

AMD Unleashes ATI Radeon HD 2600 and HD 2400 Series

June 28 2007

AMD today announced the arrival of the ATI Radeon HD 2600 and ATI Radeon HD 2400 series, the mid-range and entry-level graphics processors in the ATI Radeon HD 2000 series.

These next-generation graphics processing units (GPU) bring premium support for Windows Vista with feature-rich DirectX 10 graphics, and built-in multimedia functions for an immersive HD video experience on the PC. Ranging from USD \$89-\$149 (SEP) for the ATI Radeon HD 2600 series and USD \$50-\$85 (SEP) for the ATI Radeon HD 2400 series, the new graphics solutions deliver compelling performance and image quality at an unbelievable price point.

The ATI Radeon HD 2600 and ATI Radeon 2400 series have enjoyed broad customer adoption and are designed into a significant number of major OEM mainstream and value DirectX 10 PCs to be shipped in 2H07.

“The ATI Radeon HD 2600 and ATI Radeon HD 2400 series drive high definition innovation to the mainstream with an incredible price and performance proposition,” said Rick Bergman, senior vice president, AMD Graphics Products Group. “With the launch of these new products, AMD is broadening the reach of The Ultimate Visual Experience by putting next-generation, DirectX 10 discrete graphics technology within reach for more users than ever before.”

The ATI Radeon HD 2600 and ATI Radeon HD 2400 series deliver

remarkable gaming performance and maximize the HD visual effects within Windows Vista and DirectX 10. The powerful second-generation unified shader architecture introduces the era of immersive HD gaming, delivering an ideal balance of high performance, advanced visual effects and breathtaking realism for both the casual and avid gamer. Gamers wanting more horsepower will discover that both series feature native ATI CrossFire technology, allowing for a wider variety of multi-GPU configurations.

The ATI Radeon HD 2600 series and ATI Radeon HD 2400 series provide powerful graphics performance for quick multitasking between applications with the Windows Aero 3D user interface. ATI Catalyst graphics management software is certified for Windows Vista and is designed for quick and easy setup of graphics, video, and multiple displays.

Both series feature the Unified Video Decoder (UVD) for advanced hardware HD video processing and HDMI with built-in HD audio controller for stunning big-screen entertainment. Home theater aficionados will be captivated by ATI Avivo HD technology that delivers sharp images and vibrant color fidelity for Blu-ray and HD DVD content.

With support for Blu-ray™ discs and HD DVDs, CyberLink's PowerDVD Ultra, now offers support for UVD technology from AMD, ensuring enhanced video quality with low CPU utilization.

“Through a joint effort, CyberLink and AMD are bringing high-quality video playback for the latest ATI Radeon HD 2600 and ATI Radeon HD 2400 series graphics cards,” said Alice H. Chang, CEO of CyberLink Corp. “It is quite an achievement for both AMD and CyberLink to satisfy the growing demand for high-definition video performance within the mainstream PC market.”

Using an energy-efficient 65 nm process technology to reduce power consumption, certain ATI Radeon HD 2600 series and ATI Radeon HD 2400 series models are designed to be passively cooled for a quieter home theatre experience. Availability for both products is expected in early July.

Source: AMD

Citation: AMD Unleashes ATI Radeon HD 2600 and HD 2400 Series (2007, June 28) retrieved 1 May 2024 from <https://phys.org/news/2007-06-amd-unleashes-ati-radeon-hd.html>

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