

# Engineered for

# EXCELLENCE

ATI FirePro 3D professional graphics are specifically designed to deliver visual accuracy and computing superiority

Digital artists are among the most demanding users of high-performance computing and graphics solutions. They are continually pushing the envelope—driving graphics hardware and software to their limits as they bring imagination to life in digital form. AMD specifically engineered its ATI FirePro family of 3D workstation graphics to meet the exacting needs of professionals in digital content creation (DCC), engineering and design (CAD/CAM), visualization and simulation, and medical imaging.

The ATI FirePro product line represents the pinnacle of performance at an attractive price point, delivering 3D graphics accelerators from entry-level through mid-range to high-end and ultra high-end. Topping out the ultra high-end is the ATI FirePro V8750, which features the industry's highest memory bandwidth and greatest number of shader engines.

AMD was the first company to infuse its graphics cards with GDDR5 memory, enabling bandwidth speeds of up to 115.2GB/sec. In another first, the ATI FirePro V8750 is the industry's first 2GB GDDR5 professional graphics card. This ultra high-end model also features 800 shader processor units, more than 4x the competition with just 192. These impressive industry firsts enable today's digital artists and engineers to work seamlessly with larger datasets, more complex models, and graphics-intensive workflows. With ATI FirePro graphics, you create—rather than wait.

ATI FirePro graphics cards also boast a full 30-bit display pipeline, producing billions of colors compared to other boards that tap out at 16.7 million colors.

DisplayPort and Dual Link technologies, as well as High Dynamic Range (HDR) support, help generate vibrant visual imagery in a multi-display workspace spanning more than 5000 pixels.

All of these hardware features combine in the ATI FirePro product line to deliver superior computational power and performance, helping artists achieve exceptional, realistic results. These hardware features also translate to exceptional applications performance, especially in GPU-bound software programs, such as Autodesk's 3ds Max and Maya.



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AMD continues its work with independent software vendors (ISVs) in the DCC and CAD markets to ensure that ATI FirePro professional graphics deliver the highest levels of visual accuracy and reliability. ATI FirePro professional graphics have more than 90 ISV certifications and have undergone extensive testing to provide industry-standard reliability. When an ATI FirePro graphics card is paired with a certified application, professional animators, designers, and engineers can expect a stable, high-performance workstation graphics environment.

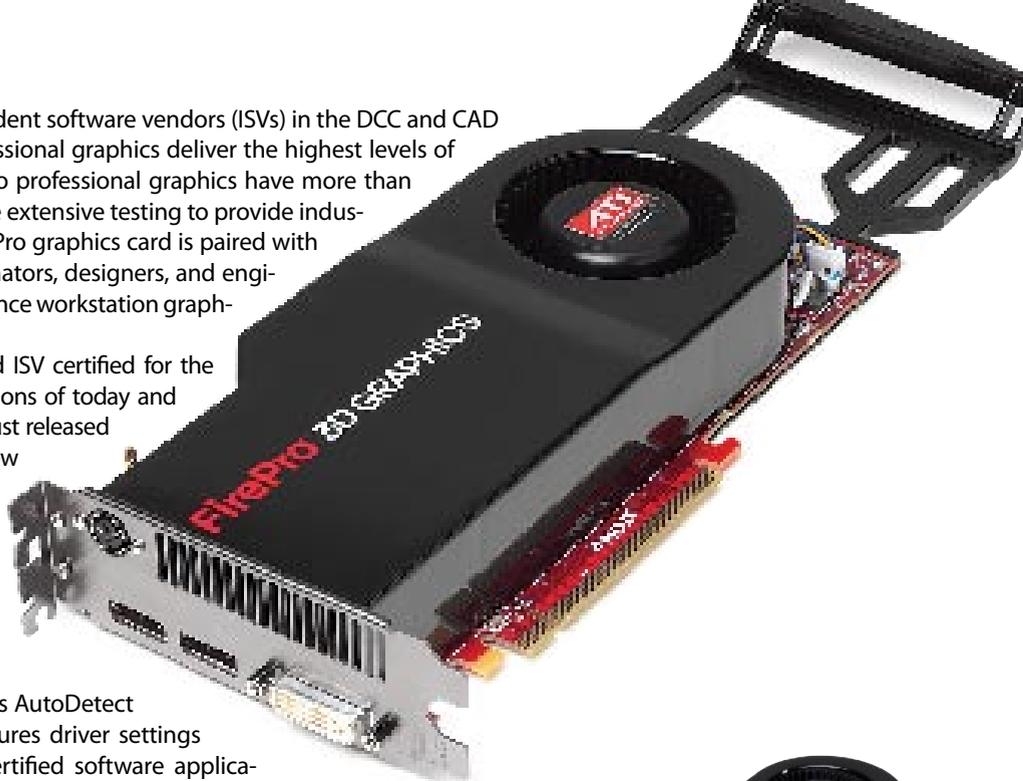
The ATI FirePro series is optimized and ISV certified for the leading visualization and design applications of today and tomorrow, including Dassault Systemes' just released SolidWorks 2010 running on Microsoft's new Windows 7 operating system. ISV partners include Adobe, Autodesk, Luxology, PTC, Side Effects Software, Siemens PLM Software, and others. ATI FirePro cards also provide graphics drivers and software for use with Windows 7, XP, and Vista, as well as Linux operating systems.

The ATI FirePro's Unified Driver features AutoDetect technology, which automatically configures driver settings on the fly as artists switch between certified software applications. As an artist moves from Adobe Photoshop to Autodesk 3ds Max, for example, the system will automatically update driver settings, configuring them for optimal performance in the new application. With AutoDetect technology and ISV certifications, the ATI FirePro series of graphics accelerators help digital artists achieve the maximum productivity for the exact application, delivering power where and when they need it most.

"When professionals in the DCC or CAD space use a computer system that has a consumer card, they are not getting the performance and efficiency they should from their hardware," admits Bahman Dara, Worldwide Senior Manager, Workstation Graphics Product Marketing at AMD. "With an entry-level ATI FirePro card, which is priced below most consumer graphics cards, artists gain full workstation capabilities in addition to technical support, a warranty, and certification—all of which are crucial!"

Popular and discerning workstation manufacturers—including HP, Dell, and Lenovo—have selected ATI FirePro 3D workstation graphics accelerators to power multiple desktop and notebook computer systems.

ATI FirePro 3D professional graphics: reliability, stability, and the best performance per dollar in the workstation market today.



**ATI FirePro V8750 Superiority**

- 800 shader processor units
- 2GB of GDDR5 memory
- 115GB/s memory bandwidth
- True 30-bit display pipeline
- Affordable \$1799 price tag

ATI FirePro™ Products	Entry Level		Mid-Range	High-End	Ultra High-End	
	V3700	V3750	V5700	V7750	V8700	V8750
ATI FirePro™ Model	V3700	V3750	V5700	V7750	V8700	V8750
MSRP	\$99	\$159	\$499	\$899	\$1499	\$1799
Memory Configuration	256MB	256MB	512MB	1GB	1GB	2GB
Memory Bandwidth (GB/s)	15.2	22.4	28.8	28.8	108.8	115.2
Unified Shader Units	40	320	320	320	800	800
Dual Link DVI Outputs	2	1	1	1	1	1