

## NEWS RELEASE

### **AMD and Samsung Demonstrate Seamless Multi-Display Experience with ATI Eyefinity Technology**

*– ATI Eyefinity Validation program and new thin-bezel displays from Samsung enable super high resolution panoramic computing –*

**Paris, France - ([2010 International CES](#)) — Jan. 7, 2010 — [AMD](#)** (NYSE: AMD) and Samsung today showcased new thin-bezel displays that enable the most seamless multi-display experience yet with ATI Eyefinity technology on select ATI Radeon™ HD graphics cards, by minimizing display edges to enable a super high resolution panoramic computing experience.<sup>1</sup> Additionally, AMD announced the creation of a new ATI Eyefinity Validation program, designed to help consumers easily identify displays, adapters, software and other components, that have demonstrated their ability to enable an outstanding experience with ATI Eyefinity technology.

#### **Samsung thin-bezel displays: improving on the already jaw dropping “ATI Eyefinity” experience:**

- Samsung’s new MD230 displays feature bezels that are 50% to 70% thinner than traditional displays, making for a more seamless ATI Eyefinity experience.
- The new displays are expected to be available in early 2010 from Samsung reseller and distribution channels starting at an MSRP of USD\$3,099 for a six-screen configuration and USD\$1,899 for a three-screen configuration.
- Attendees of this year’s CES can see the thin-bezel display demonstration at AMD’s exhibit located in the [Grand Lobby \(GL-8 and GL-10\) of the Las Vegas Convention Center](#) . The MD23 will also be on display at the Samsung booth in the Central Hall #11026. ATI Eyefinity multi-display technology allows PC users to connect up to six displays to a single ATI Radeon™ HD graphics card for the ultimate in immersive game play, improved productivity, and HD multimedia, at up to 12 x full HD resolution. <sup>2</sup>

#### **ATI Eyefinity Validation Program: assembling the ultimate visual computing experience:**

- The new ATI Eyefinity Validation program helps consumers more easily identify products that have demonstrated their ability to enable an outstanding experience with ATI Eyefinity technology.
- The new “ATI Eyefinity Multi-Display Validation” designation signifies production products that have been tested by AMD’s quality control labs and are known to support ATI Eyefinity resolutions in portrait or landscape modes.
- The “ATI Eyefinity Multi-Display Ready” designation denotes those products that are known to be compatible with ATI Eyefinity technology through AMD’s testing, or partners’ pre-qualification testing based on AMD specifications and tests.
- Display devices, DisplayPort adapters, software including games and other applications, and other hardware components will all be included under the program.
- To see what products are “ATI Eyefinity Validated”, consumers can visit [www.amd.com/eyefinity](http://www.amd.com/eyefinity). AMD will add to this site as new hardware and software are tested and validated moving forward.

“ATI Eyefinity multi-display technology has inspired the PC world, with hardware vendors and software developers keen to take full advantage of the capabilities our new ATI Radeon graphics cards,” said Rick Bergman, senior vice president and general manager, AMD Products Group. “Samsung is a tremendously valued industry leader, working to push the limits of display technology for an even better ATI Eyefinity experience.

Today’s demonstration at CES, in addition to ATI Eyefinity technology coming to notebooks, and the announcement of a new ATI Eyefinity validation program that helps consumers make more informed purchase decisions, all show the incredible momentum that’s behind this innovative technology.”

“Samsung prides itself on being the foremost leader in display technologies, and there’s no better combination of leading display technology than our new thin-bezel displays and ATI Eyefinity technology from AMD, for the most immersive panoramic computing experience possible,” said Doug Albregts, vice president, Samsung Information Technology Division. “New MD230 displays are the perfect complement

to a home or professional ATI Eyefinity configuration, creating an unparalleled high-definition desktop viewing experience.”

### **Supporting Resources**

- AMD @ 2010 International Consumer Electronics Show:
  - For AMD press meetings please contact Sarah Vella at Bite Communications, [sarah.vella@bitecommunications.com](mailto:sarah.vella@bitecommunications.com) or (416) 217-0777
  - VISION Experience Center: [Grand Lobby \(GL-8 and GL-10\) of the Las Vegas Convention Center](#)
  - Facebook: [AMD @ 2010 International CES](#)
  - On the Web: <http://www.amd.com/ces>
- Product Page: [ATI Eyefinity Technology](#)
- Blog: [ATI Eyefinity's Panoramic Future, on the AMD at Home blog](#)
- Twitter: Follow AMD graphics news on Twitter at [@ATIGraphics](#)

### ***About AMD***

Advanced Micro Devices (NYSE: AMD) is an innovative technology company dedicated to collaborating with customers and technology partners to ignite the next generation of computing and graphics solutions at work, home and play.

For more information, visit <http://www.amd.com>.

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1. Driver version 8.66 (Catalyst 9.10) or above is required to support ATI Eyefinity technology. Cards that support ATI Eyefinity technology include ATI Radeon HD 5970, ATI Radeon HD 5870, ATI Radeon HD 5850, ATI Radeon HD 5770 and ATI Radeon HD 5750 – the graphics card must be configured with at least one DisplayPort connector. To enable a third display on those graphics card you require one panel with a DisplayPort connector.

2. Full HD resolution is considered 1080p (1920x1080 = ~2.1 megapixels). ATI Eyefinity6-capable graphics cards support six displays at 2560x1600 = ~24.6 megapixels for 12 x full HD resolution. Note that other ATI Radeon graphics cards with ATI Eyefinity technology support three displays at 2560x1600 = ~12.3 megapixels for nearly 6 x full HD resolution.