



# Graphics Strategy Overview

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# Breaking the Sensory Barrier

- ***A "Sensory Barrier" still exists between the experience of movies and games***

Movie = more visually stunning in its realism, yet passive

Game = more exhilarating and 3D interactive, yet limited in visual realism

- ***Technology was needed that:***

Fulfilled the content creators' visions without limitations

Is able to punch holes in the "Sensory Barrier"



# Reaching a Turning Point in GPU Design

*Relatively nascent performance-per-watt philosophy*

*The monolithic, mega-chip GPU era is ending*

*Running into diminishing returns,  
just as the CPU industry did*

*New approaches such as CrossFireX and others  
bring the promise of better multi-GPU scaling*

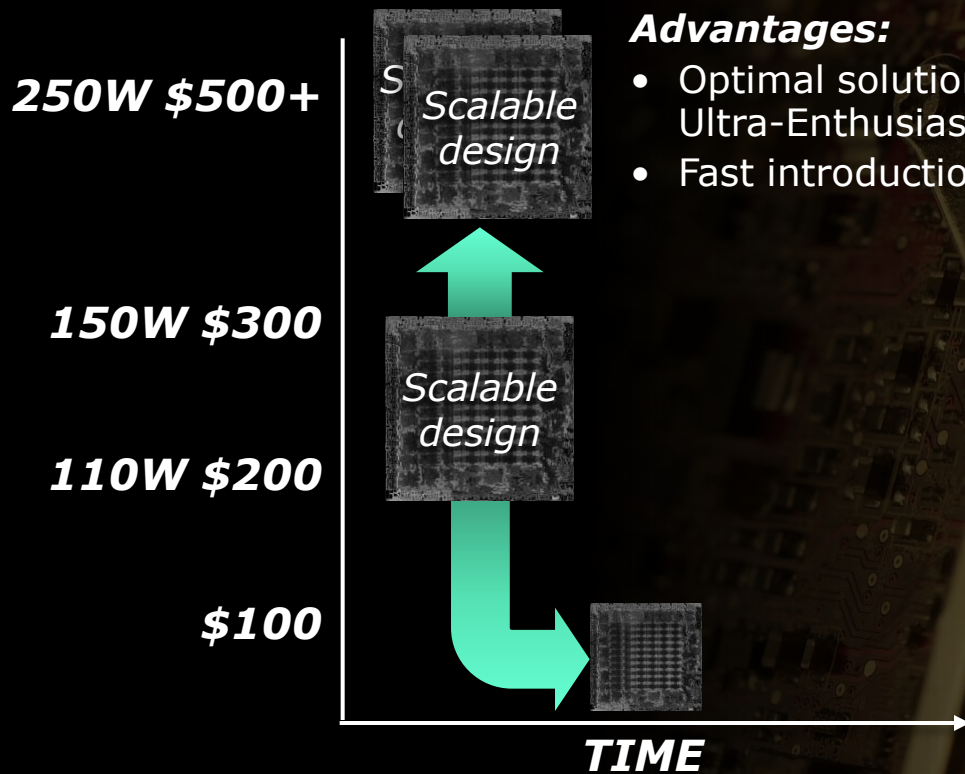
# Traditional GPU strategy



## Issues:

- Power and cost too high for most gamers
- 6-12 month time lag to bring latest technology to most gamers
- Potential of having to disable high-cost chip to build lower-priced SKUs

# New AMD GPU strategy



## **Advantages:**

- Optimal solution for Performance and Ultra-Enthusiast gamers
- Fast introduction of new technology

# AMD's Strategy: Scalable Design

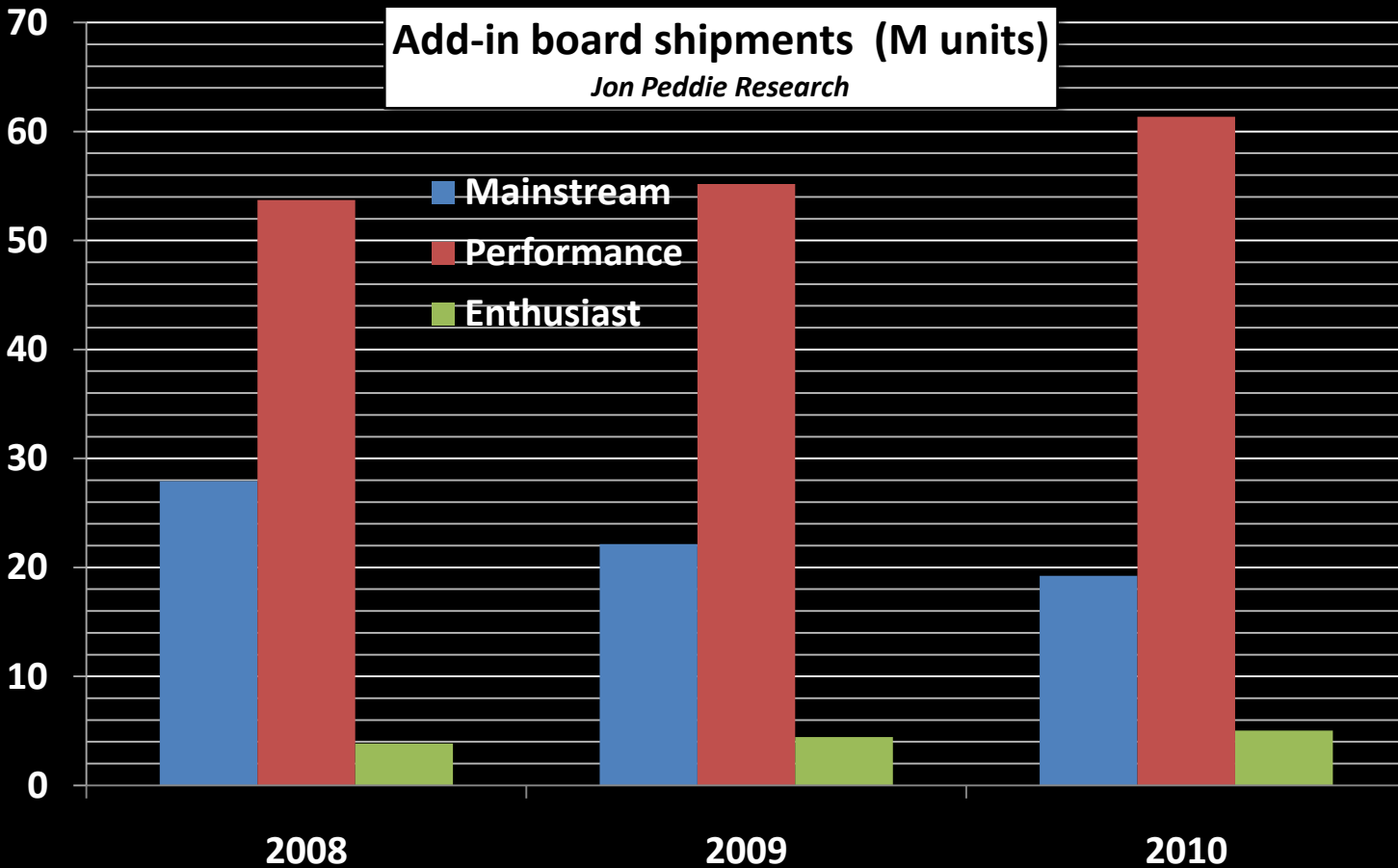
- Build the perfect gaming solution for \$200-300
  - Play at any resolution and any image quality settings
  - Priced right, within gamers means
  - Has the right power and thermals
- Gives us an optimal means of addressing and winning the ultra enthusiast segment
- Use that chip to address the enthusiast and performance segments immediately, and waterfall technology down to mainstream and entry-level
- Most importantly, it's what gamers want

***AMD's goal  
is to deliver  
the best  
performance  
at every price***



# The Gamer AIB market

Size, needs, and opportunities



# What Gamers Look For in an AIB?

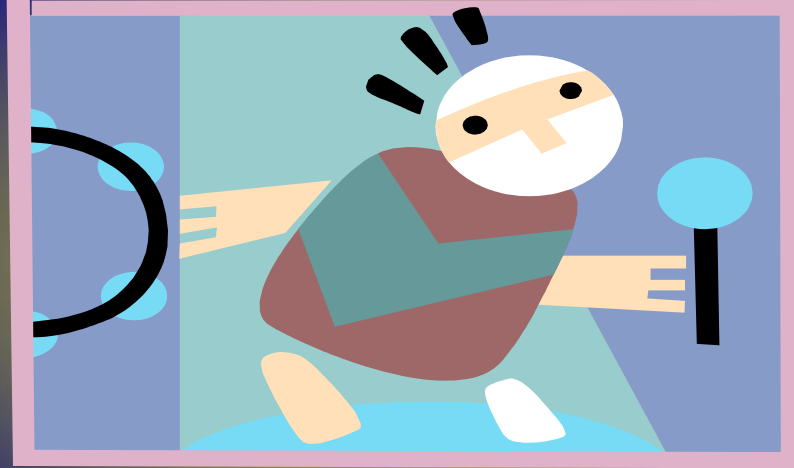
Three things:

- *Performance per Pixel (dots)*
- *Performance per Price (dollars)*
- *Performance per Pressure (decibels)*
- *Performance per Package (dimensions)*
- *Performance per Pins (doubling)*
- *Performance per Power (Watts)*

*OK, six things*

# What do you see?





Chasing pixels – *finding gems*

# Scalable Design = Breakthrough Performance



3DMark Vantage  
@ Extreme

3000

1500

ATI Radeon™ HD 2900 XT

ATI Radeon™ HD 3870

ATI Radeon™ HD 4870

**Over 2x!**  
**1 TeraFLOPS  
of performance!**

AMD Phenom X4 9850 (running at 2.6GHz), 4GB DDR2-800 (2x2GB)  
AMD 790FX chipset, Windows Vista 64bit with SP1, 8.501.1 driver

# The road to revolution

- **AMD is punching holes in the “sensory barrier” that stands between new movie and game experiences**
- **Introducing a revolutionary GPU strategy that sees ATI Radeon™ products leading in every segment**
- **Strategy already paying dividends with the first TeraFLOPS GPU in the ATI Radeon™ 4800 series**



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