

AMD: Driving Innovation through Energy Efficiency

At AMD, energy efficiency is a key business driver. AMD instills efficiency in business through three main efforts: product innovation, facility design and management, and industry education. From developing industry-leading energy-efficient processors, to designing and operating sustainable global facilities, and educating the industry on the merits of energy efficiency, environmental stewardship is paramount to the way we do business.

Product Innovation

Energy efficiency is a foundational element of AMD's product design, and as such, a source of competitive advantage. By increasing the energy efficiency of AMD products, as well as working collaboratively to influence how end products are designed and used in integrated systems, AMD helps enable lower energy consumption throughout a product's lifecycle.

A good example is seen with AMD customer, AISO, an environmentally friendly Web hosting company that utilized AMD's Opteron™ processors and experienced a 60 percent reduction in heating and cooling costs - reducing overall energy consumption by over 50 percent. AISO is just one example of the impact of our products in the real world – a world which increasingly demands energy efficient products, both to mitigate costs and to ensure environmental responsibility as IT infrastructures continue to grow.

Facility Design and Management

AMD has taken action to maximize energy efficiency, lower costs and reduce environmental impact through our facilities design and operations. In fact, AMD has been named one of the Global 100 most sustainable corporations by the Corporate Knights and Innovest Strategic Value Advisors, in 2006 and 2007.

- AMD's new Austin Lone Star Campus, operational since December 2007, is on track to becoming a LEED Gold certified building. Lone Star is powered by renewable energy from Austin Energy's Green Choice™ program, and has innovative environmental features, including a central 1.1 million gallon rainwater storage tank, located under one of the campus' structured parking garages, for rainwater collected from specially designed roofs. The water will help to cool the buildings, through an energy-saving evaporative cooling system, and will be used for watering the 100 percent native landscaping.
- AMD's Dresden, Germany, Fab 36 and Fab 30 wafer fabrication facilities are supported by dedicated energy centers that use natural gas-fueled trigeneration technology for electricity, heating, and cooling. This has helped AMD to reduce corporate-wide normalized emissions of greenhouse gases by more than 50 percent, surpassing our EPA Climate Leaders goal of a 40% reduction by 2007 compared to our 2002 baseline. AMD has emphasized transparency by being one of the first technology companies to commit to a Global Climate Protection Plan. Starting in 2001, AMD has released an annual updated report with its commitment, goals, and strategies for reducing the company's impact on global warming. For more information on our efforts in this arena, please review the 2008 Global Climate Protection Plan:
http://www.amd.com/us/en/assets/content_type/DownloadableAssets/2007_GCPP.pdf

Education

At AMD, we are dedicated to working with our broader circle of ecosystem customers, partners and influencers to make efficiency a reality. From partnering in voluntary initiatives, including EPA's Climate Leaders program, ENERGY STAR® and the Green Power Partnership, we have made education and collaboration a priority.

To alert the industry about power consumption levels in IT, AMD sponsored a first of its kind survey in 2007, which revealed shifting patterns in worldwide datacenter energy use at regional levels. The study, which was conducted by Jonathan Koomey, Ph.D., using data from industry analyst firm IDC, documents energy use across five regions: the US, Western Europe, Japan, Asia/Pacific (excluding Japan) and the rest of the world. The study forecasts that by 2010 U.S. consumption will decline relative to consumption worldwide. More on the study can be found at:

http://www.amd.com/us-en/Corporate/VirtualPressRoom/0,,51_104_543_15008~122830,00.html

AMD is also a founding member of The Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems. For more information visit: www.thegreengrid.org/home