

How to Sell the New AMD FX CPUs

Now Faster than Ever—Unlocked Performance with Maximum Cores



Who's it for?

Gamers and Enthusiasts who want the most out of their PC.



Sell it in 5 seconds.

More Cores. More Speed. Unlocked¹

More Cores

- Up to 8 Cores
- Only 8 Core Desktop Processor—2 cores more than Intel¹

Maximum Speed

- Up to 4.2GHz Turbo Clock Speed
- Latest Technology and Worlds Highest Frequencies²

Unlocked & Overclockable

- Get the Maximum Tunable Performance
- Go up to 5.0 GHz with aggressive cooling solutions from AMD³



Sell it in 60 seconds.

Unlocked Performance for Less Money^{1,4}

Performance

Ferocious power right out of the box.

- The groundbreaking AMD FX 8-Core Processor Black Edition comes unlocked. No premium to pay. No code to input. Just unrestrained, overclocked power right away.⁴
- Groundbreaking technology. Epic performance.
- This next-generation architecture takes 8-core processing to a new level. Test the limits to play harder and get more done.

Speed

The need for speed. AMD FX Processors—Unlocked and overclocked.⁴

- Incredible speed out of the box and more in the tank; AMD Turbo CORE Technology automatically kicks in, boosting performance to a user's varied workload.
- The sky's the limit with this processor's massive headroom. Go up to 5.0 GHz with aggressive cooling solutions from AMD.⁵

Price

Price and performance that keeps getting better and more bang for your buck.

Unlocked technology.⁴ Unbelievable pricing.

- With more speed than ever and more aggressive price points – New AMD FX Processors raise the bar for 8-core computing.
- New AMD FX processors deliver 8-core computing with unlocked performance for less than \$200.1
- Maximize your efficiency with more speed and overall performance for a remarkable price that amazes the competition.



Why It's Great:

The next-generation architecture takes 8-core processing to a new level. Test the limits to play harder and get more done.

→ Get up to 24% better frame rates in some of the most demanding games, at stunning resolutions.⁵

Incredible speed out of the box and more in the tank; AMD Turbo CORE Technology automatically kicks in, boosting performance to a user's varied workload.

→ Get faster audio encoding so you can enjoy your music sooner.⁶

The groundbreaking AMD FX 8-Core Processor Black Edition comes unlocked. No premium to pay. No code to input. Just unrestrained, overclockable power right away.⁴

→ Go up to 5.0 GHz with aggressive cooling solutions from AMD.³

With more speed than ever and more aggressive price points – New AMD FX Processors raise the bar for 8-core computing.

→ Get up to 22% better frame rates than the previous generation in some of the most popular games.⁷

How We Stack Up

FEATURES	AMD FX-8350	I5-3570K	AMD FX-8320	I5-3450	AMD FX-6300	I5-2300	AMD FX-4300	I3-2120
SEP	\$219	\$235	\$179	\$195	\$139	\$187	\$129	\$125
# of CPU Cores	8	4	8	4	6	4	4	2
# of Threads	8	4	8	4	6	4	4	4
Base Freq (GHz)	4	3.4	3.5	3.1	3.5	2.8	3.8	3.3
Max Freq (GHz)	4.2	3.8	4	3.5	4.1	3.1	4	
L2 Cache (KB/core)	1024	256	1024	256	1024	256	1024	256
L3 Cache (Total MB)	8	6	8	6	8	6	4	3
Unlocked	Yes	Yes	Yes	No	Yes	No	Yes	No
AVX	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
AES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
FMA	Yes	Yes	Yes	No	Yes	Yes	Yes	No

* This chart illustrates competitive product placement and is not necessarily indicative of relative performance

* Intel pricing and specs as per <http://ark.intel.com/> October 9, 2012

* AMD pricing from Newegg.com on 11/13/2012.

FEATURES	AMD 990FX	AMD 990X	AMD 970
Graphics Support	Up to 4 discrete Radeon™ HD GPUs*	Up to 2 discrete Radeon™ HD GPUs*	1 discrete Radeon™ HD GPU
PCI Express® 2.0	2x16 or 4x8	1x16 or 2x8	1x16
CPU Compatibility	AMD Athlon™ II, AMD Phenom™, AMD FX™		
Socket Support	AM3+, AM3		
Memory Support	Up to 1866 DDR3 memory with AMD Memory Profiles		
USB Support	Up to 14 USB 2.0 ports		
SATA 6 GB/s	Up to 6 Native		

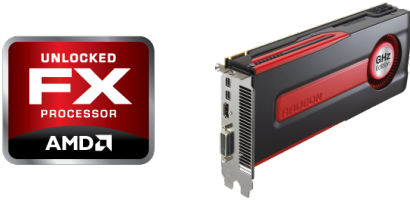
* AMD 9-Series chipset I/O features are supported through the companion AMD SB950 chipset.

AMD PLATFORM ADVANTAGE AT 1080P

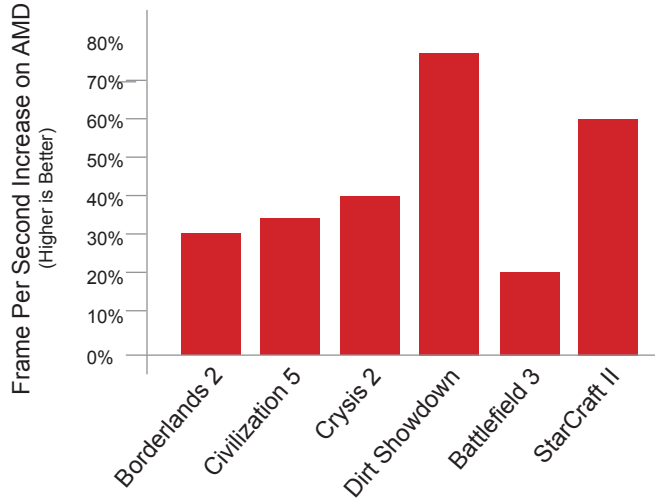
Combine the new AMD FX Processors with the latest AMD Radeon™ HD 7000 Series graphics to boost performance beyond the previous-generation platform.

- Get up to 24% better frame rates in some of the most demanding games, at stunning resolutions.⁵
- Get up to 22% better frame rates in some of the most popular games, at stunning resolutions.⁷

GET MORE FOR LESS THAN THE COMPETITION



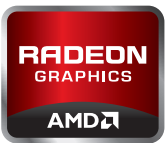
AMD FX 8350 Processor	+	AMD Radeon™ HD 7850
\$195		\$177
= \$372		
VS		
Intel Core i5 3570K	+	NV GTX 650 Ti
\$228		\$160
= \$388		



*All pricing from Pricewatch.com 10/16/2012 and AMD SEP

AMD Radeon™ Graphics

The perfect complement to AMD FX-Series CPUs.



HD 7900	AMD Radeon™ HD 7970 GHz Edition AMD Radeon™ HD 7970 AMD Radeon™ HD 7950
HD 7800	AMD Radeon™ HD 7870 GHz Edition AMD Radeon™ HD 7870 AMD Radeon™ HD 7850
HD 7700	AMD Radeon™ HD 7770 GHz Edition AMD Radeon™ HD 7770 AMD Radeon™ HD 7750

The World's Fastest and Most Versatile GPUs

Serious Gaming Starts Here

The World's Most Advanced Graphics. For Everyone.

Go here...

To find out more about AMD FX-Series CPUs, or please visit www.amd.com



1. Based on suggested retail price for the AMD FX-8350 eight-core Processor @ 4.0 GHz (\$199) compared to the Intel Core i7-3770 quad-core processor @ 3.4GHz (\$309.99) – Newegg.com 10/02/2012
 2. The base frequency for the AMD FX-8350 processor is up to 4 GHz – the highest shipping frequency of a consumer desktop processor as of September 5th, 2012.
 3. DTV-4: Based on testing by AMD Performance Labs successfully overclocking an AMD FX-8350 processor from 4GHz (default) to 5 GHz using the AMD Liquid CPU Cooling System.
 4. AMD's product warranty does not cover damages caused by overclocking, even when overclocking is enabled with AMD hardware or software.
 5. DTV-1: Testing by AMD Performance labs measuring FarCry2 fps on the ranchsmall test @ 1920x1200x32 0xAA 0xAF numruns=3 dxmode=dx10 quality=ultrahigh fire=veryhigh physics=veryhigh realtrees=veryhigh. The AMD FX-8350 (110.1 fps) and AMD FX-8150 (88.7 fps) systems each used AMD Radeon™ HD 7970 graphics, 2x4GB DDR3-1600, Catalyst 12.8 on Windows 7 64 bit.
 6. DTV-3: Testing by AMD Performance labs measuring time to convert 500MB (11 songs) in FPMP3 from wav to mp3. The AMD FX-8350 (21.5 s) and AMD FX-8150 (27 s) systems each used AMD Radeon™ HD 7970 graphics, 2x4GB DDR3-1600, Catalyst 12.8 on Windows 7 64 bit.
 7. DTV-2: Testing by AMD Performance labs measuring Elder Scrolls: Skyrim on the game intro @ 1920x1080x32 4xAA 8xAF quality=ultra Hi Res Textures=on. The AMD-FX 8350 (68.8 fps) and AMD FX-8150 (56.5 fps) systems each used AMD Radeon™ HD 7970 graphics, 2x4GB DDR3-1600, Catalyst 12.8 on Windows 7 64 bit.
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