processors in notebooks, as well as ATI Radeon HD graphics for increased visual performance in rendering high-definition (HD) digital content. The new line will feature aggressive computing capabilities given by the company's multicore processors. The next-generation AMD Live! Ultra PCs will be accompanied by the AMD Live! Explorer software, a PC application that offers a 3D approach to browsing a the computer's digital media library while watching a video or a TV show in the same window. "Many of today's consumers cite entertainment as the number one use for their PCs, which represents a significant new direction throughout the computing industry," said Bob Brewer, corporate vice president of marketing and strategy, AMD's Computing Solutions Group. "Built on our next-generation platforms, AMD LIVE! Ultra PCs intensify and enhance the popular AMD Live! solution, renewing our commitment to enable the most advanced, visually rich and realistic digital entertainment, delivering the Ultimate Visual Experience to consumers whenever and wherever they choose." The AMD Live! Ultra desktop PC's will be introduced by leading OEMs and system builders in until the end of the second quarter of 2008, while the AMD LIVE! Ultra notebooks are expected to hit the market in the second half of 2008. The AMD Live! Explorer software is already available on the company's website, while Acer, Alienware, ASUS and MSI plan to include it in their AMD Live! desktop PCs.