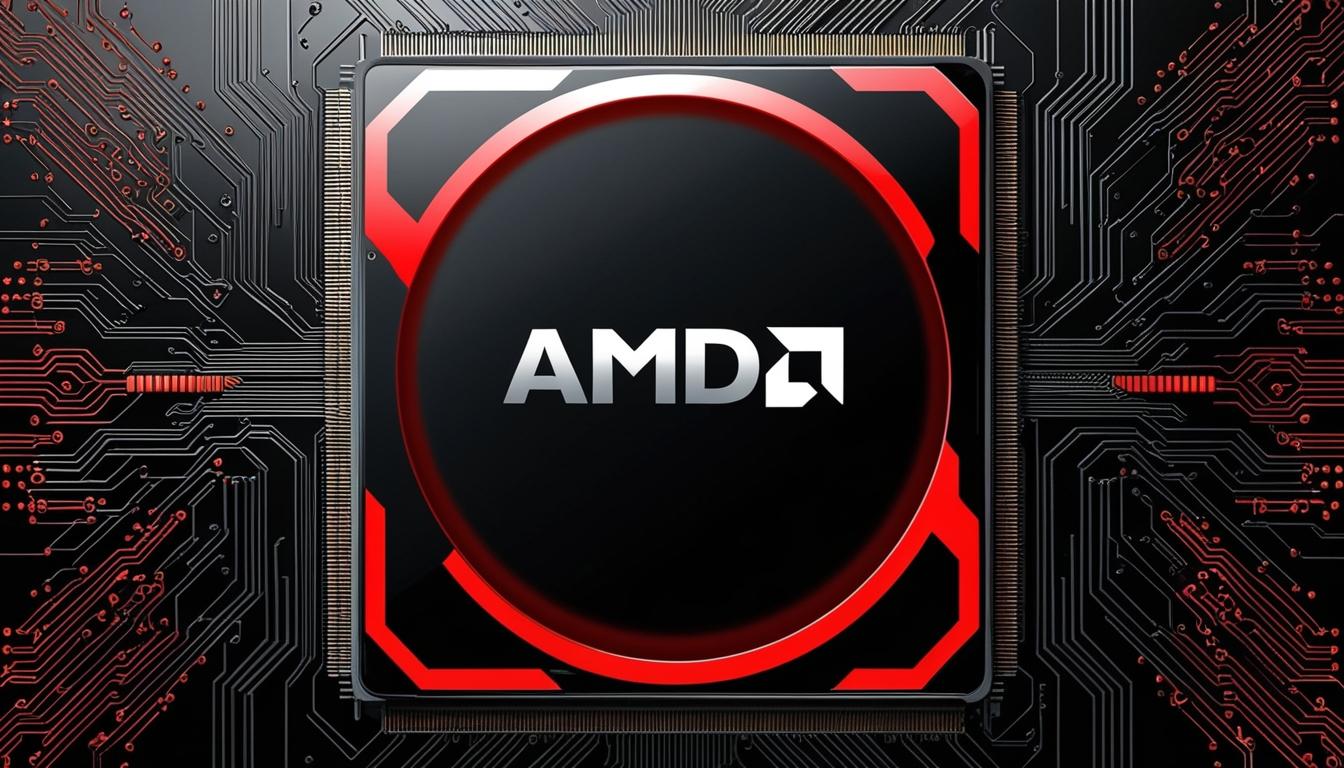
# AMD unveils Strix Halo series of mobile processors at CES 2025



AMD has officially unveiled its latest range of high-performance mobile processors, the Strix Halo series, during the Consumer Electronics Show (CES) 2025. These processors, named the Ryzen AI Max 385, AI Max 390, and AI Max+ 395, are designed to enhance computational and graphical capabilities on laptops, particularly for industries focused on creative and AI workloads. The announcement took place in Las Vegas, where AMD highlighted advancements in technology that are set to redefine mobile computing.

The Strix Halo processors incorporate AMD's Zen 5 CPU cores, RDNA 3.5 integrated graphics, and a Neural Processing Unit (NPU), positioning them at the forefront of mobile technology. With a scheduled release between Q1 and Q2 of 2025, the specifications of these processors are already attracting attention. Notably, the top-of-the-line AI Max+ 395 features 16 CPU cores and 40 Compute Units (CUs), while the AI Max 390 and AI Max 385 include 12 and 8 cores respectively, with both models boasting 32 CUs. The Pro variant, the AI Max 380, is tailored for business applications, featuring 6 cores and 16 CUs.

AMD has made specific claims regarding the performance capabilities of these chips. The company boasted that the AI Max+ 395's performance is "faster than high-end desktop graphics cards." To illustrate this, AMD provided comparative performance data, stating that the AI Max+ 395 offers 1.4 times faster graphics performance and 2.6 times faster rendering speed than the Intel Core Ultra 9 288V. These claims include a remarkable 402% increase in performance within Blender Classroom when using the AI Max+ 395.

Another significant aspect of the Strix Halo series is its “unified coherent memory architecture,” which allows for up to 96 GB of memory to be allocated to graphics with a bandwidth of 256 GB/s. AMD describes this bandwidth as “unprecedented in any x86 mobile device,” signalling substantial improvements in data handling capabilities that can directly benefit professional applications.

The introduction of these processors also raises questions about their expected market positioning and pricing. AMD representatives have suggested that the AI Max chips may command a premium because of their advanced features. While the Strix Halo series is likely to excel in creative and AI applications, it may not be the optimal choice for pure gaming purposes. Analysts predict that dedicated gaming laptops with specialist GPUs could offer better value for gaming, though the lower power consumption of the Strix Point processors may provide extended battery life, which could be appealing for certain users.

The anticipation surrounding the Strix Halo processors, particularly the AI Max+ 395, is indicative of growing trends within the technology sector. Businesses seeking powerful yet efficient computing solutions are likely to consider these new offerings seriously. As the landscape of mobile computing evolves, AMD's continued innovation in processor technology is poised to shape the future of both consumer and professional computing environments.

Source: [Noah Wire Services](https://www.noahwire.com)

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