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AMD Unleashes Enthusiast Gaming Performance for the Masses with ATI Radeon(TM) HD 3800 Series

Incredible Performance Per Watt and Scalability with Never before Seen Price Points Put Enthusiast-Class Gaming in Reach of All Users

SUNNYVALE, Calif.--(BUSINESS WIRE)--

AMD (NYSE: AMD) today announced the introduction and immediate availability of the ATI Radeon(TM) HD 3800 Series of graphics processing units (GPU). As the world's first series of graphics processors to deliver Microsoft's DirectX(R) 10.1 support, 55nm process technology and tri and quad multi-GPU support with ATI CrossFireX(TM), the ATI Radeon HD 3800 series ushers in a new era of enthusiast gaming performance at mainstream price points. The ATI Radeon HD 3800 series will be introduced in two variants at launch, from US $179 MSRP, the ATI Radeon(TM) HD 3850 with 256MB of GDDR3 memory and from US $219 MSRP, the ATI Radeon(TM) HD 3870 with 512MB GDDR4 memory. The launch of the ATI Radeon HD 3800 series redefines the enthusiast segment and puts high performance gaming in reach of more users than ever before. This innovative new series of graphics products also represent the first step in the launch of AMD's upcoming enthusiast platform codenamed "Spider."

"With the introduction of the ATI Radeon HD 3800 series we are redefining the market for enthusiast graphics with a new class of price, performance and features that have never been seen before in this industry," said Rick Bergman, Senior Vice President and General Manager, Graphics Product Group, AMD. "Through a flawless transition to 55nm and Microsoft DirectX(R) 10.1, we can deliver an unprecedented level of scalable performance, image quality enhancements and power efficiency at the sub- $200 segment that rivals today's most expensive graphics processors and opens up enthusiast gaming to more end users than ever before."

High Definition Gaming Leadership

With the introduction of the ATI Radeon HD 3800 series AMD delivers the first graphics processor with support for Microsoft's upcoming DirectX(R) 10.1 specification. Designed to deliver more immersive gaming environments, increase the amount of tools for developers and enhance overall image quality, DirectX 10.1 support ensures ATI Radeon HD 3800 series users can enjoy a more complete next-generation gaming experience.

The ATI Radeon HD 3800 series also introduces the world to ATI CrossFireX(TM), AMD's innovative next-generation multi-GPU technology designed to deliver unprecedented performance scaling with support for two, three and four graphics processors in CrossFire(TM) configurations. At launch, the ATI Radeon HD 3800 series will support dual-GPU CrossFire with tri and quad-GPU support scheduled for January 2008.

"Alienware has a long and proven track record in staying on the forefront of graphics performance and innovation," said Patrick Cooper, Director of Product Management at Alienware. "As a pioneer in multi-GPU technology we are excited about the launch of the ATI Radeon HD 3800 series with CrossFire technology on our Area-51 ALX platform and look forward to delivering a best-in-class PC gaming experience for our customers."

Graphics bandwidth is also greatly enhanced with the introduction of PCI Express 2.0. Delivering over 16 gigabytes per second of bi-directional bandwidth, PCIe 2.0 doubles the bus data rate over the previous generation. The combination of PCIe 2.0 and HyperTransport(TM)3 on next-generation AMD platforms provides a dramatic increase in the amount of system bandwidth for high definition, multi-GPU PC gaming.

Performance Per-Watt Leadership

The ATI Radeon HD 3800 series GPUs are the first graphics processors to use TSMC's 55nm process technology. The smooth transition to 55nm has allowed for a (1)2X increase in performance-per-watt over the previous generation with a significant reduction in die size.

"TSMC and AMD have blazed a long and successful trail of process technology innovation, delivering increased value to end users through manufacturing innovation. Our innovative half-node process, including 55nm, is the quickest and simplest way to achieve performance gain," said Kenneth Kin, Senior Vice President of Worldwide Sales and Service, TSMC. "With the immaculate execution and launch of the 55nm ATI Radeon HD 3800 series we are demonstrating once again how the strength of our successful collaboration delivers more performance-per-watt and performance per-mm(2) to users than they have ever seen before in a graphics processor."

In addition to 55nm, AMD has also added its patented ATI PowerPlay(TM) technology to the ATI Radeon HD 3800 series to provide increased control over the graphics processor in multiple power states. With PowerPlay technology users can benefit from dynamic adjustment of clocks and voltages depending on their usage scenario, which allows for a cool and quiet user experience.

High Definition Video

With the launch of the ATI Radeon HD 3850 and ATI Radeon HD 3870, AMD has answered the call of HD video enthusiasts with top-to-bottom support for the (2)Unified Video Decoder (UVD). The addition of UVD ensures exceptional platform efficiency and image quality in HD-DVD and Blu-ray(TM) decoding for both H.264 and VC-1 specifications. Enhanced HDMI functionality also continues on this series of products with integrated HDCP and audio for HDMI video.

The ATI Radeon HD 3800 series launches with broad availability and eco-system support from AMD's Add-in-Board (AIB) and Systems Integrators (SI) partners. AIB partners building boards based on the ATI Radeon HD 3800 series include Asus, Club 3D, Diamond Multimedia, Gigabyte, HIS, Info-Tek, MSI, Palit, Sapphire, Tul and Visiontek. Systems integrators launching ATI Radeon HD 3800 series include ABS, Alienware, AMAX, Canada Computers, CyberPower, Extreme PC Corporation, Falcon-Northwest, iBUYPOWER, Maingear, Systemax, Ultra Gaming and Velocity Micro.

About AMD

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets. AMD is dedicated to driving open innovation, choice and industry growth by delivering superior customer-centric solutions that empower consumers and businesses worldwide. For more information, visit www.amd.com.

(1) 2X performance per watt as measured versus the ATI Radeon HD 2900XT

(2) UVD is a feature included in the GPU, but the AIB partner may choose not to enable

Cautionary Statement

This press release contains forward-looking statements including but not limited to the performance, capabilities, pricing and compatibility of the ATI Radeon HD 3800 series, including statements relating to gaming performance, enhanced consumer experiences and graphics image quality, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the company's current expectations. Assumptions applied in making, and potential risks that could cause actual results to differ materially from such forward looking statements include, among others, software and/or hardware-related issues and conflicts, that we may not be able to develop, launch and ramp new products and technologies in the volumes and mix required by the market at mature yields and on a timely basis and overall system performance. We, therefore, cannot provide any assurance that such forward-looking statements will materialize. We assume no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or any other reason. We urge investors to review in detail the risks and uncertainties in our Securities and Exchange Commission filings, including but not limited to the Quarterly Report on Form 10-Q for the quarter ended September 29, 2007, which are available on www.sec.gov.

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Source: Advanced Micro Devices