

AMD FIREWIRE NEWSLETTER



New Arrivals

An industry first - A commercial 2D Graphic card with DisplayPort support for 2 large 30" 4MP panels

The New ATI FireMV™ 2260 graphics card delivers exceptional energy efficiency and longevity, yet keeps cooling costs in check because of passive cooling. *"Financial institutions need graphics solutions that address density issues. The energy efficient ATI FireMV 2260 graphics cards allows for more powerful and smaller systems, meaning we can fit more people and more systems in the same space, therefore maximizing 'trader density' and better managing heating and cooling costs."*

Gene Peters, director of Information Services, Philadelphia Stock Exchange



The first commercial 3D Graphics card supporting DisplayPort™

ATI FireGL™ V7700 provides superb performance and image quality for professional 3D and imaging markets .

"The balanced power of the ATI FireGL product line has the accuracy and speed needed for medical imaging applications like mammography screening," said Albert Xthona, product manager for Digital Mammography at Barco. *"For example, Mammography viewing uses 10-bit precision to help deliver the most information to the eye of the radiologist, and increasingly other medical applications will rely on 10-bit gray and 30-bit color rendering. With the additional speed offered by the PCI Express 2.0 interface, very large data sets are handled smoothly, saving time for busy medical staff."*



For full announcements please go to <http://ati.amd.com/products/workstation/press.html> and don't forget to check out the great product reviews.

AMD at COE 2008 Annual PLM Conference & TechniFair

April 27 -30, 2008, Lake Buena Vista, FL



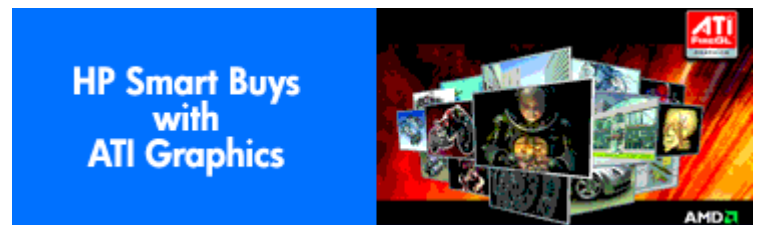
Come see Advanced Micro Devices (AMD) at booth 405 and talk to our booth staff about how the latest ATI FireGL™ workstation graphic accelerators and Opteron™ processors are transforming visually-rich and computationally-intensive applications such as Dassault Systèmes' CATIA V5 PLM solution. In addition, enter into a drawing to win an ATI FireGL V7600 workstation graphic accelerator.

Learn more about COE 2008 Annual PLM Conference & TechniFair.

Check out HP Smart Buys powered by ATI FireGL graphics

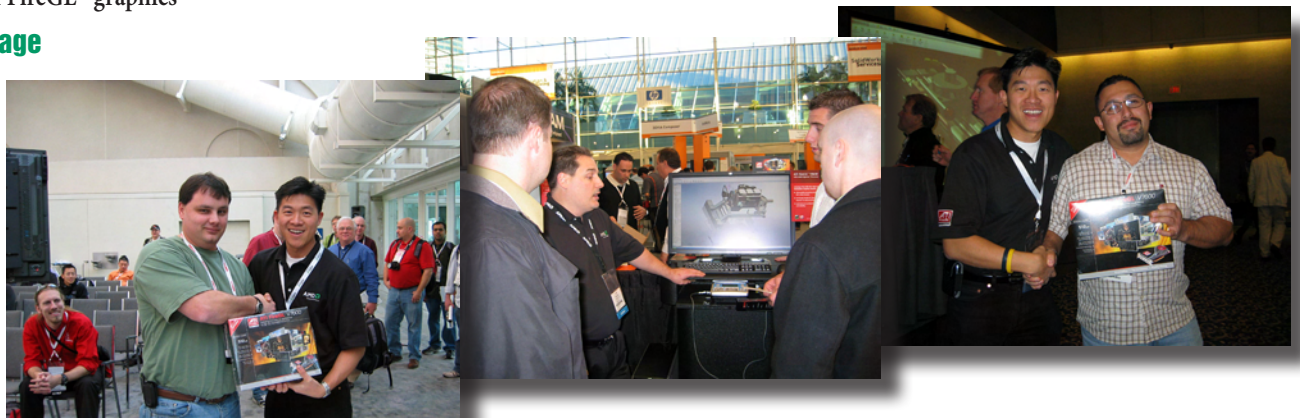
ATI FireGL™ workstation graphics, at the heart of HP Personal and Mobile Workstations, provide powerful visualization technology and benchmark-winning performance all at an affordable price. Certified on CAD and DCC applications, ATI FireGL gives your 3D applications the boost needed to take your work to a new level.

Visit www.hp.com/go/ati for the most popular, expertly pre-configured, ready-to-ship HP Personal and Mobile Workstation Smart Buys powered by ATI FireGL™ graphics



Events Coverage

SWW 2008





Technology Corner

DisplayPort - Will it reduce the cost of displays?

Display Port™ is a new form of connection between the graphics card and the display. It is a smaller, thinner cable than DVI or VGA and, in its basic form, can be three meters long (may support more length in time) with the ability to drive monitors of up to 9 megapixels e.g. resolutions of 2,560 x 1,600. DisplayPort is a digital interface so it does not suffer from the analog interference issues associated with VGA. There is the option of daisy-chaining monitors together using one cable, allowing for more data transfer. To get high resolution support with DVI, you need a dual link cable with all the pins used to send data. The small connector is also very useful for laptops where space is limited. DisplayPort can have a converter attached so it can be plugged into DVI connectors. However, as it's purely digital it is harder to get a DisplayPort to VGA adapter. Major OEMs have announced support for DisplayPort monitors, including Dell which has one in its product line today. Since multiple output ports on a monitor increase the cost, it is likely that DisplayPort may become the sole output port for monitors in the long term. You can get a great deal of information on the technology from www.displayport.org

10-bit Displays - The road to the ultimate visual experience?

Ten-bit display technology is a way of more accurately reproducing the color and shading of the content being displayed. While today's standard monitors support 8 bit of color per RGB (256 values each), the use of 10-bit quadruples the number of color or gray shades on a display that supports 10-bit. The result is deeper, more natural colors and transitions. 10-bit support has been around for a while. However, the cost of these displays has meant a slow adoption of the technology. Color depth is the gradation between different colors. For example, if you display a grey-scale color transition bar on a low cost laptop screen you can see banding where you would expect a smooth transition of greys. This is because many of the low cost laptop displays support only 6-bit, and where the graphics card may be sending 8-bit color, the screen is only

interpreting 6-bits. 10-bit displays, on the other hand, not only lessen banding but allow a greater range of transitions, meaning that you can see the difference between light and dark in greater contrast. So what does this mean to the average user? As a designer, if your only interest is plugging a blue part into a red one without consideration for how the final design will look, then not much. However, if aesthetics and color are important then it will make a difference to use higher bit-depth technology. Car body designers for instance are prime examples of people who will benefit from a closer representation of color. Some of the classical areas that will see great benefits from the use of 10-bit technology are in medicine where the slightest color variation could indicate the presence of a tumor.

In the early stage of adoption, areas such as professional photography will be where this technology is first adopted. Another likely early adopter will be the oil, gas, and mining companies that create massive simulations of the earth's strata to find the elusive precious minerals they are searching for. Although graphic cards that support 10-bit have been around for a few years, there is a big difference between cards that can display 10-bit in 2D mode and those that can provide 3D performance and 10-bit on both outputs at the same time. The ATI FireGL products on the market today do this, as does the previous generation of ATI cards. So why aren't we using 10-bit now? The answer is it still needs some software support that is already available in the specialist areas, but that is not quite ready for mainstream market. 10-bit screens have also been viewed as too expensive. There is every indication of a shift in price of monitors soon which will make them more accessible to a wider audience, thereby speeding up the adoption process. There is a good video on the subject on <http://www.crutchfield.com/S-ZnG21yHE2MT/app/learn/video/popup/sony10-bit.aspx>

based on a contributed article by Robert Jamieson

Some useful URLs

Brochures: <http://ati.amd.com/products/firegl.html>
 Reviews: <http://ati.amd.com/products/workstation/reviews.html>
 Benchmarks: <http://ati.amd.com/products/workstation/benchmarks.html>

Support: <http://support.ati.com/ics/support/default.asp?deptID=894>
 Drivers: <http://ati.amd.com/support/driver.html>

Questions, comments, suggestions? We want to hear from you – email us at workstations@amd.com
 If you would like to be added our FireWire newsletter mailings, send email to workstations@amd.com with "Subscribe" in the subject.
 To be removed from our FireWire newsletter mailings, send email to workstations@amd.com with "Unsubscribe" in the subject.