



AMD RYZEN MESSAGING MAP

DECEMBER 4, 2018

FOR AMD: CONTINUING A PROMISE

- In a world obsessed with volume, AMD champions value. That means as competitors simply scale out old strategies, AMD is committed to reshaping how CPU performance drives personal computing.
- We don't seek innovation for its own sake, but rather new ideas that make a meaningful difference. This commitment comes to life in the Ryzen 2nd Gen Mobile processor with Radeon Vega Graphics, designed for purposeful entertainment-first performance that delivers and delights.



PERSONAS/VOC

WHO ARE WE SPEAKING TO?

The upgrade is looking to replace an old desktop or last generation laptop. They want to get back to what they love with less disruption and positive surprises.

The enthusiast is willing to embrace new content and technologies. They consider themselves at pace with the future of digital entertainment

The green dot does more logging on than anything else. They want strong a multimedia baseline that lets them connect, collaborate, and create.

The budgeter is looking at prices and trying to set priorities. They are willing to spend more if they understand the benefits behind the buzzwords.

So how does our message matter?

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So how does our message matter?

FOR CONSUMERS: TOP MESSAGE/HEADLINE

AMD powers breakthrough entertainment experiences

FOR RSA: COMPLETE MESSAGE

**AMD powers breakthrough entertainment experiences with
an entertainment-first performance design that's optimized by
and inspired for a world on the go**

FOR RSA: WHAT DOES BREAKTHROUGH MEAN TO CUSTOMERS?

- **Breakthrough** amazing leaps in the quality of color, resolution, and clarity since they bought their last laptop. It also means easy access to cutting edge tools and services – the cool things they couldn't quite do with their old machine. Together, it means **a new standard in visuals**.
- Breakthrough also means the very best in what they do now, from streaming to music to every day productivity. And it means less frustration and interruption thanks to performance that keeps applications running and ensures no time lost to waiting, thanks to **speed where you need it**.
- Breakthrough also means a device engineered for how people live. This means connecting, enjoying, and creating from lots of places –sometimes just the couch. It means less plugging in and more having fun thanks to **any time, any place** features, long battery life most especially.

These are not just pieces of the entertainment experience puzzle we solve with AMD Ryzen, but the core components of our **entertainment-first performance design**.

WHAT DO CUSTOMERS NEED? (FOR RSA)

Many of the applications we use require less and less processing power. But if we look at **what we do most and what we like best** – entertainment - it's a different story.

Web apps

- constrained by bandwidth, not CPU

Productivity apps

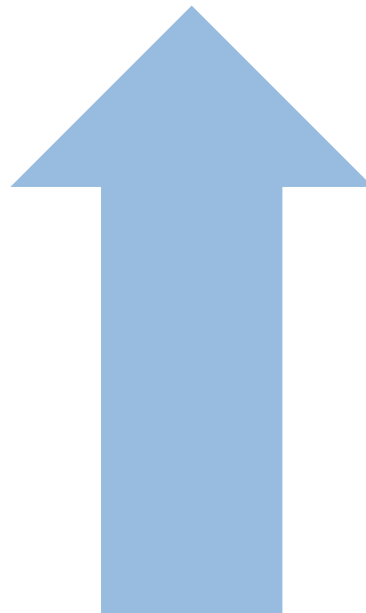
- Better efficiency, more web-based

Web browsing

- Standard services over-powered

Social media

- Web apps and video



Gaming

- High-end games demand consoles or advanced HW

Streaming

- New 4K standard (requires upgraded video card AND display)

3D

- Both creation and consumption require GPU

Collaboration/Communication

- More video demands higher performance

This is why AMD dreams and builds technology differently – because the world is changing.

FOR RSA/CONSUMER: FULL MESSAGE MAP

CUSTOMER PROMISE

Breakthrough entertainment experiences

FULL VALUE PROP

AMD powers breakthrough entertainment experiences with an entertainment-first performance design that's optimized by and inspired for a world on the go.

PILLARS

A new standard in visuals

See things in a whole new way and unlock the future of digital entertainment.

- Superior clarity and resolution Download videos and movies without stalling or delays
- Enjoy smooth playback
- 4K games and movies like the creators envisioned them

Speed where you need it

Start, stop or switch between entertainment or productivity tools. Do more, wait less.

- Launch apps 3x faster than traditional PCs
- Watch 4K videos with built-in apps
- Get 2x better performance on Fortnite or PUBG vs. Intel
- Move between email, music, and apps in an instant, even when editing photos or videos

Any time, any place

Optimized for the way we live today – long hours in lots of places

- Strong battery life
- Advanced connectivity
- Integrated security
- Power efficiency

HOW DO OUR MESSAGES MATTER?

MESSAGE	THE UPGRADE	THE ENTHUSIAST	THE GREEN DOT	THE BUDGETER
AMD powers breakthrough entertainment experiences	Superior entertainment and better everything else.	This is what real innovation looks like else.	I'm ready to make my best even better.	This lets me put my dollars where they matter most.
A new standard in visuals	I can't believe the difference in what I see.	I'm right where I belong – out front.	This makes every connection richer and stronger.	I'm getting something amazing for my money.
Speed where you need it	Everything is moving faster.	This thing handles everything I throw at it.	I can move throughout my digital day with less frustration.	This is my new all-in-one everything machine.
Any time, any place	Longer charge, lighter design – feels like the future	An excellent experience every single time.	This feels like real digital freedom.	I've invested in technology that can keep up with me.



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