



HOW TO SELL THE NEW

AMD Radeon™ R9 270

Step up to serious performance



Who's it for

- For performance-minded gamers who want to play the hottest games on one or more screens.
- An unbeatable value, this GPU represents the entry point to **serious** PC gaming.



Sell it in 5 seconds

This GPU is built for the demands of today's top game titles, and offers terrific scalability through AMD Eyefinity technology¹ and full AMD CrossFire™ technology support². Plenty of power for today's games; great upgrade options for the future; extraordinary value.



Sell it in 60 seconds

For a value-minded gamer who wants to experience the full intensity of today's best games without breaking the bank, this is the place to start. Exceptional performance when gaming on a single screen, but offering multi-screen and UltraHD capabilities, too. Add AMD CrossFire™ technology support and you have a solution that fits most consumers' budgets, is absolutely up to the demands of the most modern games and offers easy scalability for future upgrades.

Offering such performance and features at this 'sweet spot' price point, the Radeon™ R9 270 GPU is an easy choice for gamers. You really can't go wrong with this combination of performance, value and scalability.



Why it's great

- **GCN Architecture.** The performance you need, the technology you deserve. Experience the latest DirectX® 11.2 graphics features with 28nm GCN Architecture, delivering fierce performance and revolutionary intelligence.³

- **Mantle.** There's optimization, and then there's Mantle⁴. Games enabled with Mantle speak the language of Graphics Core Next to unlock revolutionary performance and image quality. It's a game-changing innovation developed by AMD Radeon™ and AMD FirePro™ graphics.

Mantle gives game developers the power to speak directly to the GPU core. With such a direct connection to your hardware, game developers are discovering a new world of immersion and performance made possible by AMD's graphics leadership.

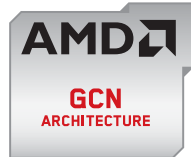
Mantle represents a new way of looking at the world of digital gaming. With AMD Radeon™ graphics as the foundation in the living room and on the desktop, we're now able to offer game developers one simple and ultra-efficient way of communicating with the AMD GPU. The upshot is optimized GPU performance and new opportunities for developers to code for you and your AMD Radeon™ GPU's unique abilities.

- **Ultra resolution gaming.** Experience resolutions up to four times higher than HD and see everything your opponent throws at you – without sacrificing a single detail.¹

Leave HD in the dust by gaming on displays much, much larger. Whether using a 4k monitor or combining multiple HD monitors, you'll get an expansive experience that's truly out of sight.¹

✓ How they stack up

GCN is the Future.

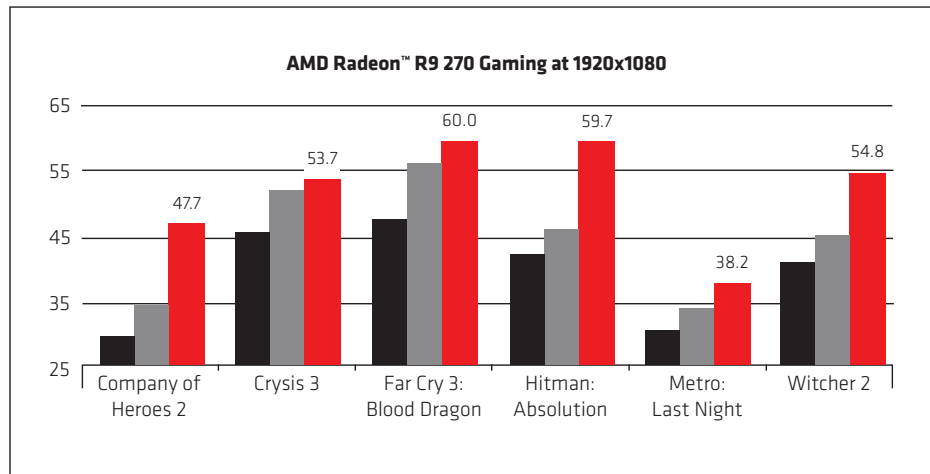


Our award-winning and powerful GCN Architecture is now the foundation of a common architecture that includes the next-gen game consoles, and the AMD Radeon™ R9 and R7 Series GPUs. This represents a massive vote of confidence by the industry in favor of AMD Radeon™ graphics.

GCN is a huge step forward, firmly placing AMD in the new era of heterogeneous computing, but without losing sight of efficiency or performance.

Playing Today's Games at 1920x1080

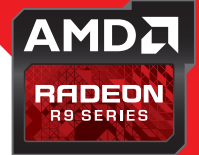
The following chart showcases the performance of AMD Radeon™ R9 270 graphics vs. the competition in a cross section of game genres and engines. All of these games have been tested at resolutions of 1920x1080.



- NVIDIA GTX 660 Ti Boost
- NVIDIA GTX 660
- AMD Radeon™ R9 270

1. AMD Eyefinity technology supports multiple monitors on an enabled graphics card. Supported display quantity, type and resolution vary by model and board design; confirm specifications with manufacturer before purchase. To enable more than two displays, or multiple displays from a single output, additional hardware such as DisplayPort™-ready monitors or DisplayPort 1.2 MST-enabled hubs may be required. A maximum of two active adapters is recommended for consumer systems. See www.amd.com/eyefinityfaq for full details.
2. AMD CrossFire™ technology requires an AMD CrossFire Ready motherboard and may require a specialized power supply and AMD CrossFire Bridge Interconnect. Check with your component or system manufacturer for specific model capabilities.
3. GCN Architecture and its associated features (PCI Express® 3.0, AMD ZeroCore Power technology, AMD PowerTune technology etc.) are included in the AMD Radeon™ R9 280X graphics cards. Not all technologies are supported in all system configurations—check with your system manufacturer for specific model capabilities.
4. Application support for Mantle is required.
5. The test system comprised an Intel® Core™ i7-4960X Extreme Edition processor, ASUS Sabertooth X79 motherboard, Corsair Vengeance™ LP 16GB (4x4GB) DDR3 1866 9-10-9-27 memory, 2000GB Seagate Barracuda 7200rpm (ST2000DM001) hard disk drive, Dell 3007WFP-HC display, AMD Catalyst 13.11 Beta 6 driver and the Nvidia Forceware 331.65 WHQL driver. The games were tested using the following settings. Company of Heroes 2: 1920X1080X32 QUALITY-MAX TEXTUREDETAIL-HIGHER SNOWDETAIL-HIGH PHYSICS-HIGH; Crysis 3: 1920X1080X32 SYSTEMSPEC-HIGH; Far Cry 3: Blood Dragon: 1920X1080X32 QUALITY-ULTRA SSAO-HDAA; Hitman: Absolution: 1920X1080X32 TEXTUREQUALITY-HIGH SHADOWQUALITY-ULTRA SSAO-HIGH TESSELLATION-ON GLOBALILLUMINATION-ON DEPTHOFIELD-HIGH FXAA-ON REFLECTIONS-HIGH LEVELOFDETAIL-ULTRA; Metro: Last Night: 1920X1080X32 16XAF TESSELLATION-VERYHIGH QUALITY-VERYHIGH MOTIONBLUR-NORMAL; Witcher 2: 1920X1080X32 QUALITY-HIGH

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