

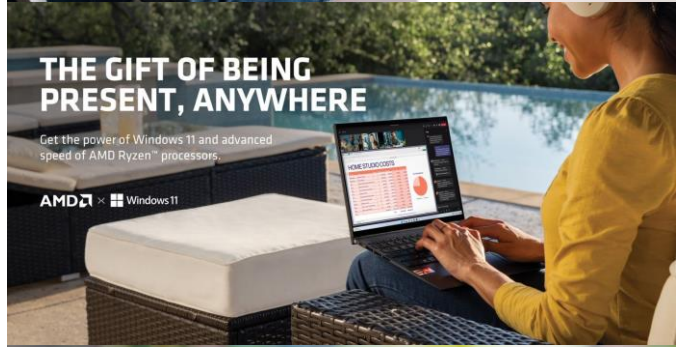


AMD  ×  Windows 11

AI PC & Copilot+ PC definitions, joint messaging

June 2024



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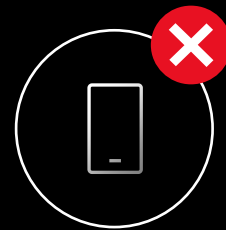
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AMD and Microsoft Codefined AI PC Definition

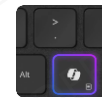
What is a Windows AI PC?

A PC with new NPU silicon that brings new AI experiences in productivity, creativity, and security through a combination of the CPU, GPU, and the new NPU.

What's recommended for a Windows AI PC



Comes with Copilot



Has the Copilot key



Equipped with AMD Ryzen AI™, combining the new NPU, CPU and GPU silicon.

AI PCs with AMD Ryzen™ 8040 Series Processors (Hawk Point)

Powerful AMD Ryzen CPU, GPU, and an all new NPU for AI experiences to get answers, communicate, and be productive

Faster than Apple M3 & previous gen*

22% faster than Apple M3 for Productivity workloads

47% faster than Apple M3 for Creation workloads

29% faster than Apple M3 for multi-threaded workloads

60% more NPU AI performance than previous gen**

New AI experiences



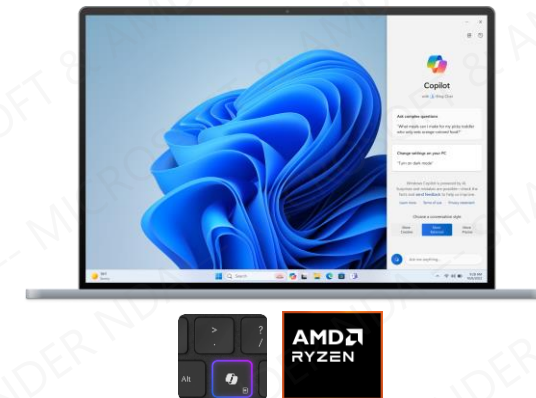
Integrated 16 TOPS NPU enabling on-device AI experience in addition to powerful CPU & GPU

Built for Microsoft Copilot, NEW Copilot Key – instant access to AI experiences in Windows and Microsoft 365 including:

- Enhanced Video Calling with AI powered Studio Effects in Teams or Zoom
- Summarize Mail, Documents and WebPages in Outlook, Word or Edge
- Create images using just your words in Designer
- Get answers to complex questions simply with Bing
- Personal shopper, summarizing reviews, saving money

With even more AI app experiences

- Bringing Ryzen AI enhanced experiences with popular creator applications such as Adobe Premiere Pro AI features.
- Elevating AI content creation by Topaz Labs advanced AI features such as photo and video enhancements powered by deep learning for noise reduction, sharpening, and upscaling.
- Advanced AI experiences such as eliminating green screens for remote venues offered by ArkRunr.



Unlock new AI experiences, get more time back in your day, create in a whole new way, and much more

Create innovative and engaging content with AI-enabled features on-the-go

Optimal performance and efficiency when running AI workloads

Keep your personal data at your fingertips

*Testing as of Nov 2023 by AMD Performance Labs using Blender, Cinebench R24, Procyon Office, Geekbench 5 benchmarks. Configuration for AMD Ryzen 9 8945HS processor: AMD Mayan_HPT2 reference board, integrated Radeon 780M graphics, 16GB RAM 7500MHz, 1TB NVMe SSD, VBS ON, Windows 11 Pro. Configuration for MacBook Pro 14": M3 8-core processor, integrated 10 core GPU, 16GB RAM, 1TB SSD. System manufacturers may vary configurations yielding different results. Results may vary. HWK-21.

**Based on AMD internal analysis of AMD Ryzen 8040 Series processors with an AI engine TOPS specification of 16 TOPS vs. previous gen Ryzen 7040 Series processors with an AI engine TOPS specification OF 10 TOPS. HWK-17.

Joint consumer-facing messaging (Hawk Point, 8040 series)

Headline & short narrative

The power of possibilities // Extraordinary everyday performance // Live at the speed of tomorrow

Windows 11 PCs powered by AMD Ryzen™ processors deliver the optimized performance and AI-assistance you need for today's tasks and tomorrow's ideas.

Why buy #1: Performance

Pure Speed

Experience a whole new level of speed and power in a laptop powered by AMD Ryzen™ processors. Accelerate work, creativity, and gaming with blazing fast processor cores. Explore true freedom and flexibility with amazing battery life thanks to AMD's smart power management features.

Why buy #2: Graphics

Immersive entertainment through visual experiences // Dive into immersive visuals anywhere

Now you can enjoy stunning entertainment and play the latest games on thin, light, and power-efficient laptops. AMD Ryzen™ processors offer powerful built-in AMD Radeon™ graphics, so you can play pretty much any PC game in full HD resolution.

Why buy #3: Versatility / Portability

Freedom to Unplug

Live life away from the electric plug, because laptops with AMD Ryzen™ processors are purpose-built to deliver the mobile experience you really want: a thin, light, beautiful laptop with high performance that's every bit as outstanding as the battery life. Enjoy true freedom to stay on the move with ultra-efficient, advanced AMD Ryzen™ processors with Windows 11.

Joint consumer-facing messaging (Hawk Point, 8040 series)

Consideration Level Banners and executions

Unlimited potential

Windows 11 PCs, powered by AMD.

Emails

Less waiting, more winning.

With the productivity tools of Windows 11 and the power of an AMD Ryzen™ processor underneath your fingertips, you're going to find yourself finishing tasks fast. More free time for incredible gaming experiences. You're on Windows, after all.

Spotlight and In product

The bar has been raised.

Stunning graphics. Abundant performance. Incredible battery life. The English language has run out of adjectives to adequately describe the potential of Windows 11 PCs powered by AMD Ryzen™ processors.

Joint messaging (1st party partners)

More games & stunning graphics

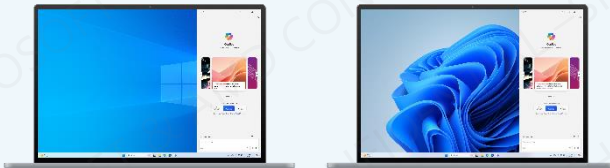
Unlock play with Xbox Game Pass² and AMD performance.

Windows & AMD devices overview

Copilot across every Windows PC, not consumer-facing categories

Windows 11 PC

Discover the power of AI with Copilot in the cloud



- Answers to complex questions
- Shopping assistance
- Creation of custom art / images
- Email & document creation
- Help with writing code
- Add plugins to 3P apps

AI PC

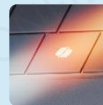
Faster, more capable PCs with Copilot

Includes NPU, CPU & GPU



Windows Studio Effects

- Background blur
- Noise cancellation
- Automatic framing
- Eye contact



Hawk Point

Strix Point
pre-'bits'

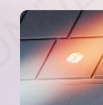
Copilot+ PC

Fastest, most intelligent PCs ever

40+ TOPS NPU



- Most Performant PCs ever**
- Most Secure Windows ever**
- Exclusive Copilot+ experiences



Strix Point with 'bits'

*There is a transition period in which AMD's Strix Point will be in market but Copilot+ PC experiences ('bits') are not available yet. The systems will be considered AI PCs until they receive the 'bits'.

**Copilot+ PC claims. Individual silicon claims to be updated as available.

Devices overview – execution



AI PCs



Strix Point pre-Copilot+ PC experiences
(OPTIONAL EXECUTION by OEM or Retailer)



Copilot+ PCs

Tech Specs		<40 TOPS NPUs Hawk Point	Strix Point	Strix Point	
Branding Principles	Name	Windows 11 PC	Windows 11 PC	Copilot+ PC	
	Messaging	Windows 11 PC/joint messaging with AMD	Windows 11 PC/joint messaging with AMD "Update required"* end user notice	Copilot+ PC	
	Wallpaper	Windows 11 or OEM	Windows 11 or OEM	Copilot+ PC Wallpaper	
Tactics	In-store	Windows 11	Wayfinding	Fact tag with "update required"* end user notice	Fact tag, Racetrack, Placemat, Glorifier
			Digital fact tag	"Update required"* end user guidance	Copilot+ PC
			RDX demo experiences	Windows 11 Demos & attract loop with "update required"* end user notice	Copilot+ PC Demos
			On-device cling	Update required notice*	
	Online		Cling	Update required notice*	
			Wayfinding	Windows 11 PC	Copilot+ PC

*Final message to be confirmed. Placeholder language is "Free update to Copilot+ PC experiences, when available. Timing varies by device and region. See aka.ms/copilotpluspcs"

Pre-Copilot+ PC experiences guidance for AMD

Messaging, branding and talk track for Strix Point devices during the period in which they don't have the Copilot+ PC experiences available.

Do communicate the following statements:

We are partnering to bring Copilot+ PC experiences to AMD devices in the future and they are more performant than 3-year-old PCs (use devices or silicon claims).
These Windows 11 AI PCs* will receive a free update to Copilot+ PC experiences when available. *Windows 11 AI PCs in this context refer to Windows 11 AI PCs that can receive the update with the Copilot+ experiences.
Talk about NPU TOPS, CPU performance, Graphics performance, battery life, and how future devices will also have dGPU options.
Comparisons to previous generations and/or Apple devices and/or silicon using claims validated by OEM/Silicon partners.
Use Video assets from MSFT to show Copilot+ PC Experiences (that don't include hardware) with clear and prominent messaging that "free update to Copilot+ PCs experiences when available".
Talk about the ability to pair dGPUs with all categories of PCs (Windows 11 AI PCs and Copilot+ PCs). We have great Windows 11 PCs with dGPU options today and, in the future, we expect to see devices with this silicon paired with powerful graphics cards like NVIDIA GeForce RTX, bringing Copilot+ PC experiences to reach even broader audiences like creators, gamers, enthusiasts, and developers.

AVOID the following:

Using the new Copilot+ PCs name/logo with Windows 11 AI PCs.
Disparaging other devices or silicon.
Using the words "Designed for", "Capable for", "Ready", or "Upgrade".
Using Platform TOPS or creating confusion with respect to NPU TOPS.
Speculation on when Copilot+ PC experiences are coming on Strix Point.
Speculation on why Copilot+ PC experiences are coming later.
Speculation on any performance or power deltas for Copilot+ PC experiences on different devices/silicon.

Windows 11 AI PCs with AMD Ryzen™ AI 300 Series Processors (“Strix Point”)

Powerful CPU, GPU, and an all new NPU for AI experiences to be more productive, creative, and more connected.

Faster PC & better graphics*

70% faster at multitasking than Apple M3*

32% faster video editing than Apple M3*

25% faster productivity than Apple M3*

110% faster 3D rendering than Apple M3*

3X more AI performance than previous gen*

New AI experiences

Integrated 50 TOPS NPU enabling on-device AI experience in addition to powerful CPU & GPU

Built for Microsoft Copilot, New Copilot Key – instant access to AI experiences in Windows and Microsoft 365, and powerful collaboration tools including:

- Enhanced Video Calling with AI powered Studio Effects in Teams or Zoom
- Summarize Mail, Documents and Web Pages in Outlook, Word or Edge
- Create images using just your words in Designer
- Get answers to complex questions simply with Bing
- Personal shopper, summarizing reviews, saving money
- AI based security with Defender

With even more AI app experiences coming

AMD is working with the leading developers around the world to accelerate the use of AI on PCs.

By the end of 2024, we are on-track to have more than 150 developers optimizing for AMD AI platforms across a range of user experiences.

Leading ISV partnerships include Adobe®, Epic® Games, SOLIDWORKS®, Sony® or Zoom™.



On-Device cling messaging (Optional execution by OEM or Retailer). Final message to be confirmed

Free update to Copilot+ PC experiences, when available. Timing varies by device and region. See aka.ms/copilotpluspcs

*See full AMD claims and disclaimers in Notes for details for AMD Ryzen™ AI 9 HX 370; STX-20, GD-243, STX-25, STX-01.

Joint consumer-facing messaging (Strix Point, AI 300 Series)

Headline A new era of Windows 11 PCs begins with AMD and Microsoft // A new era of PC begins with AMD and Windows.

Sub headline & short narrative **Powerful devices for everyday AI.**
Harness powerful performance specifically designed for new AI experiences in Windows 11 PCs with AMD Ryzen™ AI 300 Series processors.

Value prop pillar #1: Performance

Pillar headline & sub headline **Superpowered AI**
AMD Ryzen™ AI 300 Series processor powered Windows 11 PCs deliver new, transformative AI experiences for your everyday.

Why buy #1 & proof point **Turbocharge your day with AI**
AMD Ryzen™ AI 300 Series processors come with a powerful AI engine built into Windows 11 PCs, paving the way for a future full of AI-infused computing with new applications and assistance.
Proof point: AMD Ryzen™ AI 300 Series processors offer the highest performing NPU available in their class.²

Why buy #2 **AI on-the-go with longer battery life**
Take productivity and gaming on the go with amazing battery life in Windows 11 PCs, thanks to the powerful efficiency that AMD Ryzen™ AI 300 Series processors deliver.

Joint consumer-facing messaging (Strix Point, AI 300 Series)

Value prop pillar #2: Experiences

Pillar headline & sub headline

Power up your apps

Windows 11 PCs powered by AMD Ryzen™ AI 300 Series processors enable a whole new level of performance for private, responsive, and AI-assisted laptop computing.

Why buy #1 & proof point

High performance meets fast apps

Stacked with up to 12 high-performance cores, PCs powered by AMD Ryzen™ AI 300 Series processors offer lightning-fast performance for powerful multitasking, productivity, and content creation with Windows 11 PCs.

Proof point: The AMD Ryzen™ AI 9 HX 370 processor has the fastest CPU performance in its class.³

Why buy #2 & proof point

Pixel-perfect graphics and entertainment

Windows 11 PCs with AMD Ryzen™ AI 300 Series processors come with new Radeon™ 800M Series graphics, which offers the most powerful built-in graphics in an ultrathin device⁵, ideal for new AI-accelerated audio, video, and image creation tools, and gaming.

Proof point: AMD Ryzen™ AI 9 HX 370 processor with Radeon™ 890M graphics has the fastest integrated graphics in its class.⁵

Joint consumer-facing messaging (Strix Point, AI 300 Series)

Value prop pillar #3: Value

Pillar headline & sub headline

More on-the-go

AMD Ryzen™ AI 300 Series processors are designed for both efficiency and performance, so you can stay powered up through the day¹ anywhere it takes you on a Windows 11 PC.

Why buy #1 & proof point

Designed for peace of mind

Designed to enable local AI processing, Windows 11 PCs powered by AMD Ryzen™ AI 300 Series processors can help safeguard your most sensitive information so you can be in control of protecting what's yours.

Proof point: Thanks to the built-in Microsoft Pluton security processor, AMD Ryzen™ AI 300 Series processors deliver the full breadth of Windows 11 security features, from chip-to-cloud.⁴

Why buy #2 & proof point

Your PC, designed your way

Your style, your specs, your new PC. There's a Windows 11 PC with the right design, performance, and versatility you crave.

Proof point: AMD Ryzen™ AI 300 Series processors are available in 40+ Windows 11 PCs in 2024.

Copilot+ PC Definition



Comes with Copilot in Windows and exclusive Copilot+ PC experiences



Has the Copilot key



Comes with new NPU with minimum of 40 TOPS, CPU, and GPU powered validated silicon



At least 16 GB RAM



At least 256 GB Storage



Windows Hello (ESS)*

COMING SOON



What is a Copilot+ PC?

Most Performant PC
Supercharged NPU with 40+ TOPS

Exclusive AI experiences
Accelerate your productivity and creativity with unique Copilot+ PC experiences

Innovative ISV App AI experiences
ISV-developed AI experiences to help with productivity and creativity.

*This guidance is for laptop-based devices only at this time, which must include Windows Hello (ESS) enabled by MIIP Cameras. Guidance for desktops being developed.

Windows 11 Copilot+ PCs with AMD Ryzen™ AI 300 Series Processors (Strix Point)

The fastest, most intelligent Windows PCs ever.

Most Performant PC

Supercharged 50 TOPS NPU

70% faster at multitasking than Apple M3*

32% faster video editing than Apple M3*

25% faster productivity than Apple M3*

110% faster 3D rendering than Apple M3*

3X more AI performance than previous gen*

Exclusive AI Experiences

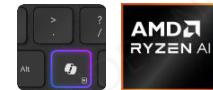
Accelerate your productivity and creativity with unique Copilot+ PC experiences.

Instantly find what you have seen on your PC

Create professional images with AI for free in Paint with Designer

Makes Copilot more personal with context of your PC

Best video conferencing



ISV App AI experiences

With even more AI app experiences coming

AMD is working with the leading developers around the world to accelerate the use of AI on PCs.

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**Thank
you**