



AMD HETEROGENEOUS COMPUTING

OCTOBER, 2014
BRUNO STEFANIZZI

HETEROGENEOUS COMPUTING PLATFORMS ARE BECOMING PERVASIVE



- ▲ EVERY Tablet and Smartphone shipping in 2012 and 2013 is based on a heterogeneous processor
- ▲ Of the Top 500 supercomputers in 2012, 52 were based on heterogeneous systems
- ▲ Both the major next generation consoles from SONY and Microsoft are shipping with heterogeneous processors
- ▲ AMD starting shipping embedded heterogeneous processors in 2011 and has announced that it will ship mainstream heterogeneous servers in 2014



HETEROGENEOUS COMPUTING PLATFORMS ARE BECOMING PERVASIVE



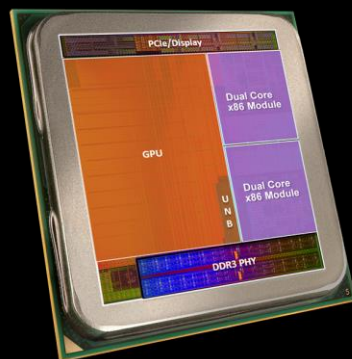
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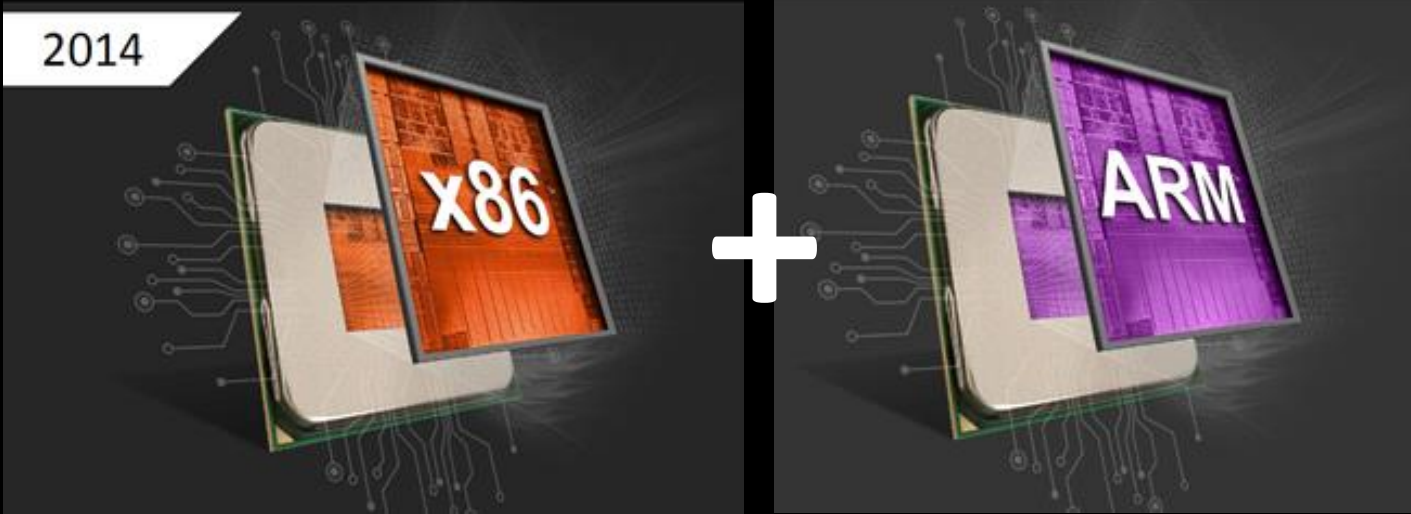
ARM

Graphics Core Next



AMD HARDWARE TOOLBOX FOR SOC

Ambidextrous Computing



HSA compliant & Lower power APU 28nm 64-bit ARM server processor

2015

- ▲ Next-Gen "Puma+" x86 Cores
 - ▲ Starting in 2015, families of 20nm APUs and SoCs with pin-compatible x86/ARM compute
 - ▲ Designed for Full HSA support
 - ▲ AMD Graphics Core Next (GCN)
- ▲ Low-power A57 64-bit ARM Cores
- ▲ AMD's first HSA Android platform

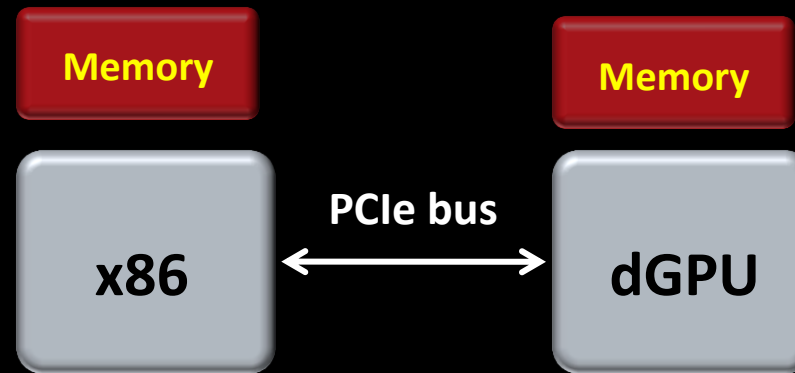


PROBLEM 

1 EXAFLOPS

20 MW

50 GFLOPS DP/W



DATA TO WORK

Since 2007

Not efficient!

Most parallel code runs on CPUs designed for scalar workloads



WASTES POWER

PROGRAMMING
HETEROGENEOUS
SOCs/APUs

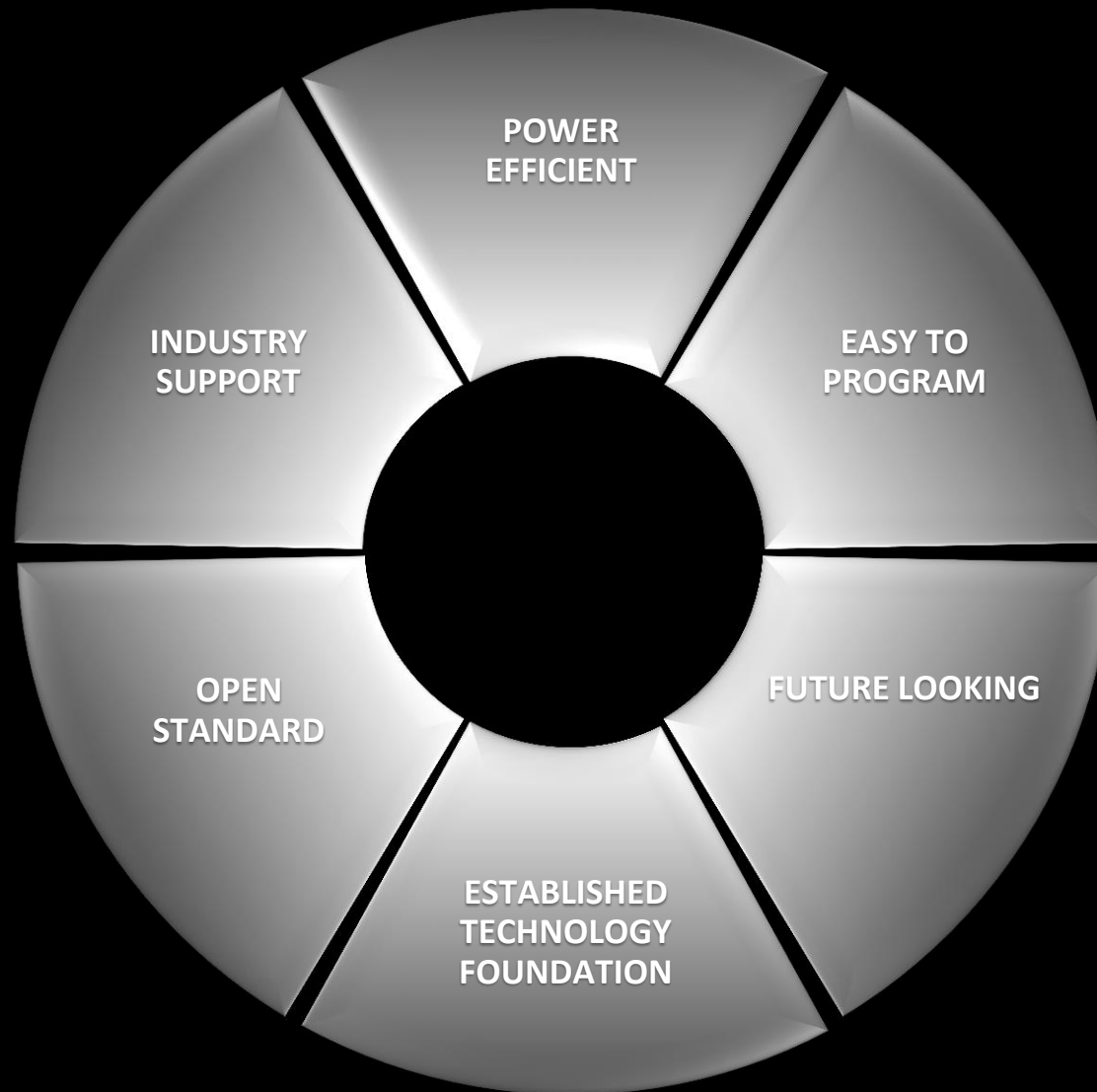
IS STILL HARD



SOLUTION

HETEROGENEOUS SYSTEM ARCHITECTURE

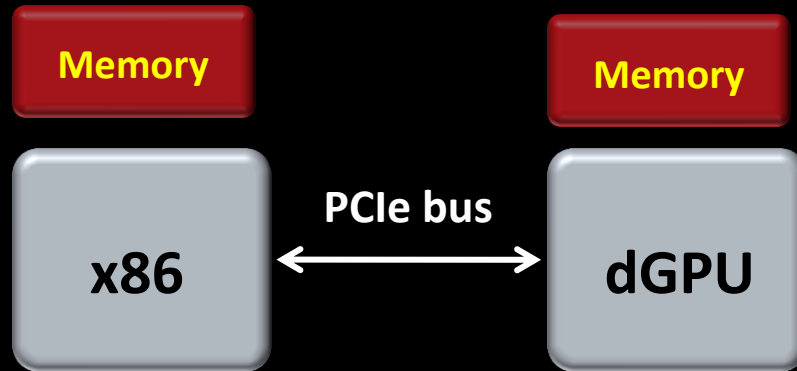
Brings All the Processors in a System into Unified Coherent Memory



From dGPU to SoC

**Need for open programming framework
for legacy and future-proof codes**

GPU Computing Today and Tomorrow



DATA TO WORK

Since 2007

Not efficient!



WORK TO DATA

Beyond 2015

Run indifferently serial and parallel codes

HSA Foundation



Write-once-run-everywhere for heterogeneous systems

- ▲ Industry leaders setting an industry standard
- ▲ Designed for developers, by developers
- ▲ One architecture, differentiated 'IP' vendors
 - Multiple hardware solutions to be exposed to software through a common standard low-level interface layer
- ▲ Support high-level parallel programming languages and models, including C++ AMP, **C++**, C#, FORTRAN, **OpenCL**, **OpenMP**, Java and Python



AMD JOINED BY FELLOW INDUSTRY LEADERS TO ADVANCE HETEROGENEOUS DESIGN



HSA Potential
Market Share



INTEL Approx.
Market Share



NVIDIA Approx.
Market Share



2 OF 3

SMART CONNECTED DEVICES
SHIPPED TODAY ARE DESIGNED BY
HSA FOUNDATION MEMBERS
(800 MILLION+ UNITS)

BY 2016, THERE WILL BE ESTIMATE
2.1 BILLION
CONNECTED DEVICES



DIVERSE PARTNERS DRIVING FUTURE OF HETEROGENEOUS COMPUTING



Founders



Promoters



Supporters



Contributors



Academic

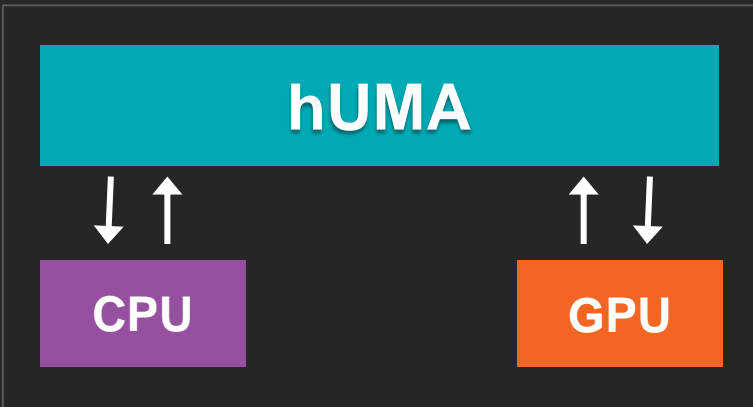




HSA FEATURES FEED AND EQUALIZE “APU ‘COMPUTE UNITS’”

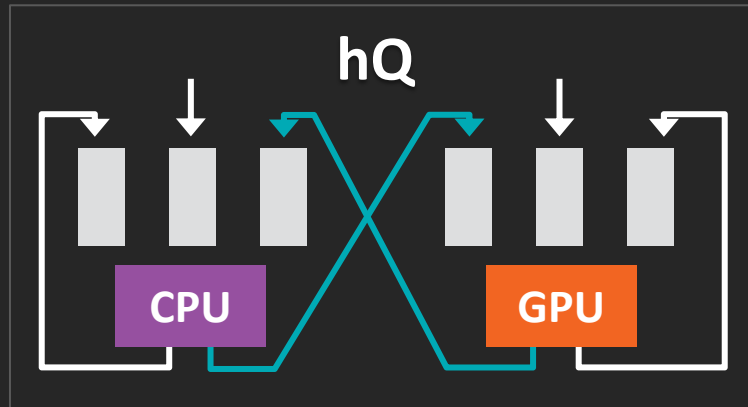


EQUAL ACCESS TO ENTIRE MEMORY



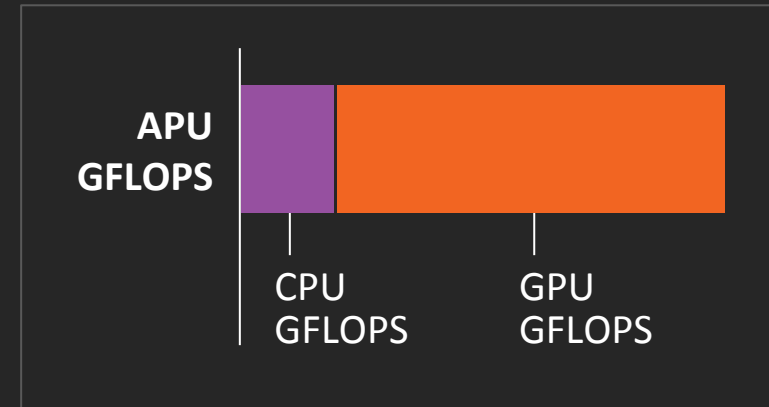
- ▲ First time ever: GPU and CPU have uniform visibility into entire memory space

EQUAL FLEXIBILITY TO DISPATCH



- ▲ Heterogeneous queuing (hQ) defines how processors interact equally
- ▲ GPU and CPU have equal flexibility to create/dispatch work

UNLOCKING ALL APU GFLOPS



- ▲ Access to full potential of APU compute power

UNLOCKS THE COMPUTE POTENTIAL
AND EFFICIENCY OF APUs

BENEFITS OF HETEROGENEOUS SYSTEM ARCHITECTURE

UNLEASHING THE GPU



PERFORMANCE

- ▲ Reduced latency when performing work on the GPU
- ▲ Opens up many more opportunities to accelerate application performance

POWER

- ▲ Easier utilization of the GPU leads to power reduction on parallel workloads
- ▲ Reducing software layers saves power both from instruction execution and memory copies

PORTABILITY

- ▲ Because HSA is a broadly endorsed industry standard, benefits will be available across a broad range of platforms including handheld devices, PCs and servers

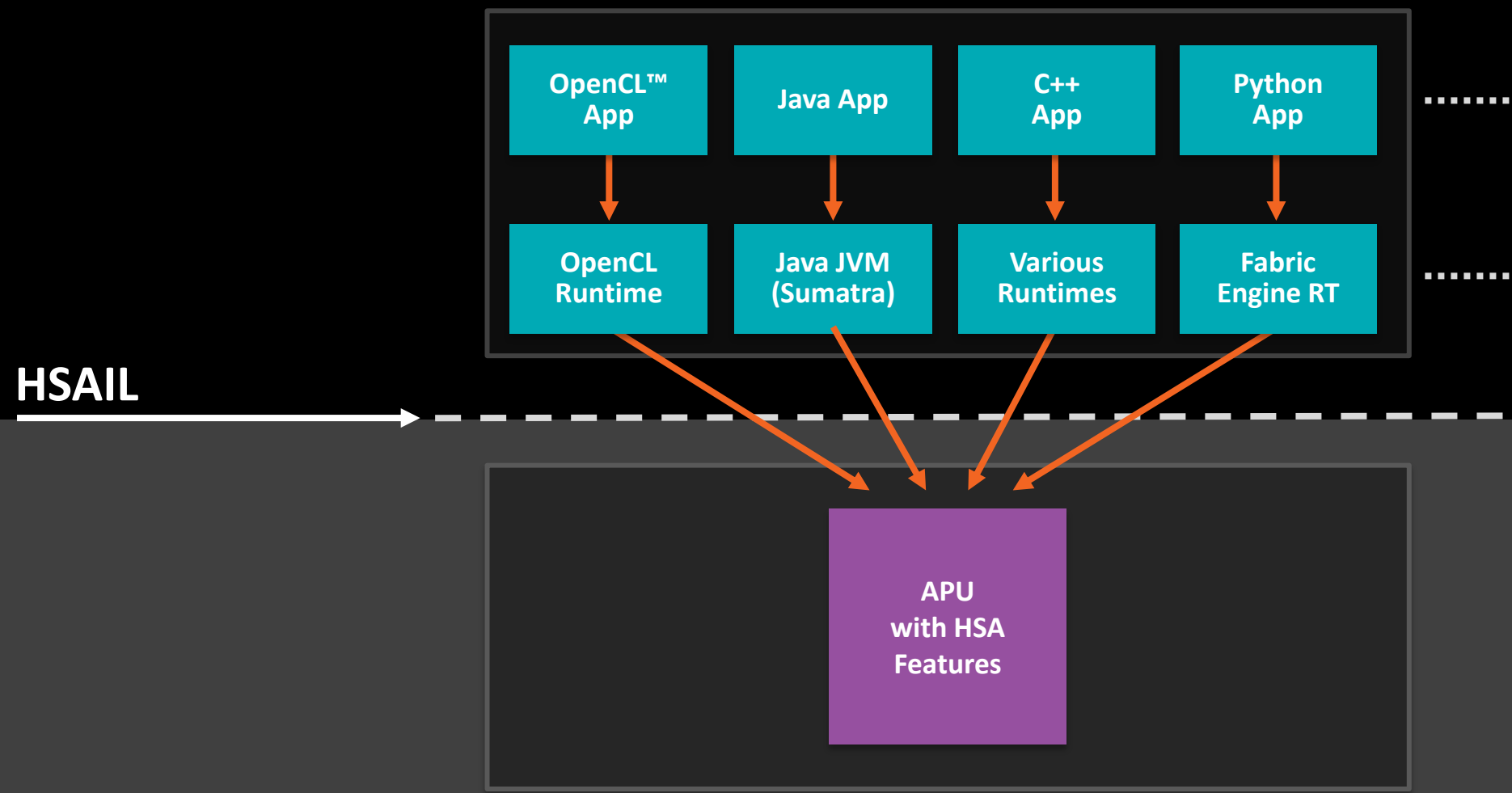
PROGRAMMABILITY

- ▲ Programming models for the GPU can become equivalent to familiar models available for the CPU



**DEVELOPER
ECOSYSTEM**

OTHER PROGRAMMING LANGUAGES WILL WORK WELL ON APU



▲ New features give GPUs more freedom to do the work they are designed to do

Shared Virtual Memory

Enables host and device kernels to directly share complex pointer-based data structures, eliminating explicit transfers between the host and devices while increasing programming flexibility.

Nested Parallelism

Updated for improved programmability and increased application efficiency.

Generic Address Space

Enables functions to be written without named address spaces which increases flexibility and saves time by eliminating the need for multiple functions to be written.

AMD FirePro™ Graphics is Ready...



2.0

...For access Email to
FirePro.Developers@amd.com

▲ Proposing several options for C++

- C++ with extensions
- C++ AMP compatible
- SyCL
- GCC



▲ Several open source projects on going and to be announced

NEW –SUPPORT FOR OPENMP 4.0 & OPENACC 1.0



- ▲ OpenMP 4.0 & OpenACC 1.0/2.0 support coming for all Hawaii and Tahiti-based FirePro cards with C, C++, Fortran.
 - S10000, S9150/S9100, S9050/S9000, W9100, W9000, W8100, W8000
- ▲ Exposes GPU compute capability for new markets
- ▲ Beta in Q4/14, Production release Q4/14 or Q1/15
 - For access Email to FirePro.Developers@amd.com
- ▲ Supported via partnership with Pathscale



“Pathscale’s ENZO Compiler with OpenMP 4.0 and support for C, C++, and Fortran is used by customers in the Oil and Gas, Computational Science, Computer Aided Engineering, and other HPC segments. Our support for the AMD FirePro S9150 will enable these customers to benefit from the tremendous compute performance of the S9150 while leveraging their existing investment in OpenMP software.”

Christopher Bergstrom, CTO, Pathscale

▲ Math libraries

- BLAS
- FFT
- RNG
- Solvers
- Sparse matrix

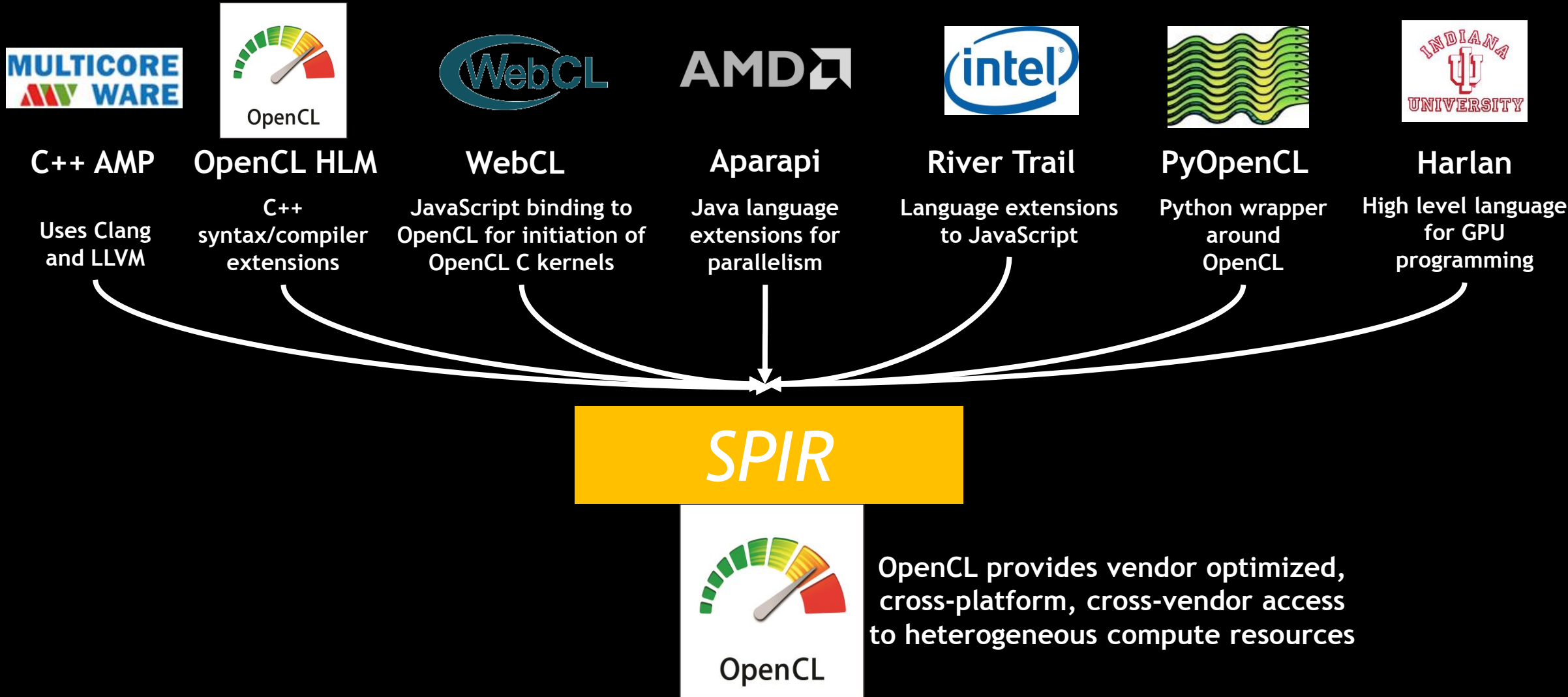
▲ Language Specific Libraries

- C++ Template Libraries (sort, scan, reduce, transform)
- Python libraries (Anaconda, NumPy, SciPy)
- R packages

▲ Domain Specific Libraries

- Media encode/decode/transcode: FFMPEG, X264, H.265, etc.
- Image processing
- Computer Vision: OpenCV, Open NI
- Simulation: Bullet Physics, Ray Tracing, Sparse Solvers
- Big Data: Hadoop/Mahout frameworks and associated libraries

SPIR AS COMPILER-ORIENTED MIDDLEWARE

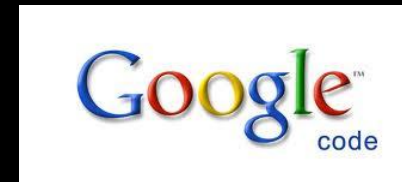


OPEN SOURCE AND OPENCL



▲ OpenSource efforts actively supported by AMD

- OpenCV
- GMAC – Global memory for accelerators
- TM – Task Manager
- Aparapi – A parallel API (for Java)
- Crypto++
- X264/Handbrake
- VLC
- ImageMagick
- GIMP
- Bullet physics library



▲ 700+ projects in Sourceforge, Github, Google Code, BitBucket refer to OpenCL

Accelerated Parallel Processing (APP) SDK around Heterogeneous computing

- ▲ Complete development platform for heterogeneous computing
- ▲ Fully utilize the potential of modern APUs and GPUs
- ▲ Supports open industry standards and embraces open source software
 - OpenCL
 - Aparapi (Java)
 - C++ / SyCL
 - OpenCV
 - OpenNI
 - Bolt C++ template library
- ▲ Enables development for cross-OS and cross-platform heterogeneous solutions
- ▲ Comprehensive set of programming samples show best practices for benefiting from heterogeneous computing
 - Includes Sample Code Browser for quickly finding relevant samples
- ▲ For access Email to FirePro.Developers@amd.com



AMD FIREPRO™ FOR GPU COMPUTE – HW & SW ECOSYSTEM



Developer Tools

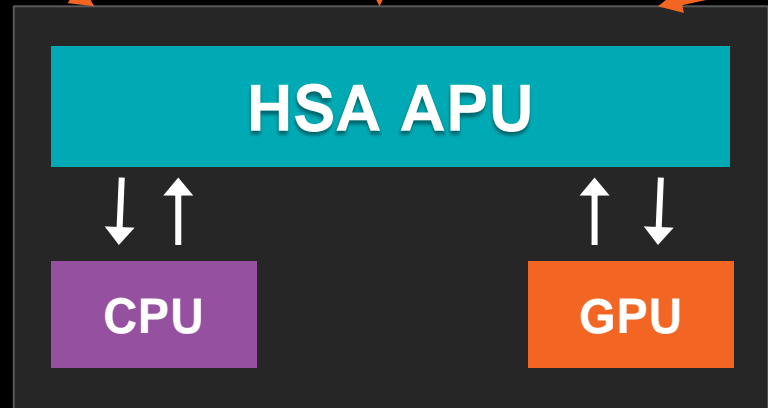
- CodeXL
- APP SDK

Programming Languages

- OpenCL 2.0
- OpenMP 4.0
- C++ / SyCL
- Python
- Java

Optimized Libraries

- BLAS, FFT, RNG
- Solvers
- SpMV
- Language Specific
- Domain Specific



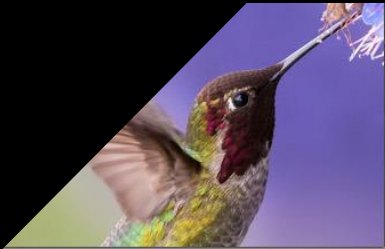
QUESTIONS



GAMING EFFECTS



NEW USER EXPERIENCES



SMALL FORM FACTOR



ULTRA HD MEDIA



THANK YOU

CAUTIONARY STATEMENT



This presentation contains forward-looking statements concerning Advanced Micro Devices, Inc. ("AMD" or the "Company") including, among other things, the timing, availability, features and functionality of AMD's A-Series APUs, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act. Forward-looking statements are commonly identified by words such as "would," "may," "expects," "believes," "plans," "intends," "projects," and other terms with similar meaning. Investors are cautioned that the forward-looking statements in this presentation are based on current beliefs, assumptions and expectations, speak only as of the date of this presentation and involve risks and uncertainties that could cause actual results to differ materially from current expectations. Risks include the possibility that Intel Corporation's pricing, marketing and rebating programs, product bundling, standard setting, new product introductions or other activities may negatively impact the Company's plans; that the Company will require additional funding and may be unable to raise sufficient capital on favorable terms, or at all; that customers stop buying the Company's products or materially reduce their operations or demand for its products; that the Company may be unable to develop, launch and ramp new products and technologies in the volumes that are required by the market at mature yields on a timely basis; that the company's third-party foundry suppliers will be unable to transition the Company's products to advanced manufacturing process technologies in a timely and effective way or to manufacture the Company's products on a timely basis in sufficient quantities and using competitive process technologies; that the Company will be unable to obtain sufficient manufacturing capacity or components to meet demand for its products or will not fully utilize the Company's projected manufacturing capacity needs at GLOBALFOUNDRIES Inc. (GF) microprocessor manufacturing facilities; that the Company's requirements for wafers will be less than the fixed number of wafers that the Company agreed to purchase from GF or GF encounters problems that significantly reduce the number of functional die the Company receives from each wafer; that the Company is unable to successfully implement its long-term business strategy; that the Company inaccurately estimates the quantity or type of products that its customers will want in the future or will ultimately end up purchasing, resulting in excess or obsolete inventory; that the Company is unable to manage the risks related to the use of its third-party distributors and add-in-board (AIB) partners or offer the appropriate incentives to focus them on the sale of the Company's products; that the Company may be unable to maintain the level of investment in research and development that is required to remain competitive; that there may be unexpected variations in market growth and demand for the Company's products and technologies in light of the product mix that it may have available at any particular time; that global business and economic conditions, including consumer PC market conditions, will not improve or will worsen; and the effect of political or economic instability, domestically or internationally, on our sales or supply chain. Investors are urged to review in detail the risks and uncertainties in the Company's Securities and Exchange Commission filings, including but not limited to the Quarterly Report on Form 10-Q for the quarter ended Sept. 28, 2013.