



SOLUTION OVERVIEW | DISPLAY WALLS

Scalable Multi-Display Solutions

AMD FirePro™ professional graphics and AMD Eyefinity technology power the next generation of display walls with interactive and dynamic media content across multiple displays.

Target Market:

Multi-monitor Display Walls

Applications:

- Entertainment & Events
- Collaborative Environments
- Advertising & Point-of-Sale
- Informational Displays
- Operation & Process Control Centers

Challenges:

- Complexity of configuration
- Combining 2D / 3D graphics with live video
- Maximising screen real-estate

Solution:

AMD FirePro™ professional graphics with AMD Eyefinity multi-display technology are designed with the highest quality, reliability and application performance in mind, delivering real value and advanced performance for multi-monitor display wall configurations at every price point.

Partners:

- ISVs: e.g. Ventuz, Vizrt
- Content Agencies: e.g. Stereolize
- Hardware: e.g. Mitsubishi Electric, Scalable Display
- System Integrators: e.g. ICG

References:

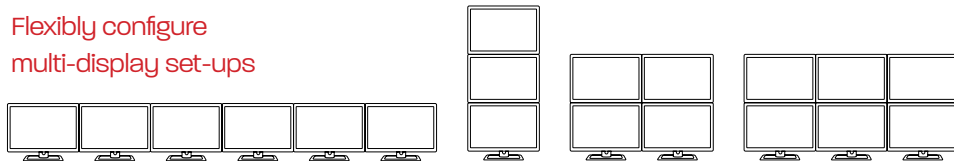
- Channel4 ITN News (Broadcast Studio)
- Hublot (High-end Retail PoS)
- WDR (Weather Forecast)

Digital Signage and display wall solutions are rapidly evolving from single screen set-ups displaying static images or pre-recorded video.

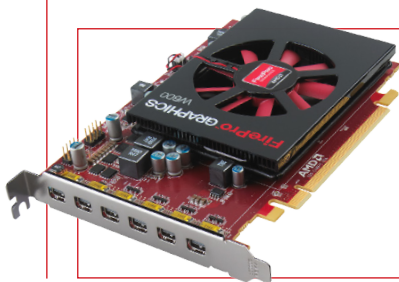
System Integrators, hardware and software vendors are seeking to push technological boundaries and employ more compelling solutions using dynamic media with interactive user interfaces and multiple high-resolution displays.

AMD is an established player in the Digital Signage market, delivering high-performance graphics technology with AMD FirePro™ professional graphics. AMD FirePro™ professional graphics for display walls are built for demanding applications and offer the level of reliability, cost-effectiveness and scalability needed in display wall configurations applications today.

Flexibly configure multi-display set-ups



AMD FirePro™ features AMD Eyefinity technology, a unique multi-display technology enabling up to six displays to be driven from a single workstation with one GPU. Using only one workstation or desktop with multiple AMD FirePro™ cards, it is possible to create scalable video-walls with 12 or more screens. To achieve the same result, other vendors require the use of complex and expensive multi-GPU configurations or clusters of systems.



Our Newest Card— AMD FirePro™ W600 Professional Graphics

Includes the industry's most powerful solution for multi-display display walls – no other professional graphics manufacturer offers a single card capable of driving up to six displays (with independent audio streams), offers the latest graphics memory for optimal multimedia application performance and consumes 75W at maximum power.²

AMD FirePro SFF graphics cards			AMD FirePro Cards optimised for 3D performance		
RG220	2270	2460	V7900	V9800	W600
2 Displays			4 Displays		6 Displays

¹ AMD Eyefinity technology can support multiple displays using a single enabled AMD FirePro™ professional graphics card; the number of supported displays varies by card model. Microsoft® Windows® 7, Windows Vista®, or Linux® is required in order to support more than 2 displays. Depending on the card model, native DisplayPort™ connectors and/or certified DisplayPort™ active or passive adapters to convert your monitor's native input to your card's DisplayPort™ or Mini-DisplayPort™ connector(s) may be required. SLS ("Single Large Surface") functionality requires an identical display resolution on wall configured displays. See www.amd.com/firepro for details.

² As of May 2012, neither Matrox nor Nvidia offers a product supporting DisplayPort 1.2 and multi-stream audio support, and Nvidia does not offer a single-slot solution capable of driving six, eight or more displays.



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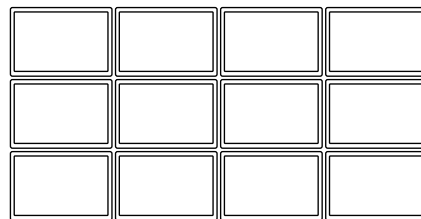
AMD offers a full range of leading-edge multi-display graphics products for configuring multi-monitor display walls, delivering high display density and scalability. Solutions can start with cost-effective single small form factor (SFF) systems capable of driving up to six displays, ideal for

Point-of-Sale and smaller kiosk applications. More powerful systems coupled with high-end AMD FirePro™ graphics and AMD Eyefinity push the boundaries of traditional solutions, allowing the creation of massive display walls or ultra-high resolution displays, including 4K.

Leading-edge Display Scalability

Drive 12 screens from a single desktop or workstation

- Select AMD FirePro™ professional graphics with AMD Eyefinity technology feature up to six display outputs from a single GPU¹
- Use two AMD FirePro™ W600 or ATI FirePro™ V9800 cards to drive up to 12 screens or projectors
- An optional ATI FirePro™ S400 synchronisation module when synchronization to external sources is required (Genlock) or to support 3D rendering synchronization of multiple GPUs in different systems (Framelock)
- AMD FirePro™ W600 and ATI FirePro™ V9800 professional graphics both feature six Mini DisplayPort display outputs

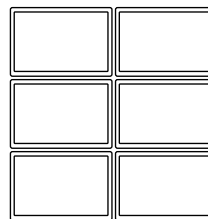


2x AMD FirePro™ W600 and S400 Sync Module

Leading-edge Display Density

Drive 4 or 6 screens or one 4K display from one small form factor (SFF) system

- AMD FirePro™ multi-view cards are optimised for use with SFF systems
- They deliver a maximum in display connectivity in a low-profile form-factor
- The use of GPUs with low power consumption allow these cards to be cooled passively for high reliability and longevity
- AMD FirePro™ 2270 (dual output) and ATI FirePro™ 2460 (quad output) consume 14-50% lower power than Nvidia NVS 300, 420 and 450,³ and feature quiet, fan-less designs for higher MTBFs, helping to increase reliability and lower TCO
- Combine one AMD FirePro™ 2270 with one ATI FirePro™ 2460 and drive six displays¹ from a single system



AMD FirePro™ 2270



ATI FirePro™ 2460

AMD FirePro Advantages at a Glance:

Three-year warranty and extended availability Compared to consumer graphics, AMD FirePro™ graphics cards have a planned minimum four-year lifecycle.

Software Optimization

AMD FirePro™ graphics cards are optimized for leading display wall applications from Ventuz, Vizrt, and other specialized vendors.

Highest level of customer support

Customers have the ability to contact the AMD technical team directly.

Energy efficiency

Feature intelligent power saving and monitoring technologies for higher performance, including AMD PowerTune and AMD ZeroCore Power technology.⁴

Powerful Partner Support

At AMD we're proud to work jointly with leading hardware and software vendors to deliver this leading-edge technology.

AMD FirePro™ professional graphics for display walls are designed for multi-monitor configurations requiring the highest visual quality, reliability and multimedia application performance. Advanced visual quality, high display densities and dedicated display wall features, coupled with a long life cycle, make AMD FirePro™ professional graphics a compelling choice.

³ AMD FirePro™ 2270/2270 x1 professional graphics cards (512MB) consume 15W at maximum power, and ATI FirePro™ 2460 consumes <20W at maximum power, compared to Nvidia NVS 300 (dual output) at 17.5W, NVS 450 at 35W (quad output) and NVS 420 (quad output) at 40W at maximum power. See <http://www.nvidia.com/object/desktop-nvs.html>.

⁴ AMD PowerTune and AMD ZeroCore Power are technologies offered by certain AMD FirePro™ products, which are designed to intelligently manage GPU power consumption in response to certain GPU load conditions. Not all products feature all technologies – check with your component or system manufacturer for specific model capabilities.

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