

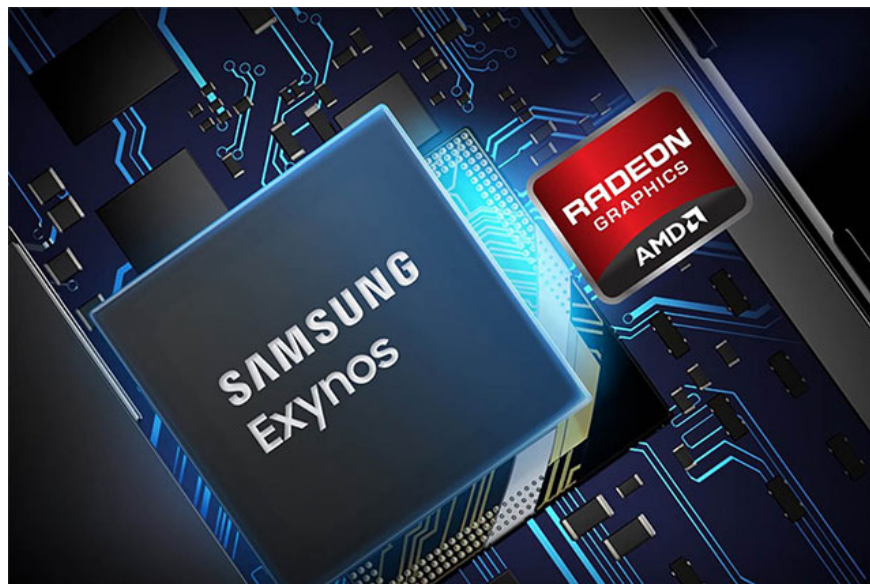
Samsung considers stopping cooperation with AMD and developing its own GPU

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Samsung has been using Xclips GPUs (developed in partnership with AMD) in its flagship Exynos chips for a few years now. The GPU integrates a series of exclusive AMD technologies, including RDNA architecture, providing ray-tracing technology and a highly rated gaming experience.

However, this seemingly good cooperative relationship will probably end soon. According to the latest share from reliable leakers Roland Quandt and @OreXDA, Samsung may stop cooperating with AMD after 2025. Starting from 2026 onwards, Samsung plans to invest in developing a flagship SoC model. The next generation uses the company's own GPU.

In addition, in a recently published article, the Korean platform Naver also suggested the same thing. Reporter Jinsol Lee talked about Samsung considering investing heavily in the GPU segment at the board meeting held earlier this month. According to the report, one of the company's executives proposed focusing on investing in the mobile graphics card segment. At the management level, this investment is expected to enhance the company's 'GPU-related business competitiveness' or expand its internal information technology (IT) infrastructure.



This decision can be considered a bit unusual, the investment plan approved by the company's board of directors has so far focused on memory chips and foundries. This is the first time Samsung Electronics has decided to

invest in GPUs since 2012, when the company's board of directors' agenda was made public. Investing in facilities and building a semiconductor factory has been considered by Samsung's board of directors. The company is also investing in AI chips and advanced packaging methods.

Since Samsung's self-developed GPU can compete with Adreno or Mali GPUs, mastering the technology will give the Korean manufacturer more control over its products, and will also likely save money. Save some related costs.

Thus, the Exynos 2500 will still have the RDNA - Xclips 950 GPU. The change will only start to come with the Exynos 2600 generation. However, its performance is still a question mark because Samsung has never been strong in graphics.

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