AMD Roadmap Guides Towards System-on-a-Chip

Written by Marco Attard
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Following the decision to rethink the rivalry with Intel, AMD reveals the company roadmap for 2012 and beyond-- one guiding the company away from x86-based processors towards lands of the system-on-a-chip (SoaC) variety, amongst others.

AMD is also going to focus on narrower market segments such as ultrathin notebooks, tablets, all-in-ones and cloud servers.

The roadmap has new products for 2012, including Trinity-- the 32nm 2nd generation APU aiming at ultra-thin laptops. It will replace the Llano line and offers lower power consumptions (35 or 17-25W) in dual- or quad-core configurations.

A successor to Trinity will be released in 2013. Code-named Kaveri, it uses heterogeneous systems architecture (HSA), a new design using a shared memory pool between graphics processor and CPU.

AMD will also start competing directly against ARMS with system-on-a-chip processors in 2013-- with Kabini (a manstream low voltage APU) and Temash (dual-core ultra low power chip), both including the Fusion Controller Hub chipset.

The company also wants to move all desktop and notebook processors to 28nm from 2013.

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Will this AMD roadmap guide to glory? After all Intel is close to releasing a successful mobile processor (Medfield) while Windows 8 will be running on ARM designs-- making the next few years more than potentially difficult for the company.