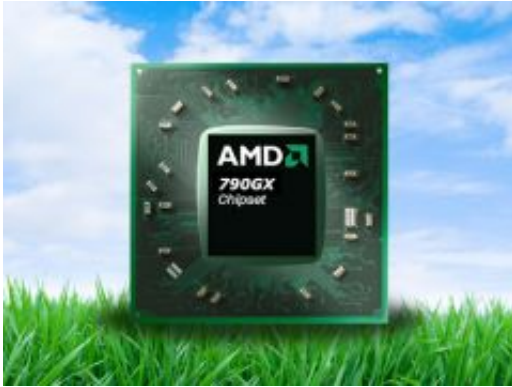


AMD Launches World's Fastest Motherboard GPU: AMD 790GX

6 August 2008



AMD 790GX Chipset - Energy Efficient

AMD today announced the availability of the industry's preeminent performance desktop platform, the AMD 790GX. Packing a host of innovations, the AMD 790GX integrates advanced performance tuning for AMD Phenom processors, plus ATI Radeon HD 3300 graphics - the world's fastest motherboard graphics processor (mGPU) – to take media aficionados beyond HD.

In addition to AMD validation, independent testing of the AMD 790GX chipset shows significant increases in AMD Phenom processor performance via the introduction of Advanced Clock Calibration technology. Versatile graphics options include ATI Hybrid CrossFireX technology, which pairs the on-board ATI Radeon HD 3300 graphics with a discrete graphics card from either of the ATI Radeon HD 3400 series or ATI Radeon HD 2400 series graphics cards; or ATI CrossFireX multi-GPU technology, to enable multiple discrete graphics cards to work together to satisfy gamers demanding the best in 3D performance at maximum display resolution.

Significant tuning enhancements via Advanced Clock Calibration (ACC) on the new SB750 Southbridge introduced with the AMD 790GX make

it the best platform for unlocking maximum AMD Phenom processor performance. Built-in ATI Radeon HD 3300 graphics provide an unmatched HD and gaming experience out of the box, with flexibility to scale to high performance configurations with the addition of one or two award-winning ATI Radeon HD 4800 series discrete graphics cards.

“Today’s high definition, multimedia applications demand powerful graphics and multi-core processor performance and only AMD is delivering a truly balanced platform that accelerates these workloads,” said Phil Eisler, corporate vice president and general manager, AMD Chipset Division. “The AMD 790GX chipset contains several AMD innovations that further improves both multi-core AMD Phenom processor performance and motherboard ATI Radeon graphics performance, the result of which are versatile performance PCs that deliver an eye-catching visual experience.”

Building on the momentum of the award-winning AMD 780G chipset, the AMD 790GX offers DirectX 10 game compatibility, allowing casual gamers to enjoy advanced game performance, truly lifelike 3D graphics and dynamic interactivity in the latest game titles. Gamers looking to scale their performance with the addition of a discrete graphics card can achieve superior performance with ATI Hybrid Graphics Technology, harnessing the graphics power of both a discrete graphics card and the motherboard GPU in tandem. Performance players can scale even further with ATI CrossFireX graphics technology, powering multiple ATI Radeon discrete graphics cards, to further improve 3D performance. In addition, the AMD 790GX chipset is the third generation AMD chipset to feature AMD Overdrive, a simple user interface that brings performance tuning to the masses. With the latest AMD OverDrive feature, Advanced Clock Calibration, gamers can push the limits of their AMD Phenom Black Edition processors to extreme

frequencies for added performance.

The AMD 790GX chipset features ATI Avivo HD, bringing full 1080p HD to performance PCs with support for the latest and most demanding formats, including VC-1, MPEG-2 and H.264. Featuring the AMD Unified Video Decoder (UVD), it directs HD playback to the better-suited GPU rather than to the CPU so consumers may enjoy a smooth and energy efficient HD viewing experience—virtually no lag, stalling or dropped scenes—in the latest Blu-ray titles. In addition, PC's built around the AMD 790GX help give consumers tremendous flexibility with a broad range of video interfaces, including DisplayPort, DVI and HDMI, and with support for AMD Surroundview consumers may connect to multiple monitors.

Ecosystem Support The AMD 790GX motherboard GPU is expected to be widely available from AMD's add-in-board partners, including Asus, ASRock, Biostar Group, DFI, Foxconn Technology Group, Gigabyte Technology, J&W Technology Ltd., Jetway Info. Co., and MSI Computer Ltd.

In addition, numerous system integrators are on board including: Alienware, CyberPower, Inc., iBUYPOWER Computer, MAINGEAR Computers, Rain Computers, Inc., Velocity Micro, Inc. and Vigor Gaming Computer.

Provided by AMD

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