



2025 AMD AI Solutions Day

智慧辦公新紀元：AI PC 重塑企業生產力



AI 創作工具如何迎接 AI PC 大浪潮

From Cloud to Client: How CyberLink's AI Creation Tools Thrive in the AI PC Wave

Elvis Chen, Senior Product Manager

About CyberLink

The world's leading developer for multimedia software, apps, online tools and AI facial recognition.

Consumer software:

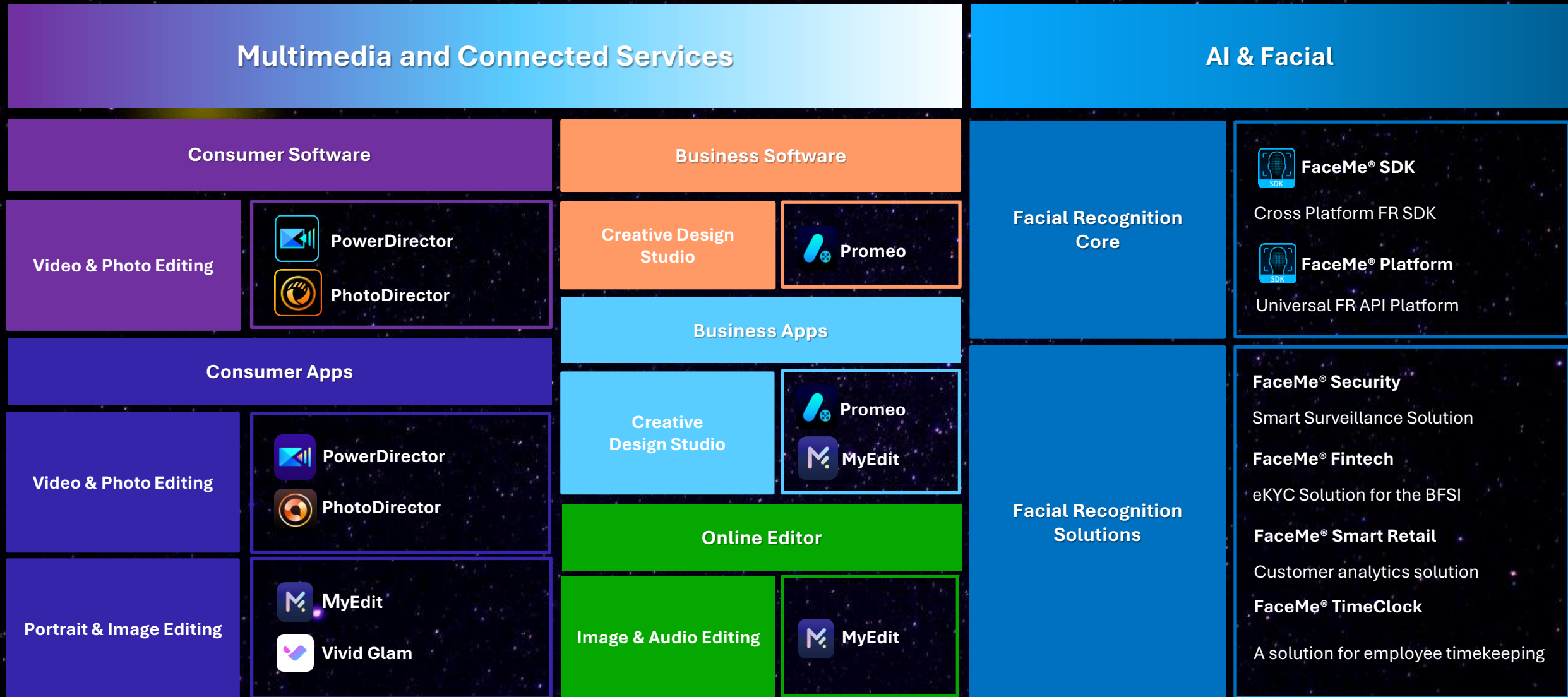
PowerDirector, PhotoDirector, Promeo, PowerDVD, shipped more than 500 million copies.

FaceMe Facial Recognition Engine

Top performance in both NIST FRVT 1:1 & 1:N.



Product Lineup



Product Lineup

Multimedia and Connected Services

AI & Facial

Consumer Software

Business Software

Video & Photo Editing



Creative Design Studio



Elevate content creation process with AI

Delivers fast and accurate facial identification

Video & Photo Editing



Creative Design Studio



Portrait & Image Editing

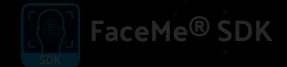


Online Editor

Image & Audio Editing



Facial Recognition Core



Cross Platform FR SDK



FaceMe Platform

Universal FR API Platform

Facial Recognition Solutions

FaceMe Security

Smart Surveillance Solution

FaceMe Fintech

eKYC Solution for the BFSI

FaceMe Smart Retail

Customer analytics solution

FaceMe TimeClock

A solution for employee timekeeping

Why AI PC? From Cloud to Client

Redefining the PC Experience with AI PC

40%

Growth in AI PC demand

Year-over-year increase in consumer appetite for intelligent computing solutions

2.5x

Productivity boost

Average improvement in task completion with AI-enhanced workflows

67%

Privacy concerns

Users who prefer on-device AI processing for sensitive data

Optimized for AMD AI PC Architecture



CPU Optimization

Smart algorithms run across different processor cores to get the best performance



GPU Acceleration

Parallelized compute tasks for graphics-intensive AI operations



NPU Integration

Dedicated neural processing for maximum AI efficiency

The background image shows a man in profile, wearing a plaid shirt, looking at several computer monitors. The monitors display various types of data, including lines of code, bar charts, and other graphical elements, suggesting a technical or data-driven environment.

AI Model on NPU

Key Challenges & Solutions

AI Model on NPU

Key Challenges & Solutions

Model Compatibility

Challenges: Conversion may fail / Limited operator support / Performance not as expected

Strategy: Collaborate with chip makers to ensure optimization & stability

API Behavior Evolution

Challenges: Differences across versions (e.g., Ryzen AI v1.3 vs. v1.5) / Quantization (INT8 vs. BF16)

Strategy: Maintain flexible coding framework for cross-model adaptation

Our Multimedia Solutions

PowerDirector/PhotoDirector/Promeo



PowerDirector – Video Editing Tool



A comprehensive **video editing** software integrated with powerful AI tools such as customized **text/image-to-video** capabilities.

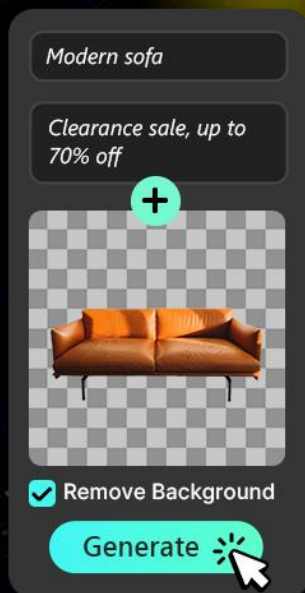


Delivers an efficient, intuitive editing experience that empowers both everyday users and professionals.



Edge solutions: **AI Motion Tracker (SAM2)**, **AI Body Effect**, Face Blur

Promeo – AI Creative Studio



An AI-powered tool tailored for e-commerce and digital marketing



Enable users to efficiently create marketing content on a single platform, offering unlimited marketing solutions



Edge Solutions: **Auto cutout, AI Magic Designer, AI Marketing Advisor**



PhotoDirector – Photo Editing Tool



An all-in-one photo editing software powered by AI technology, unlocking limitless creative possibilities



Equipped with various generative AI features, enabling customized image-to-image and image-to-video creation



Edge solutions: **Image Upscaler, AI Deblur, Face Tagging, Object Detection, Object Removal**

AI Denoise

Before

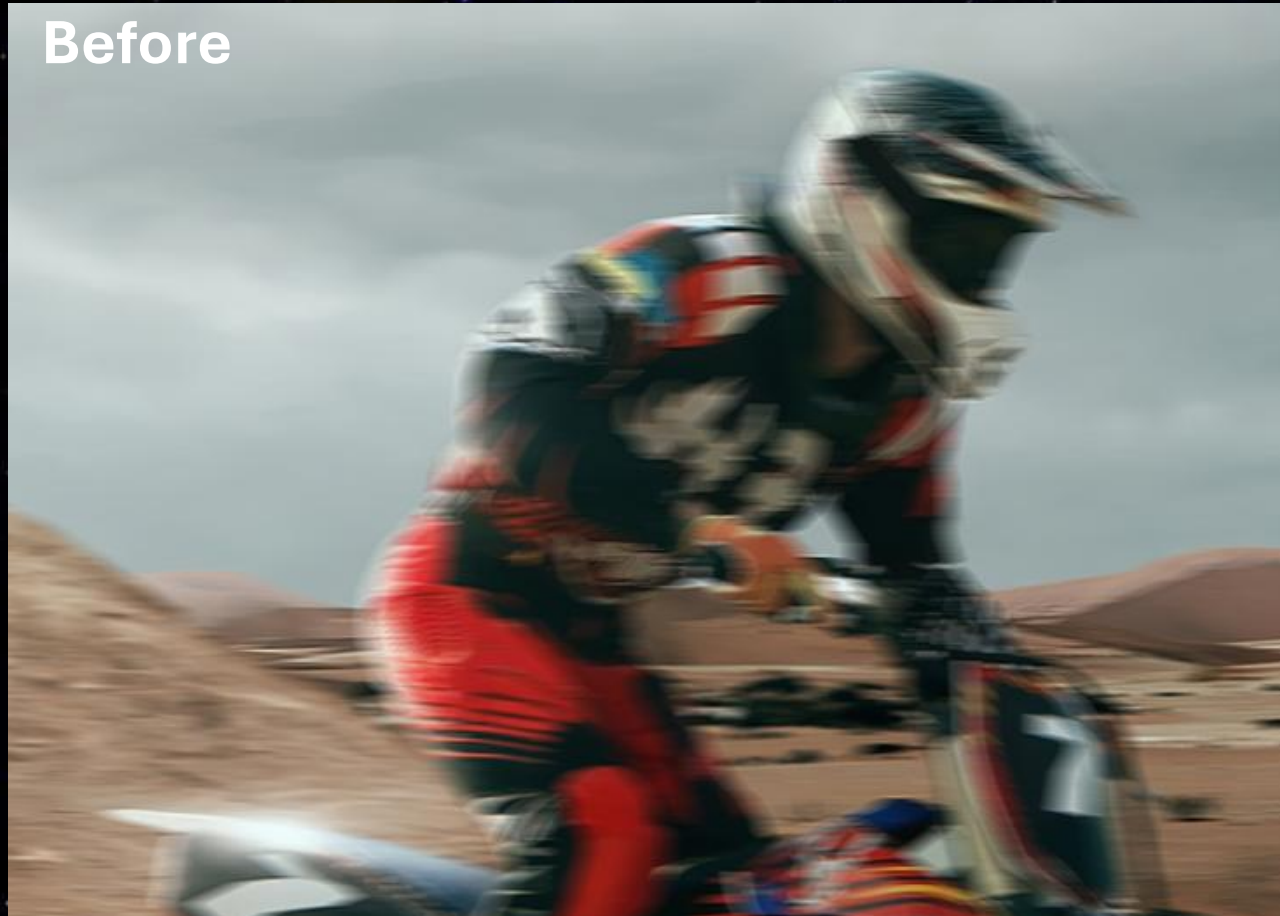


After



AI Deblur

Before



After



Image Upscaler

Before



After

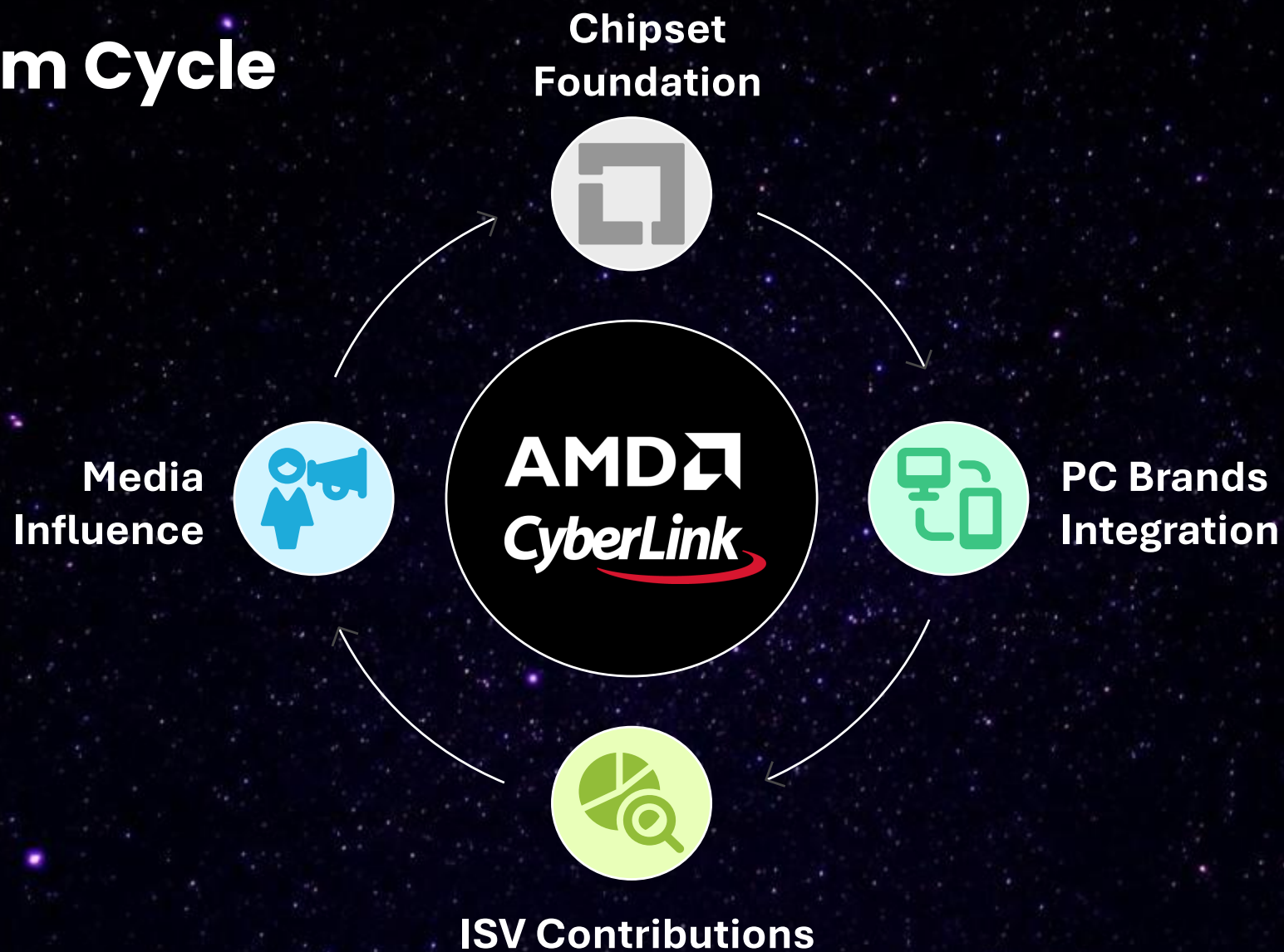


The background of the slide is a dark blue field filled with a complex, glowing circuit pattern. The lines of the circuit are primarily blue and green, with some yellow highlights. A prominent yellow diamond shape is centered in the middle of the slide, overlapping the text.

Future Prospect

CyberLink x AMD

AI PC Ecosystem Cycle



Thank You

