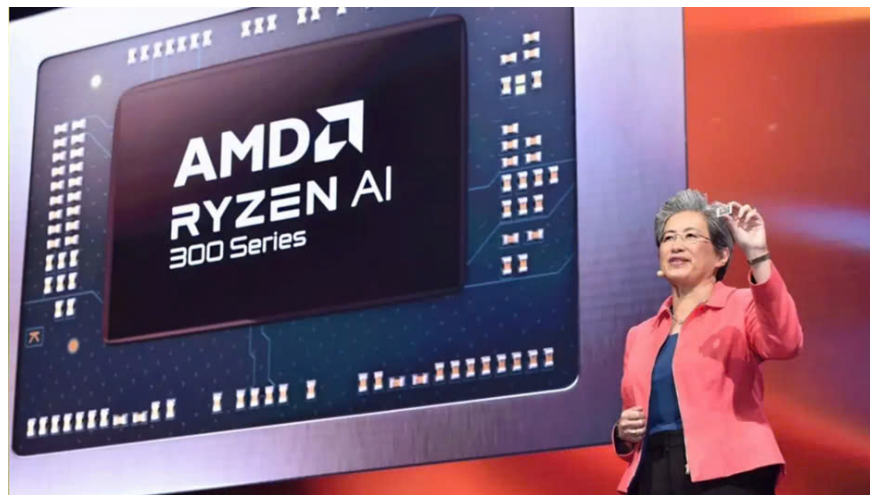


# Notable upgrades on the AMD Ryzen AI 300 'Strix Point' CPU series

AMD Ryzen AI 300 'Strix Point' is AMD's 3rd generation AI CPU line with a series of impressive upgrades in performance and especially the power to handle tasks related to artificial intelligence.

## Zen 5 architecture delivers powerful performance

AMD Ryzen AI 300 "Strix Point" is AMD's first laptop processor to combine two different core clusters including high-performance Zen 5 and energy-efficient Zen 5c. The Zen 5 cores have a 16% increase in IPC (processing efficiency per clock) for higher performance and more energy efficiency.



AMD Ryzen AI 300 "Strix Point" features Zen 5 and Zen 5c architecture

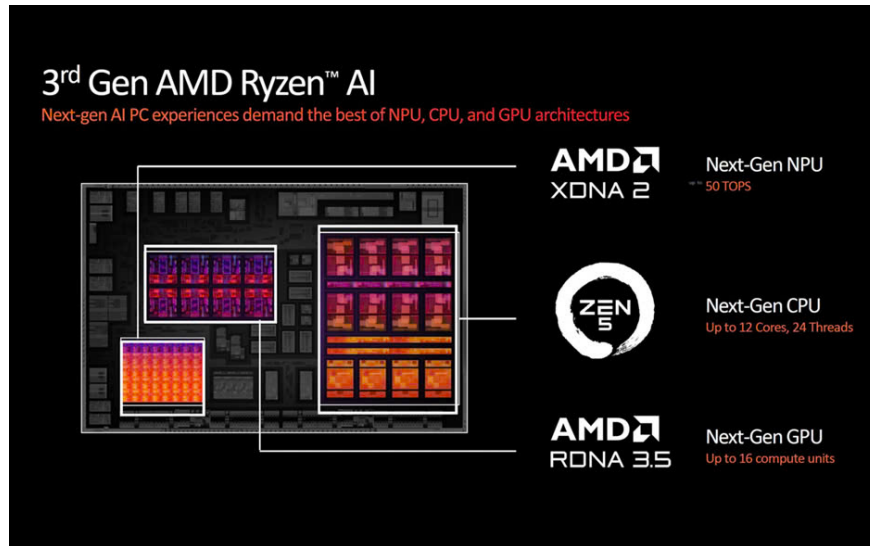
As for Zen 5c, although designed to focus on energy efficiency, it still has most of the features like Zen 5 cores, even hyper-threading. Combined with being manufactured on TSMC's 4nm process, AMD Ryzen AI 300 perfectly balances performance and battery life, meeting the flexible usage needs of users. In particular, Ryzen AI 300 also fully supports AVX-512 instructions, providing significant acceleration for AI tasks.

Ryzen AI 300 can reach up to 5.1GHz with up to 12 cores and 24 threads (4 Zen 5 cores and 8 Zen 5c cores), ensuring superior processing power for every need, from work, entertainment to content creation.

## Powerful and optimized RDNA 3.5 integrated graphics

Not only powerful in processing performance, Ryzen AI 300 also continues to improve the integrated graphics processor with RDNA 3.5 architecture, an improved version of the already powerful RDNA 3 on Ryzen 8040

(Hawk Point).



AMD Ryzen AI 300 "Strix Point" features a host of improvements

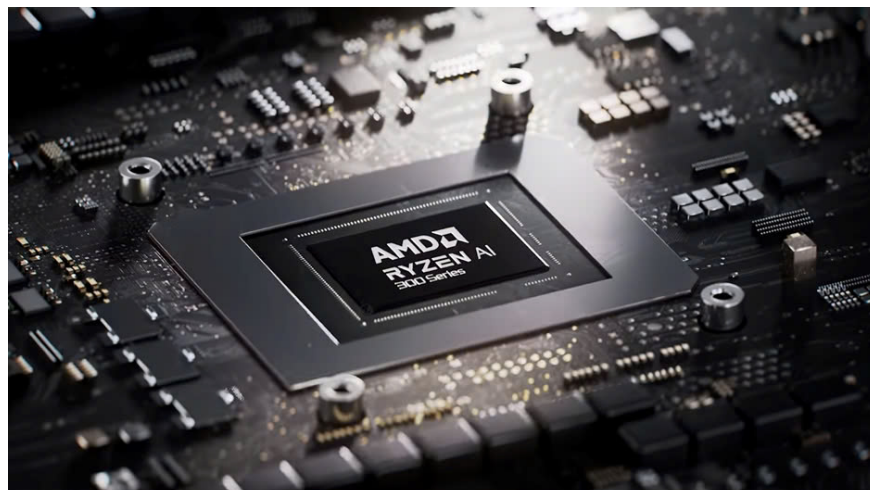
AMD's focus on RDNA 3.5 is energy efficiency with a performance per watt increase of up to 32%. In addition, the integrated graphics on the Ryzen AI 300 series have been upgraded to a maximum of 16 compute units (equivalent to 1024 cores), an increase of 25% compared to the previous generation.

With these upgrades, users can comfortably experience their favorite games with high image quality, even on thin and light laptops that are not equipped with a discrete graphics processor.

## AI is the biggest upgrade

As AMD's 3rd generation AI processor line, the NPU in Ryzen AI 300 is comprehensively upgraded with the all-new XDNA 2 architecture, increasing AI processing power by more than 3 times. From 10 TOPS (Ryzen 7040 Phoenix) to 16 TOPS (Ryzen 8040 Hawk Point) and now 50 TOPS.

AMD even introduced the Ryzen AI 9 HX 375 version with the most powerful NPU up to 55 TOPS today, bringing total AI performance across the chip up to 85 TOPS.



AI is the biggest upgrade of Ryzen AI 300

With a minimum NPU of 50 TOPS across the entire product range, far exceeding the Microsoft Copilot+ PC standard (minimum 40 TOPS), Ryzen AI 300 is ready for future advanced AI features.

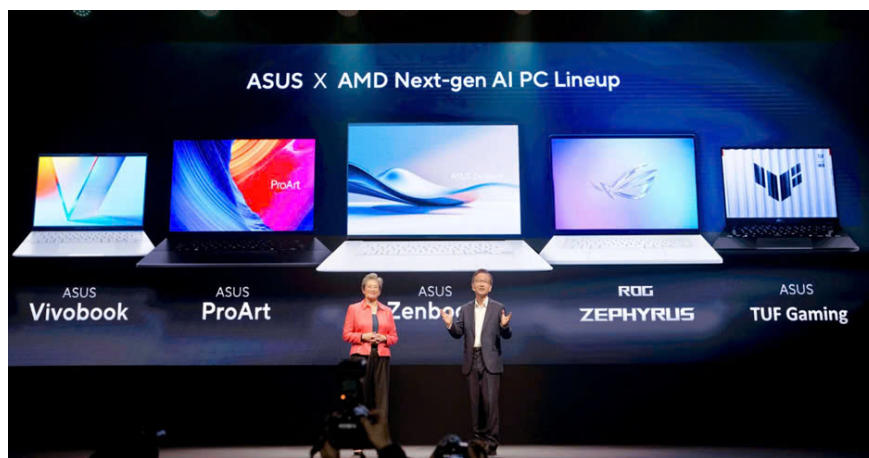
The AI power of Ryzen AI 300 is not just limited to theoretical numbers but has been applied to many practical features. If in 2023, NPU was only applied in cameras, in 2024 it was supported at the operating system level and there will be many more applications in the future.

Currently, we have software such as Acer LiveArt (photo editing and creation assistant), ASUS StoryCube (photo and video management assistant, creating videos from collections), HP AI Companion (personal virtual assistant) or Amuse photo creation application all take advantage of the power of NPU to bring superior experiences.

Not only that, familiar software suites such as Adobe, TopazLabs, DaVinci Resolve... are also actively developing features that take advantage of NPU. That shows the great potential of AI in changing the way we work and entertain.

## Laptops equipped with Ryzen AI 300 have many advantages

Ryzen AI 300 'Strix Point' is now available in all laptop segments such as thin and light, gaming, content creation, workstation, business from many different laptop brands. Thanks to that, users can easily choose the product that suits their needs and preferences.



Ryzen AI 300 is now available on a range of laptops

Laptops equipped with Ryzen AI 300 provide the perfect balance between performance, battery life, and compatibility with millions of existing software. Together with today's leading AI power, it promises to bring new and breakthrough experiences.

Thanks to powerful integrated graphics, thin and light laptops are now fully capable of delivering smooth gaming experiences.

With a variety of choices and outstanding advantages, Ryzen AI 300 will surely satisfy even the most demanding users, opening a new era for AI laptops.

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