



Please Announce

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**Advance to Ultimate HD gaming with Incredible Performance!**  
**MSI launches its latest R3870X2, R3600 and R3400 series Graphics Card**



MSI, a world leader in the design and manufacture of innovative computer graphics cards, proudly unveils its latest 55nm – ATI R3870X2, R3600, and R3400 series graphics card. Using the latest Radeon™ HD 3000 series chip, users can enjoy the same industry-leading HD quality and ultimate experience for outstanding 3D graphics performance effectiveness.

**ATI R3870X2 Doubles the Power**

ATI R3870X2 graphics enable you to experience the power of HD with 3D processing designed for ultimate gaming. Advance to the next generation of DirectX10.1 compatible HD game performance and life-like realism with dual ATI R3870 GPUs working in exquisite precision to produce over 1 teraFLOPS of GPU compute power. And with ATI CrossFireX™ multi-GPU upgradeability, you can scale your performance to even greater heights. Watch the latest Blu-ray and HD-DVD videos in full 1080p HD – and upscale beyond – without placing huge demands on your CPU. Enjoy break-through efficiency with more processing performance per watt and energy-saving features that can help save you money.

**Experience the HD Gaming on ATI Radeon™ HD 3600 series**

Built-in the new 55nm process, the R3600 series of mainstream-class graphics cards, internal transistor chip volume reached 378 million units, the second-generation integration built-in rendering framework, and the coloring of 120 pixels unit, game within the delicate lighting effects and the outbreak of complex threads graphics computing power. MSI global marketing director, Vincent Lai said, "The new ATI Radeon™ HD 3600 family core has 256 bit ring-bus memory control capabilities, with high-speed GDDR3 512MB, and other ultra-realistic graphics memory particles, and efficiency is superior to the same price competitors products. This mid-range product gives user adequate multilateral geometry, color rendering, and high-speed image pixels, and other computing support, it can be said that this product has all the cost-effective advantages."

**Break-through Efficiency on ATI Radeon™ HD 3400 series**

The MSI R3400 series graphics cards are based on ATI Radeon™ HD 3400 family. It features entirely new and power efficient 55nm processes. Based on the same architecture as the R3600 series, the R3400 series just simply scale-down the number of stream processors, texture units and ROPs. Users can play the next generation of HD games featuring life-like realism from DirectX10.1 compatibility and easy multi-GPU upgradeability with ATI Hybrid Graphics or ATI CrossFireX™. Enjoy break-through efficiency from



cutting-edge technology and new energy-saving features that can help users save money and enable cool, quiet PCs.

### **ATI CrossFireX™ Technology**

ATI R3870X2, R3600, and R3400 series originally supports the ATI CrossFireX™ multi-GPU technology. It takes your gaming experience to the next level with more scalability, performance and compatibility than before. The technology combines the awe-inspiring capabilities of multiple ATI Radeon™ graphics cards and an ATI CrossFireX™ ready motherboard to meet the hard-core demands of your alternate reality. New ATI Radeon™ HD graphics cards are designed with an internal ATI CrossFire bridge interconnect system to simplify installation. Experience stunning visual realism in today's demanding 3D games with uncompromising image quality, especially on HD displays.



### **Microsoft DirectX10.1 Support**

ATI Radeon™™ HD 3000 graphics card series offer full support for the new DirectX 10 and DirectX 10.1 API(Application Program Interface) from Microsoft; ready to meet the demanding needs of new, next generation games. DirectX 10 is the first totally new DirectX in the last 4 years and brings important graphics innovations that can be used by game developers for the next generation of games. DirectX 10 introduces crisp, never-before-seen detail-rich images, visual effects and game dynamics capable of accurately simulating the real world. No matter which ATI Radeon™ HD 3000 series GPU you choose, you can be assured that games will look as good as the developer intended!

### **ATI Hybrid Graphics Technology**

Based on ATI CrossFireX™ multi-GPU technology, ATI Hybrid Graphics brings enhanced gaming and multi-monitor functionality to the affordable PC. Experience more scalability and performance with games and applications. Be more productive with advanced multi-monitor capabilities using ATI SurroundView™ technology. Stay in command with ATI Catalyst Control Center™ software, The energy efficient ATI Radeon™ HD 3400 series GPU and AMD 7-series Integrated Chipsets use low power while running cool and quiet to enable a pleasant computing environment. A complete ATI Hybrid Graphics multi-GPU system includes a compatible ATI Radeon™ HD 3400 Series graphics card and a compatible motherboard based on an AMD 7-series Integrated Chipset.



### **ATI Avivo™ HD technology , built-in HDMI output**

Fine quality in the high-resolution performance, the MSI R3000 series graphics card with ATI latest high-definition imaging technology, "Avivo™ HD". Based on the revolutionary UVD architecture and built-in chips which drive the optimization software upgrade, Avivo™ HD technology delivers beautiful, high



definition video. It will not occupy more GPU resources when playing HD high-definition video. Compared to other competitors' products, Avivo™ HD not only play the fluent Blu-ray film, but also the HD-DVD high-definition video and more efficient use of CPU upgrade greatly save unnecessary operational energy. It comes with a built-in HDMI output function, 5.1-channel surround sound output, and Dual Link DVI supporting HDCP (digital content protection mechanism). All features and high-end specifications are truly a worth of praise.

Avivo™ HD player can not only fluent Blu-ray (Blu-ray) film and HD-DVD high-definition video and more efficient use of CPU upgrade greatly save unnecessary computing energy.

### **MSI exclusive image quality enhancements “Vivid”**

In order to save users from complex adjustment steps, MSI offers an exclusive image quality enhancement technology, Vivid, for MSI ATI series graphics cards products. Users can easily adjust the screen display setting. Whatever you do – browsing photos, surfing websites, or playing games, it will help you adjust to the best visual quality.



### **About MSI**

MSI, also known as Micro-Star International Corp., is one of today's IT industry's leading manufacturers of computer hardware products and solutions, as well as the world's top five and Taiwan's top three motherboard manufacturer. Likewise, it has been the leading graphic card manufacturer for the past four years. Today, MSI is pressing forward with the development of new products, such as notebooks and industrial PC products. Through world class engineering, manufacturing & design innovation, MSI is dedicated to providing leading-edge hardware products and robust solutions that are easy to implement and integrate while also enhancing overall performance, value and ultimately the individual end user's personal digital life experience. MSI has devoted itself into the development of notebooks for not only better performance and stability but also stylish and quality, making every MSI's notebook an article of quality with full-function. In 2005, MSI has won the Innovalue prize for its notebook products. For more information and product details please visit [www.msi.com.tw](http://www.msi.com.tw).

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