

AMD is building a dedicated distribution channel for its embedded program

Intercomp is the first new representative for AMD Embedded Products in Europe



Steve Morris, Managing Director at Intercomp (left), and Aurelius Wosylus, Regional Sales Manager of AMD's Embedded Business Unit in EMEA (right)

The Embedded Business Unit of AMD (NYSE: AMD) announced its plans to build a dedicated distribution channel for the embedded portfolio in Central Europe in order to precisely tailor sales services to meet the needs of embedded customers best. Intercomp is the first new sales representative for AMD Embedded products in Central Europe (Germany, Austria and Switzerland). In addition, similar partnerships in Northern Europe, France, Italy and Eastern Europe shall also be established.

“Our goal is to boost sales of the entire AMD embedded product portfolio by increasing local market presence in sales and public relations,” remarks Aurelius Wosylus, Regional Sales Manager of AMD’s Embedded Business Unit in EMEA.

Customers will benefit from this focused embedded distribution, ensured by field sales engineers who are experts in the embedded segment and whose focus is on embedded customers. Parallel to the creation of this new distribution channel, AMD together with its distribution partners will strengthen the public relations effort to improve the awareness of the embedded program from AMD and support the new distribution channel.



The new sales channel does not change in the already existing distribution logistics. Customers who have been supported by AMD or distributors in the past will continue to receive the same logistics support.

About AMD

Advanced Micro Devices (NYSE: AMD) is an innovative technology company dedicated to collaborating with customers and technology partners to ignite the next generation of computing and graphics solutions at work, home and play. For more information, visit <http://www.amd.com>.

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