

## AMD launches a new mobile platform

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The core of Puma is the "Griffin" chip integrated with ATI graphics chipset and for the laptop product line. The chip is also equipped with a dedicated chip for high definition video (located on the right of the GPU). "Griffin" will be the first mobile platform to support Direct X 10.1.



Laptop model integrated with AMD Puma mobile platform.

Tests showed that thanks to the integration of ATI graphics, Puma's HD video power and game are quite clear when compared to Centrino. Puma uses 50% less CPU resources than Centrino when playing HD video; and has a higher frame rate than Intel's embedded graphics.

Puma's energy consumption is also less than Centrino (saving more than 35%) without sacrificing performance. This ability is due to the smaller packaging process - Puma is produced on a 55-nm technology line.

Unlike Centrino, AMD does not include a wireless chipset for Puma. The company said it would be better to

work with experts in the field, such as Broadcom or Atheros, rather than developing a separate wireless solution. This direction will help AMD get greater mobility when selling Puma to OEMs, as well as being able to switch faster to new wireless standards than competitors.

Puma laptop models are expected to be marketed in the second quarter. AMD has not yet announced the identity of the manufacturers.

Meanwhile, Intel is also very busy planning to grant Centrino to the "Montevino" platform, which is expected to be completed by the middle of this year. Montevino is the 5th generation Centrino platform and will compete with Puma.

## **Van Han**

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