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AMD Unleashes R9 Series Graphics Cards With AMD Radeon R9 270X and AMD Radeon R9 280X

Armed With the Award-Winning, Industry-Standard Graphics Core Next (GCN) Architecture and Supercharged by Mantle, AMD Radeon R9 270X and AMD Radeon R9 280X GPUs Are Built for Gamers Who Demand the Best

SUNNYVALE, CA -- (Marketwired) -- 10/08/13 -- AMD (NYSE: AMD) today launched AMD Radeon™ R9 270X and AMD Radeon™ R9 280X, GPUs engineered from the bottom up to enable a new era of hyper-realistic ultra resolution gaming. AMD Radeon™ R9 Series graphics cards are designed for enthusiast gamers who demand high-performance hardware that shatters the boundaries of realism and performance.

Based on AMD's award-winning Graphics Core Next (GCN) architecture, the AMD Radeon R9 Series graphics cards receive a boost from Mantle[1], an industry-acclaimed technology developed by AMD to enable today's top game developers to harness the GCN-powered cores of both PCs and consoles. Mantle delivers a streamlined development process and games enabled with Mantle will be able to speak the native language of the GCN architecture, benefiting from hardware optimization that unlocks revolutionary performance and image quality.

"With GCN architecture and now Mantle, fully unlocked graphics performance and unrivaled quality is entrenched in the DNA of all AMD-powered GPUs and soon all of our APUs as well," said Matt Skynner, corporate vice president and general manager, Graphics Business Unit, AMD. "With our new line of R9 Series graphics cards, tailor-made to perform with the next generation of PC games, AMD has proved that Radeon™ *is* gaming."

AMD Radeon R9 Series graphics cards enable ultra-resolution gaming through both UltraHD (4K) and AMD Eyefinity technology, providing industry-leading visual experiences for gamers playing current and upcoming PC titles. AMD Radeon R9 270X graphics card is ideal for 1080p gaming with the highest quality settings. AMD Radeon R9 280X graphics card is ideally suited for 2560x1440 resolution and loaded with 3GB of memory, built to play graphically demanding upcoming titles like "Battlefield 4".

Product Specifications

Product Model	***R9 270X***	***R9 280X***
Price[2]	$199 (2GB) $229 (4GB)	$299
Stream Processors	1,280	2,048
Engine Clock	Up to 1.05 GHz	Up to 1 GHz
Compute Performance	2.69 TFLOPS	4.1 TFLOPS
Memory Configuration	2GB or 4GB GDDR5 / 256-bit	3 GB GDDR5 / 384-bit
API Support	DirectX® 11.2 OpenGL 4.3 Mantle	DirectX® 11.2 OpenGL 4.3 Mantle

AMD Radeon R9 270X and AMD Radeon R9 280X graphics cards will be available on Oct. 11, 2013.

Supporting Resources

- Watch the GPU14 Product Showcase presentation
- Learn more about AMD Radeon™ R9 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] SEP as of October 8, 2013.

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