

AMD Launches the ATI Radeon HD 4890 Graphics Card

It is the Most Powerful Graphics Processor in the World currently. Video: What the Experts say about the New DirectX 10.1 Performance

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AMD introduced the ATI Radeon™ HD 4890 graphics card, driven by the world's most powerful graphics processor. The newest addition to the award-winning ATI Radeon™ HD 4000 series boasts a whopping 1.36 TeraFLOPs of compute power, superior GDDR5 memory, and super-high engine clock speeds capable of nearly 1GHz. The advanced design of the ATI Radeon HD 4890 delivers the best game experience in its class, including the latest ground-breaking DirectX® 10.1 titles. In addition, with the introduction of the ATI Radeon HD 4890, AMD continues to enhance its "Dragon" desktop platform technology, designed to provide exceptional value to OEMs, channel partners, and do-it-yourself (DIY) consumers.

"The ATI Radeon HD 4890 graphics card represents the AMD sweet spot strategy reloaded," said Rick Bergman, senior vice president and general manager, Graphics Products Group, AMD. "With last year's launch of the ATI Radeon™ HD 4850 and ATI Radeon™ HD 4870 products, we gave gamers great performance and an incredible value proposition. Today, we're doing it again. ATI Radeon HD 4890 graphics cards are incredible performers, priced to sell in all major markets worldwide."

The ATI Radeon HD 4890 graphics card continues AMD's proud tradition of technology leadership with support for the latest DirectX 10.1 games, including Ubisoft's Tom Clancy's H.A.W.X.™, Electronic Art's BattleForge™ and SEGA's Stormrise™ released last month, as well as GSC Gameworld's S.T.A.L.K.E.R.: Clear Sky. When compared to DirectX 10 game play, DirectX 10.1 games have proven to deliver higher game performance and an improved visual experience.

"The new ATI Radeon HD 4890 graphics card could very well be the must-have gaming product of this spring," said Adrian Thomson, vice president, Marketing, Sapphire. "With breakthrough levels of game performance, cutting-edge feature support like DirectX 10.1, and high degree of performance tuning flexibility, the ATI Radeon HD 4890 is one of the best performers in its class."

Making the best even better

The ATI Radeon HD 4890 graphics card delivers exceptional value to gamers, handling even the most intense games at high resolutions and image quality settings. For overclocking enthusiasts, the ATI Radeon HD 4890 offers tremendous performance tuning potential. Those looking to get even more performance out of their gaming rigs can combine as many as four ATI Radeon™ HD 4890 cards in one PC utilizing ATI CrossFireX™ technology.

"Gamers that want The Ultimate Visual Experience™ demand the best performing card, and our new ATI

Radeon HD 4890 graphics cards will give them exactly that," said Eddie Memon, vice president, Marketing, XFX. "With the new ATI Radeon HD 4890 we're approaching the holy grail of clock speeds, targeting 1GHz, achievable through XFX's superior design and the quality of the new graphics processor from AMD."

ATI Stream technology

By harnessing ATI Stream technology in combination with a number of ATI Stream-enabled applications, the ATI Radeon HD 4890 graphics card can also help accelerate the conversion of standard and HD video into multiple formats for use on differing consumer electronics devices. CyberLink, an innovative software developer for digital media creation, playback, and sharing applications, has optimized its award-winning video editing software, PowerDirector 7 to make use of ATI Stream technology. The recently released update to PowerDirector 7 incorporates ATI Stream technology to provide GPU accelerated video conversion, featuring higher levels of performance and functionality when compared to CPU-only acceleration.

"CyberLink is committed to helping consumers create digital content quickly and easily," said Alice H. Chang, CEO of CyberLink Corp. "PowerDirector 7, Cyberlink's award-winning video editing software, takes advantage of ATI Stream technology, making a great experience even better. With PowerDirector 7 and ATI Stream technology, anyone can edit high definition video, create an amazing movie, and encode it for playback on virtually any device faster than ever before."

A multimedia experience that's beyond HD

While the ATI Radeon HD 4890 graphics card was bred to be a gaming powerhouse, it also offers exceptional HD multimedia performance. All ATI Radeon HD 4800 series cards allow users to enjoy HD digital content⁵ with uncompromising visual fidelity while helping to enhance the definition and clarity of lower resolution media. Through AMD's second generation Unified Video Decoder (UVD 2.0) users can be assured of smooth HD video playback, sharp, crisp images and vibrant colors. With support for HDMI, picture-in-picture and the latest HD audio technologies like 7.1 surround sound, the ATI Radeon HD 4890 graphics card enables an impressive cinema-quality home entertainment experience.

Ecosystem Support

The ATI Radeon HD 4890 graphics card is available immediately for \$249 MSRP (USD), and priced at select retailers as low as \$229 (USD) after mail-in rebate.

More information at: www.amd.com. Image and Videos Courtesy of Advanced Micro Devices, Inc.