PRESS RELEASE

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MORGAN KAUFMANN

AMD and Academic Experts Collaborate with
Morgan Kaufmann Publishers on OpenCL™ Book

*Distinguished leaders in parallel computing and OpenCL communities produce
new book exploring the programming of multi-core APUs, GPUs and CPUs*

Waltham, MA — October 24, 2011 — Morgan Kaufmann, an imprint of Elsevier Science &
Technology Books, has released *Heterogeneous Computing with OpenCL*, a new book for
developers, in collaboration with AMD (NYSE: AMD). The book provides in-depth OpenCL™
experience and details multiple device architectures and application programming interfaces
(APIs), from multi-core CPUs, GPUs and fully integrated Accelerated Processing Units (APUs)
like AMD Fusion APU technology, to fundamental parallel algorithms.

"We are seeing increasing demand for reference resources about common APIs," said
Todd Green, senior acquisitions editor of Morgan Kaufmann. "Application development across
the PC, tablet and smartphone markets are red hot in terms of reader interest. We thank AMD
and Northeastern University for shedding light on the common platforms and parallel computing
movement; it's a must-read book for every developer."

The book was co-authored by several industry and academic leaders from AMD and
Northeastern University, including:

- Benedict Gaster, OpenCL architect, AMD
- Lee Howes, member of technical staff, AMD
- David R. Kaeli, director of the Northeastern University Computer Architecture Research
  Laboratory (NUCAR), co-leader of the Northeastern University Institute for Information
  Assurance (IIA) and associate dean of Undergraduate Programs in the College of
  Engineering at Northeastern University
- Perhaad Mistry, Ph.D Student, Department of Electrical and Computer Engineering,
  Northeastern University
- Dana Schaa, Ph.D Student, Department of Electrical and Computer Engineering,
  Northeastern University

"This book is yet another example of AMD's efforts to enable the academic and developer communities with the information and tools needed to embrace OpenCL and other industry standard platforms," said Manju Hegde, corporate vice president, AMD Fusion Experience Program. "As the adoption of OpenCL reaches a tipping point throughout the industry, we are seeing a groundswell of innovative applications and exciting new experiences that are made possible by massively parallel processing and AMD technology."

Heterogeneous Computing with OpenCL is available in print and electronic formats from many major booksellers. The book provides detailed examples that illustrate the power and elegance of OpenCL to handle image processing, web plugins, random number generation, video processing and more.

Resources

- Order your copy of [Heterogeneous Computing with OpenCL](#)
- View five-part [OpenCL training video series](#) on YouTube
- Visit [AMD Developer Central](#)
- Follow AMD updates on Twitter at [@AMDSoftware](#)
- Follow Morgan Kaufmann updates on Twitter at [@Morgan_Kaufmann](#)
- Learn more about [AMD Fusion Accelerated Processing Units (APUs)](#)

Additional information, including sample content:
Please contact Dan O'Connell for a review copy or electronic material.
Please contact Jo Albers (jo.albers@amd.com, (512) 602-3526) with questions or requests for AMD.

ABOUT MORGAN KAUFMANN

Morgan Kaufmann has been bringing the knowledge of experts to the computing community since 1984. Our goal is to provide timely yet timeless content to research and development professionals, business leaders and IT managers, everyday practitioners, and academia. We publish textbooks and references in Artificial Intelligence, Computer Networking, Computer Architecture, Computer Graphics & Game Development, Data Management & Business Intelligence, Software Engineering, and User Experience & Human Computer Interaction. For more information, visit mkp.com.

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ABOUT AMD

AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Fusion Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit http://www.amd.com.

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