

ATI's New ALL-IN-WONDER 9800 PRO Delivers Improved Display and Graphics Performance For The Home Theatre

[EAZYLOOK enhances the home theatre experience with on-screen display](#)

ATI Technologies Inc. (TSX:ATY, NASDAQ:ATYT) today announced the ALL-IN-WONDER(r) 9800 PRO. Available this spring in the US, ATI's newest multimedia video card combines the world's fastest graphics engine featuring full precision cinematic rendering with the best in intelligent TV-on-the-PC and video editing features. The ALL-IN-WONDER 9800 PRO is ideal for home theatre applications thanks to EAZYLOOK(tm), an on-screen display for home theatre settings, which is included in the product with a new version of ATI's MULTIMEDIA CENTER Esoftware. The ALL-IN-WONDER 9800 PRO includes ATI's newest powerhouse graphics chip, the RADEON(tm) 9800 PRO, for outstanding performance with incredible image quality. A 256-bit memory interface and eight powerful pixel pipelines provide real-time, Hollywood-calibre graphics ? even for the most demanding next-generation games.

"ATI redefines home entertainment with the ALL-IN-WONDER 9800 PRO," said Godfrey Cheng, Director of Marketing, Multimedia Products, ATI Technologies Inc. "ATI's newest multimedia video card sensation, ALL-IN-WONDER 9800 PRO, combines the advantages of the world's best graphics in the RADEON(tm) 9800 PRO, with ATI's THEATRE(tm) 200 video and audio processing chip and our new MULTIMEDIA CENTER 8.5 software suite. The result is a truly entertaining home theatre experience."

ATI is also introducing EAZYLOOK, an on-screen information display for home theatre settings, designed for easy use with ATI's REMOTE WONDER(tm). EAZYLOOK has been added as a component of MULTIMEDIA CENTER 8.5, in response to ATI's large and loyal fan base in the home theatre segment.

ATI's new flagship multimedia video card, the ALL-IN-WONDER 9800 PRO, will be available this spring for USD\$449 (MSRP) and complements the ALL-IN-WONDER(r) 9700 PRO at USD\$399 (MSRP), the ALL-IN-WONDER(r) 9000 PRO at USD\$199 (MSRP), the value-priced ALL-IN-WONDER(r) 7500 at USD\$149 (MSRP) and the ALL-IN-WONDER(r) VE at USD\$129 (MSRP).

In addition to the feature-rich combination of hardware and software extras the family of ALL-IN-WONDER products offer, the ALL-IN-WONDER 9800 PRO also includes the following features:

* ATI's MULTIMEDIA CENTER 8.5 software - Version 8.5 of ATI's industry-leading multimedia software suite offers a full range of critically-acclaimed multimedia functions:

- EAZYLOOK for on screen display information while using REMOTE WONDER;
- Enhanced TV-ON-DEMAND(tm) PVR for instant replays, pausing live TV or recording live broadcasts for later viewing;
- MULTVIEW(tm) - Enables dual TV tuner capabilities such as Picture-in-Picture when combined with ATI-TV WONDER(tm);
- THRUVIEW(tm) - Allows for translucent viewing of TV, DVD (digital versatile disk) and video file playback;
- VIDEOSOAP(tm) - Delivers advanced filtering to reduce noise, improve sharpness and soften focus as desired to provide the highest quality video compression for PVR and personal video editing functions;
- Closed Caption Search within TV-ON-DEMAND complements the popular

"Hotwords" functionality with the PVR allowing the computer to search for content of interest whether it happens in the future or the recent past;

* ATI's THEATER(tm) 200 - Provides exceptional video and stereo audio quality viewing during live TV and video input and capture - all based on technologies from ATI's digital television research and development;

* Gemstar's GUIDEPlus+ provides an intelligent free integrated program guide (North America only) that allows user to view and search TV listing by category, actor/performer, or date. Schedule and record programs at the click of a mouse - all the benefits of a PVR without the monthly fees;

* REMOTE WONDER - Radio frequency wireless remote adds the flexibility of a hand held, 30-foot user interface;

* VIDEOSHADER(tm) - Uses programmable pixel shader technology to accelerate video processing and provide better-looking visuals;

* RADEON(tm) 9800 PRO - Designed for advanced 3D graphics and gaming, the ALL-IN-WONDER 9800 PRO delivers the same revolutionary graphics performance as the industry-acclaimed RADEON 9800 PRO graphics card;

* Stereo TV-tuner with 125 channels;

* Analog video capture and editing in MPEG-2 format at up to 720x480 30 frames-per-second resolution;

* DVD video playback with Dolby(r) AC-3 digital audio;

* Component Video output via YPrPb adapter for connectivity with HDTVs or similar displays;

* Support for Microsoft(r) DirectX(r) 9.0 and OpenGL(r); and,

* Backed by quality ATI customer support and a 3-year limited warranty, the ALL-IN-WONDER 9800 PRO supports Windows(r) XP, Windows(r) 2000, Windows(r) Me, and Windows(r) 98/98 SE (Windows Me driver can be installed on Windows 98/98SE).

Company Background

ATI Technologies Inc. is a world leader in the design and manufacture of innovative 3D graphics and digital media silicon solutions. An industry pioneer since 1985, ATI is the world's foremost visual processor unit (VPU) provider and is dedicated to deliver leading-edge performance solutions for the full range of PC and Mac desktop and notebook platforms, workstation, set-top and digital television, game console and handheld markets. With 2002 revenues in excess of US \$1 billion, ATI has more than 1,900 employees in the Americas, Europe and Asia. ATI common shares trade on NASDAQ (ATYT) and the Toronto Stock Exchange (ATY).

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