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# AMD keen to invest in cine graphics

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Industries and IT Minister K Taraka Rama Rao met semiconductor major Advanced Micro Devices' (AMD) Chief Technology Officer Mark Papermaster and Senior Vice-President, Human Resources and Corporate Communications Ruth Cotter at the company's Head Quarters in Sunnyvale, California.



Mark commended the State government's efforts in restoring the confidence of companies and investors in Telangana and Hyderabad. The AMD team has explained the Telangana delegation about the company's activities and products in Hyderabad. It informed the Minister that new processor chip Zen has been completely designed out of capital city of Telangana. The chip technology of AMD has been instrumental in creating computer graphics for movies like Bahubali, the semiconductor company representatives stated. AMD plans to work closely with Tollywood and other cine industries in the graphics sector.

When the AMD team stated that it plans to establish and expand their operations in computer graphics, gaming, virtual reality and manufacturing, the Industries and IT Minister invited AMD to partner with the proposed IMAGE city. Minister explained salient features of State's industrial policy, TSIPASS, electronics policy and amp; incentives State offer and asked AMD to consider manufacturing its products in Telangana and make the State its choice for investments in Gaming and Animation sector.

The Minister's delegation requested AMD to partner with premier educational institutes of State like IIT-H, IIIT-H and Basara, BITS and NIT. The AMD representatives showed keen interest in knowing about proposed VLSI Academy and assured that they will consider joining it.