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AMD Releases R7 Series Graphics Cards With AMD Radeon R7 240, AMD Radeon R7 250 and AMD Radeon R7 260X GPUs

With Graphics Core Next Architecture and Mantle Support, AMD Radeon R7 240, AMD Radeon R7 250 and AMD Radeon R7 260X GPUs Bring the Power to Do It All to PC Users and Gamers

SUNNYVALE, CA -- (Marketwired) -- 10/08/13 -- AMD (NYSE: AMD) today launched AMD Radeon™ R7 240, AMD Radeon™ R7 250 and AMD Radeon™ R7 260X, new GPUs for a new era in gaming. AMD Radeon™ R7 Series graphics cards are an ideal solution for everyday gamers looking to boost the graphics performance of their PCs.

Based on award-winning AMD Graphics Core Next (GCN) architecture, the AMD Radeon R7 Series graphics card all support Mantle, technology developed by AMD to enable game developers to harness the GCN-powered cores of both PCs and consoles for a streamlined development process[1]. Games enabled with Mantle will be able to speak the native language of the GCN architecture, offering an unmatched level of hardware optimization that unlocks revolutionary performance and image quality.

"Built on GCN architecture, AMD Radeon R7 Series GPUs are designed to deliver optimal performance and quality for users looking to enhance the graphics performance of their PCs," said Matt Skynner, corporate vice president and general manager, Graphics Business Unit, AMD. "We have winning products at every price point and AMD is proud to be able to deliver affordable hardware designed for performance to suit the needs of every gamer."

AMD Radeon R7 240 and AMD Radeon R7 250 graphics cards deliver stunning graphics performance, from web browsing to video editing. With AMD App Acceleration, users can accelerate application performance with the powerful parallel computing capabilities of the GCN architecture[2]. In addition, AMD Radeon R7 Series graphics fully support DirectX® 11.2 and enable users to unlock incredible graphics performance and new features in Windows 8.1.

AMD Radeon R7 260X graphics card packs the performance and enthusiast-class features at a spectacular price. A signature feature of the AMD Radeon R7 260X graphics card is the new AMD TrueAudio technology, which enables revolutionary audio experiences through stereo headsets and speakers[3]. Equipped with a dedicated audio processor right on the GPU, AMD Radeon R7 260X graphics card will deliver a richer and deeply immersive soundscape for gamers, including true to life echoes, convolution reverbs and fuller sounding environments. AMD Radeon R7 260X is the epitome of performance, efficiency and value for gamers in the market for a mid-range graphics card.

Product Specifications

Product Model	***R7 240***	***R7 250***	***R7 260X***
Price[4]	$69	$89	$139
Stream Processors	320	384	896
Engine Clock	Up to 780 MHz	Up to 1.05 GHz	Up to 1.1 GHz
Compute Performance	499 GFLOPS	806 GFLOPS	1.97 TFLOPS
Memory Configuration	1GB GDDR5 or 2GB DDR3 / 128-bit	1GB GDDR5 or 2GB DDR3 / 128-bit	2GB GDDR5 / 128-bit
API Support	DirectX® 11.2 OpenGL 4.3 Mantle	DirectX® 11.2 OpenGL 4.3 Mantle	DirectX® 11.2 OpenGL 4.3 Mantle

AMD Radeon R7 240, AMD Radeon R7 250 and AMD Radeon R7 260X graphics cards will be available on Oct. 11, 2013.

Supporting Resources

- Watch the GPU14 Product Showcase presentation
- Learn more about AMD Radeon™ R7 Series graphics cards
- Register for the AMD Developer Summit, APU13, to learn more about Mantle
- Engage with us on Twitter @AMDRadeon
- Become a fan of AMD Gaming on Facebook
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About AMD

AMD (NYSE: AMD) designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles and cloud servers that define the new era of surround computing. AMD solutions enable people everywhere to realize the full potential of their favorite devices and applications to push the boundaries of what is possible. For more information, visit www.amd.com.

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[1] Application support for Mantle is required.

[2] AMD App Acceleration is a set of technologies designed to improve video quality and enhance application performance. Full enablement of some features requires support for OpenCL™, DirectCompute or DirectX® Video Acceleration (DXVA). Not all products have all features and full enablement of some capabilities and may require complementary products.

[3] AMD TrueAudio technology is offered with select AMD Radeon™ R9 and R7 200 Series GPUs and is designed to improve acoustic realism. Requires enabled game or application. Not all audio equipment supports all audio effects; additional audio equipment may be required for some audio effects. Not all products feature all technologies -- check with your component or system manufacturer for specific capabilities.

[4] SEP as of October 8, 2013.

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