

AMD Delivers ATI Radeon HD 3870 X2 GPU

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AMD today announced the immediate availability of the ATI Radeon HD 3870 X2 graphics processor, expanding the visual boundaries of PC entertainment well beyond the 1080P High Definition (HD) threshold. The industry's first graphics processor to break the Teraflop (one trillion floating point operations per second) barrier, the ATI Radeon HD 3870 X2 nearly doubles the performance of the award-winning ATI Radeon HD 3870 introduced in November 2007.

Through an elegant yet aggressive design, the 55 nanometer process-based ATI Radeon 3870 X2 combines two ATI Radeon HD 3870s on a single graphics board, connected through integrated CrossFire technology. ATI Radeon 3870 X2 is also the first performance-

leadership graphics product in the world to support Microsoft's upcoming DirectX 10.1 technology. The ATI Radeon 3870 X2 delivers a new class of price and performance leadership with unbelievable enthusiast value at a suggested retail price of US \$449.

This launch follows on the success of the recently released ATI Radeon HD 3400 and ATI Radeon HD 3600 series graphics products, completing a comprehensive portfolio of next-generation 55nm GPUs that deliver unparalleled price, performance and energy efficiency from entry-level to performance-leadership class products.

"PC gaming enthusiasts demand the ultimate in performance and scalability for their HD gaming experience and the ATI Radeon 3870 X2 sets the standard by which all should be compared in this segment," said Rick Bergman, senior vice president and general manager, Graphics Product Group, AMD. "With this launch we reaffirm our commitment to enthusiast performance leadership and send a clear message that the ATI Radeon 3870 X2 is the new gold standard of the PC gaming world."

With the upcoming introduction of Microsoft's DirectX 10.1 specification, gamers can expect more realistic gaming environments while developers have access to an increased amount of tools and resources to enhance overall image quality. Through delivering top-to-bottom DirectX 10.1 support, ATI Radeon HD 3000 series users can enjoy a more complete gaming experience now and in the future.

"We're pleased to see our newest DirectX 10 technology brought to market so soon with the introduction of AMD's latest enthusiast hardware," said Kevin Unangst, senior global director of Games for Windows, Microsoft. "One of the greatest advantages of PC gaming is the rapid pace at which the experiences evolve and improve. ATI Radeon HD 3870 X2 delivers on the promise of DirectX 10 gaming with significantly improved visuals and enhanced performance."

ATI Radeon HD 3870 X2 will also provide support for ATI CrossFireX, the innovative next-generation AMD multi-GPU technology designed to support up to four GPUs. Software support to enable ATI CrossFireX is planned for late Q1 2008.

With the launch of ATI Radeon HD 3870 X2, AMD continues to support the industry-leading Unified Video Decoder (UVD) and ATI Avivo HD for exceptional platform efficiency and image quality for H.264 and VC-1 high definition content. Enhanced HDMI functionality is also offered via integrated HDCP and audio for HDMI video.

“Alienware prides itself on staying at the forefront of HD gaming innovation so that our brand stands for the best possible experience for our customers,” said Patrick Cooper, director of product group, Alienware. “With the launch of the ATI Radeon HD 3870 X2 in our Area-51 ALX CrossFire platform, we can push the boundaries of visual realism one step further and provide enthusiast gamers with the perfect blend of next-generation features, performance and platform efficiency.”

The ATI Radeon HD 3870 X2 is the first enthusiast graphics processors to use TSMC’s 55nm process technology. The smooth transition to 55nm has allowed for a 2X increase in performance-per-watt over the previous generation. Through an elegant board design, the ATI Radeon 3870 X2 delivers exceptional acoustics that are roughly equivalent to a single ATI Radeon HD 3870. When combined with ATI PowerPlay technology, the ATI Radeon 3870 X2 delivers exceptional idle power efficiency with the ability to dynamically raise or lower GPU power depending on the usage scenario.

Source: AMD

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