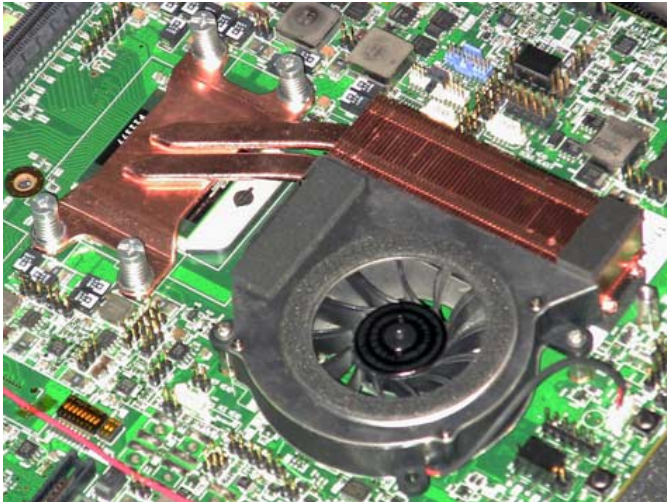


AMD's Turn in Processor War

Written by Marco Attard
24 March 2011

Sources close to AMD tell Digitime of the company's plans to release 6 Llano-series desktop APU's in Q3 2011, with 5 more following in Q4 2011, in its effort to take on Intel's Sandy Bridge.



AMD should be unveiling its 32nm A-series Llano APU's at Computex Taipei 2011, the sources continue.

Llano the code name for AMD's Sandy Bridge rival-- with the A-series chips carrying dual- or quad-core processing units, Radeon HD 6000-series graphics chip and dual-channel DDR3 memory controller. They are also meant to have power-saving features, including power gating and the shutting down of graphics processor blocks.

Analysts believe Intel's Sandy Bridge chips to have superior CPU performance (together with a capable graphics processor), but also say AMD's Llano should handle graphics-intensive tasks better.

What will customers be going to go for? Depends what they require-- some might say that the PC consumer market is going towards lower-end laptops, in which graphics hardware matters less; with Llano chips carrying more capable graphics hardware, one can expect AMD to market them as providing a price advantage (since customers won't require the purchase of additional graphics hardware).

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Nowadays graphics hardware is not only used for gaming and high-end tasks-- even the latest versions of internet browsers IE, Chrome and Firefox offload internet video tasks to the GPU.

The wait for official announcements should be interesting, either way.

Go [AMD Corporate Road Map](#)

Go [AMD to Launch 6 Llano APUs in Q3 2011 and Another 5 in Q4 2011 \(Digitimes\)](#)