

# AMD Radeon™ HD 7950 Graphics Added to Arsenal of Next Generation Graphics

The AMD Radeon™ HD 7950 GPU delivers excellence in performance, Graphics Core Next, and AMD ZeroCore Power to an even wider range of gamers

Sydney, Australia January 31, 2012

AMD today announced worldwide availability of the AMD Radeon HD 7950 graphics card for desktop computers. This launch brings to market the second graphics card based on the cutting-edge 28nm process technology first introduced with the AMD Radeon HD 7970 graphics card recognized for its excellence in performance with over 150 awards from technology media the world over. Delivering over 2.8 TFLOPs of compute power and up to 2x the performance when two AMD Radeon HD 7950s are combined with AMD CrossFire technology<sup>2</sup>, AMD Radeon HD 7900 series graphics cards are intended for gamers who never settle. AMD Radeon HD 7950 graphics cards are available from retailers worldwide, with select models starting at USD\$449 SEP. With

the arrival of the AMD Radeon HD 7950, AMD has set the bar exceedingly high

for 28nm graphics technology and performance, said Matt Skynner, corporate vice president and general manager, GPU Division, AMD. From the wraparound immersion made possible by AMD Eyefinity multi-display technology and the AMD HD3D technology stereo

3D experience to the incredible realism of today's DirectX 11 capable games, were delivering an unrivaled experience for gamers. The AMD Radeon HD 7900 series products are in a class of their own. Equipped with AMD Graphics Core Next Architecture and the latest AMD PowerTune and AMD ZeroCore Power technologies, the AMD Radeon HD 7950 GPU further extends the groundbreaking engineering

AMD debuted in December 2011 with the AMD Radeon HD 7970 GPU. What's more, it delivers on the promise of DirectX 11 gaming with superior visuals and outrageous performance, as well as featuring PCI Express 3.0, AMD CrossFire technology

and the AMD HD3D technology ecosystem. The AMD Radeon HD 7950 GPU is available worldwide from add-in-board partners including Sapphire, TUL, HIS,

XFX, ASUS, Gigabyte, and MSI, and available via retailers and e-tailers worldwide. Supporting Resources Product page: Learn more about the AMD Radeon HD 7950 GPU Where to Purchase: Amazon, Cyberpower PC, iBuypower, Newegg, and NCIX. Twitter: Follow AMD graphics news on Twitter at @AMDRadeon Learn more about GCN Architecture Learn more about AMD PowerTune technology

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(NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD

Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in

a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit <http://www.amd.com>. Media Contact

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