

Unlimited Realities Showcases Innovative User Interface Technology at AMD APU Launch

WELLINGTON, NEW ZEALAND – June 15th 2011 - Software developed by New Zealand-based Unlimited Realities was selected by leading processor design company AMD to showcase the capabilities of its next-generation PC processor, the AMD A-Series Accelerated Processing Unit (APU), at a launch event yesterday in Seattle that took place during the AMD Fusion Developer Summit.

Unlimited Realities Founder David Brebner took the stage with AMD Chief Marketing Officer Nigel Dessau to demonstrate Unlimited Realities' Fingertapps software running on a PC powered by the AMD A-Series APU in front of industry leaders and international technology media at the launch event.

The AMD A-Series APU is the newest in the AMD Fusion family, a new class of PC, tablet and low-power embedded processors known as Accelerated Processing Units, which combine the capabilities of the central processing unit (CPU) and discrete-level graphics processing unit (GPU) on a single die to enable a brilliant computing experience with long battery life.

"Touch and gesture-controlled computing is becoming inevitably more popular in the realm of personal computing, as it has with smartphones. People like to interact with even their digital devices in natural ways based in the physical world," said Manju Hegde, Corporate Vice President, AMD Fusion Experience Program (NYSE: AMD). "Unlimited Realities is establishing themselves as a clear leader in the touch space, and their Fingertapps product suite was a natural choice to demonstrate the next-generation capabilities of an AMD APU-powered device to closely approximate the look and feel of a physical experience with only pixels on a display."

The Fingertapps applications suite is designed to run on touch screen enabled PCs and Windows-based tablet devices. The Fingertapps suite includes applications for managing and editing photos, social media browsing, calendaring, playing and recording music and a range of games.

Unlimited Realities Vice President of Marketing and Business Development Ben Wilde said that AMD's showcase of the Fingertapps software was recognition that Unlimited Realities' business strategy was working.

"We've set out to build a global business by being the world's leading developer of consumer multi-touch software products and user experience software. AMD's endorsement is recognition from the very best that we're on track," said Mr. Wilde.

Fingertapps applications have been shipped with Dell's touch screen devices since 2009.

Mr Wilde said the collaboration with AMD was important to help create new business opportunities in the industry.

"The support AMD is providing through this collaboration spans marketing, sales, technology and support, providing Unlimited Realities with a real edge in the market. That translates through to more engaging software experiences and better products for our customers," he said.

ABOUT UNLIMITED REALITIES

Founded in 1996, Unlimited Realities Ltd. has a proven track record of software innovation, product development and commercialization. Building on more than a decade of experience in web, multimedia and user interaction the company expanded into international markets with its launch of Fingertapps in 2008. Fingertapps was the first commercially available multi-touch software on the market. Successful implementations in retail, outdoor advertising and information display led to entry into the consumer device market with the growing need for software that enabled rich, multi-touch interactions on the new generation of touch hardware. Best known for this innovative multi-touch

software, Unlimited Realities now works across a range of technologies and platforms with a core focus on best-in-class user experiences. For more information visit www.unlimitedrealities.com.

ABOUT AMD

AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Fusion Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit www.amd.com.

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