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.

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.

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)

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. SLi (“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 up to six displays (with independent audio streams), offers the latest graphics memory for optimal multimedia application performance and consumes 75W at maximum power.
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 GPU.
- 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 synchronizing to external sources is required (Genlock) or to support 3D rendering synchronisation of multiple GPUs in different systems (FrameLock).
- AMD FirePro™ W600 and ATI FirePro™ V9800 professional graphics both feature six Mini DisplayPort display outputs.

**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, 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 displays from a single system.

**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.

**Powerful Partner Support**
At AMD we’re proud to work jointly with leading hardware and software vendors to deliver this leading-edge technology.

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1. 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.
2. 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.
3. 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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