

## AMD, Chip Maker for Hire

Written by Marco Attard  
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In a bid to rely less on a declining PC market and return to profitability AMD finds a new job--chip maker for hire, integrating own and 3rd party processor, graphics and multimedia IP to build one-of-a-kind SoC solutions.



AMD has high hopes for the newly formed Semi-Custom Business Unit and expects it to make up to 20% of overall AMD revenues by end 2013 through the design of hardware fit for applications ranging from tablets, smart TVs and PCs to high-performance computing and infrastructure.

“Innovation in computing over the next decade will come from deep knowledge and integration of hardware, software and system expertise,” AMD Senior VP and GM of Global Business Units Lisa Su says. “The charter of the Semi-Custom Business Unit at AMD is to provide OEM customers access to leading-edge IP to create tailored and differentiated solutions. AMD’s high-performance heritage, strategic investments in IP, and SoC design methodology enable customer-specific solutions that are truly one-of-a-kind.”

Corporate VP Saeid Moshkelani, who joined AMD last year from Trident Microsystems, leads the business unit.

Cementing the decision to move into custom hardware is Sony, the first (announced) company to get a custom AMD processor, specifically the one inside the Playstation 4 game console.

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AMD will not find it too easy to break into the custom hardware market, mind-- it still has to vie with the likes of Intel and Nvidia for the more lucrative contracts.

In separate AMD news, Barron's Tech Trader Daily reports fresh rumours on Intel planning to buy AMD. Apparently these days computing is defined more broadly than just PCs, meaning "there aren't as many anti-trust issues" for such an acquisition.

Further AMD rumours from the same blog involve Acer using AMD hardware in future laptops, as will the next generation of Xbox console.

Go [AMD to Create Tailored Products Integrated Customer-Specific IP Through Semi-Custom Business Unit](#)

Go [AMD Rumours of Intel Buy, Acer Laptops, Xbox](#)