

# THE FUTURE OF WINDOWS BUSINESS LAPTOPS STARTS WITH AMD RYZEN™ AI

## GENERATIVE AI APPLICATIONS AND USAGE ARE ON THE RISE

New AI copilots are unlocking transformative benefits for developers, business processes, and information synthesis through conversational search.

### EXAMPLES

- Microsoft Co-Pilot
- Chat GPT
- Bard AI
- and many more...
- Grammarly
- Jasper
- Articleforge

### BENEFITS

- REINVENTING PRODUCTIVITY of Laptop Users
- REMOVE THE DRUDGERY From our Daily Tasks and Jobs
- LAPTOPS WILL HELP US THINK, PLAN, AND ACT In the New Era of Work
- REDISCOVER THE JOY OF CREATION By Freeing Business Users

AMD RYZEN™ AI AIMS TO DELIVER SUCH AI EXPERIENCES ON THE LAPTOP WITH INCREDIBLE BATTERY LIFE, SPEED, AND QUIET OPERATION

## GENERATIVE AI TRAINING AND INFERENCE - TODAY AND IN THE FUTURE

### TODAY

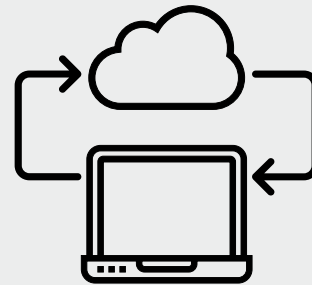


Running Inference in the Cloud

Very High Costs that Can Be Unsustainable for Scaling

### FUTURE

- Speed
- Privacy
- Security



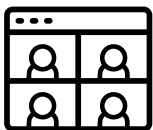
- Personalization and Low Latency

Processing On the PC Will Play a Big Role in The Hybrid AI World

HYBRID AI IS CRITICAL FOR GENERATIVE AI TO SCALE – AND PC WOULD PLAY A BIG ROLE

## RYZEN™ AI IN THE HYBRID AI ERA REVOLUTIONIZES THE PC EXPERIENCE

### ADVANCED COLLABORATION



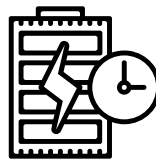
ALL NEW AI DRIVEN COLLABORATION ADVANTAGES

### ACCELERATED MULTITASKING



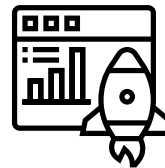
UNBURDEN CPU AND GPU AND UNLOCK ITS POTENTIAL

### IMPROVED EFFICIENCY



OPTIMIZED FOR BATTERY LIFE WITH ALL NEW AI EXPERIENCES

### INCREASED PRODUCTIVITY



ACCESS TO NEXT-GEN ACCELERATED WORKLOADS

### ENHANCED SECURITY



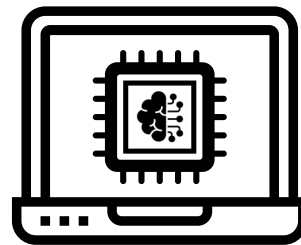
LOCAL PROCESSING OF DATA MEANS FEWER ATTACK VECTORS



# RYZEN™ AI AT A GLANCE

- ✓ World's first integrated AI engine in an x86 processor<sup>1</sup>
- ✓ Optimized to run AI workloads for incredible system efficiency
- ✓ Up to 4 concurrent AI streams for real-time multi-tasking
- ✓ Processes up to 10 Trillion AI Operations Per Second (TOPS)
- ✓ Allows business PC users to experience on-device AI everyday

## INTEGRATED INTO THE CPU FOR OPTIMAL EFFICIENCY



CPU + GPU + RYZEN™ AI

## JOURNEY STARTS HERE WITH ADVANCED VIDEO COLLABORATION

### WINDOWS STUDIO EFFECTS USES AMD RYZEN™ AI USING THE INTEGRATED CAMERA



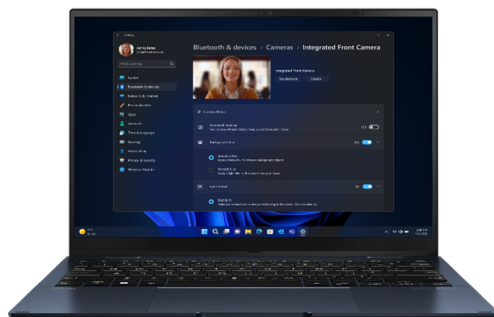
Eye Contact Correction



Standard/Portrait Blur



Auto Framing



### WORKS ON ALL VIDEO CONFERENCING APPLICATIONS



"If you're doing a Zoom call for work and you want to use eye contact, you're looking at well less than half the power enabled by AMD Ryzen™ AI"

- [PCWorld](#)

## LEADERSHIP MULTITASKING WITH RYZEN™ AI

With 8 high-performance cores and AMD Ryzen™ AI, AMD Ryzen™ PRO 7040 series processors accelerate performance using MS Office apps while running Teams conference with all Windows Studio AI effects turned on.



UP TO

**83% FASTER<sup>2</sup>**

(AMD Ryzen™ 7 PRO 7840U compared to Qualcomm SQ3 processor)



Teams Video Conference with Windows Studio AI Experiences



MS Office Apps

EQUIP YOURSELF WITH AMD RYZEN™ AI POWERED PCs AS YOU DELVE INTO THE WORLD OF FORTHCOMING WINDOWS AI APPLICATIONS.

VISIT [AMD.COM/PARTNER](https://www.amd.com/partner) Your source for tools, training, news, reviews, and much more!

To find out more about AMD Ryzen™ PRO Processors, please visit [www.AMD.com/pro](https://www.amd.com/pro)

1. As of May 2023, AMD has the first and only available dedicated AI engine on an x86 Windows processor, where 'dedicated AI engine' is defined as an AI engine that has no function other than to process AI inference models and is part of the x86 processor die. For detail information, please check: <https://www.amd.com/en/products/ryzen-ai>. **PHX-3**.  
2. Testing as of 6/23/23, by AMD Performance Labs using the following benchmark tests: Procyon Overall, Procyon Word, Procyon Excel, Procyon PowerPoint, each while running a simulated 9-person (3-3) Microsoft Teams video conference call with utilizing system configuration for AMD Ryzen 7 7840U @15W TDP, MAVAN P7-101DR3INT-230331 (CRB), 16GB RAM, 1TB NVMe SSD, Integrated Radeon Graphics, Windows 11 Pro running in "high-performance mode" with Advanced Background Blur, eye gaze detection (using a mannequin to simulate the feature) and auto framing enabled via Ryzen AI. System configuration for Qualcomm SQ3 processor: Microsoft Surface Pro 9, 16GB RAM, 512GB NVMe SSD, Qualcomm integrated graphics, Windows 11 Pro running in "best performance mode", and Advanced Background Blur, eye gaze detection (using a mannequin to simulate the feature) and auto framing enabled via Qualcomm integrated NPU (Neural Processing Unit). System configurations may vary yielding different results. **PHXP-3B**