

# ATI unleashes the new performance king for gamers

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Gamers have a lot to be excited about as today ATI announced its new flagship graphics card family, the Radeon X1950 series.

The new Radeon X1950 XTX and Radeon X1950 CrossFire Edition work together or individually to deliver the ultimate gaming performance available today. Even in "extreme high definition" resolutions, the Radeon X1950 family beats competing single or dual-slot solutions using only half the processors. The Radeon X1950 series also boasts outstanding image quality features resulting in the best looking games possible.

On September 14th, both the Radeon X1950 XTX and Radeon X1950 CrossFire Edition will ship from retailers, system integrators, with an estimated street price of US\$449. The Radeon X1950 family will also be available shortly from leading OEM vendors, including Dell.

Along with high frame rates, the Radeon X1950 family delivers uncompromised image quality. Only ATI's graphics processors provide the ability to combine FP16 High Dynamic Range effects with anti-aliasing to render the most realistic game environments possible. Sharp texture filtering capabilities also ensure that every detail in every scene is rendered. This combination of high performance and image quality results in the most immersive experience available today.

The Radeon X1950 employs the latest memory technology of GDDR4 to deliver blazing performance. With an effective data rate of 2 GHz, the

new cards are easily capable of rendering fast frame rates at high resolutions, or maximizing image quality settings for gamers running at more mainstream resolutions. Accompanying the addition of GDDR4, the Radeon X1950 also introduces a new fansink that results in cooler, quieter operation.

"The Radeon X1950 gives gamers exactly what they want - super high frame rates and the best looking games possible, with image quality features that can't be found anywhere else" said Rick Bergman, senior vice president and general manager, PC Business, ATI Technologies Inc. "With the new Radeon X1950, ATI is introducing new technology in GDDR4, setting the performance benchmark even higher with the ultimate gaming solution available today."

Source: ATI Technologies

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