

AMD ties up with FXLabs

Special Correspondent

HYDERABAD: Advanced Micro Devices (AMD) is eyeing a market share of 30 per cent in India against 10 per cent now.

The company is working to establish its footprint in engineering, animation, financial services, medical services and CAD segments, AMD senior director of professional graphics Janet Matsuda said.

Ms. Janet was here on Tuesday in connection with signing of a strategic technology alliance with Hyderabad-based FXLabs to foster game development.

FXLabs would deploy the latest ATI FirePro series of workstation graphics technology for the development of its upcoming games and provide test base consisting of AMD Radeon series of consumer graphics processors.

Ms. Janet and AMD India Vice-President (sales and marketing) Ramkumar Subramanian said the alliance was beginning of a key area of focus for AMD and the company was hopeful that its agreement with FXLabs would have a cascading effect.

FXLabs founder and CEO Sashi Reddy said Ghajini, the first 3D PC game based on the recently released film, was the biggest selling game in the country.