AMD announces a "strategic realignment" as it splits off its graphics technologies operations into the Radeon Technologies Group, a separate operation led by newly promoted senior VP and chief architect Raja Koduri.

Such graphics operations include all the technologies found in AMD APU, discrete GPU, semi-custom and GPU compute products. The unit apears to be almost autonomous and self-sufficient, making it sound like AMD is returning to the structure of the ATI days.

"We are entering an age of immersive computing where we will be surrounded by billions of brilliant pixels that enhance our daily lives in ways we have yet to fully comprehend," AMD CEO Dr. Lisa Su says. "With the creation of the Radeon Technologies Group we are putting in place a more agile, vertically-integrated graphics organization focused on solidifying our position as the graphics industry leader, recapturing profitable share across traditional graphics markets, and staking leadership positions in new markets such as virtual and augmented reality."

Koduri is an industry veteran with over 20 years of experience in visual computing. A former director of graphics architecture at Apple, he was involved in the creation of the first graphic chip with integrated High-Bandwidth Memory (HBM) and leading the AMD LiquidVR virtual reality initiative.

Go [AMD Forms Radeon Technologies Group](#)