

**DIAMOND**

PCI  **EXPRESS**



# **RADEON**™ HD 4550

Leap Beyond HD

With all the latest features, the **ATI Radeon™ HD 4550** graphics cards deliver an incredible visual experience with best in class performance. Add this graphics card to your PC and watch Blu-ray movies and HD content play with incredible visual fidelity, and view digital photos with over 1 billion colors. Enjoy unprecedented levels of graphics realism and play the latest games with support for Microsoft DirectX® 10.1. Do it all with break-through efficiency that doesn't compromise performance.

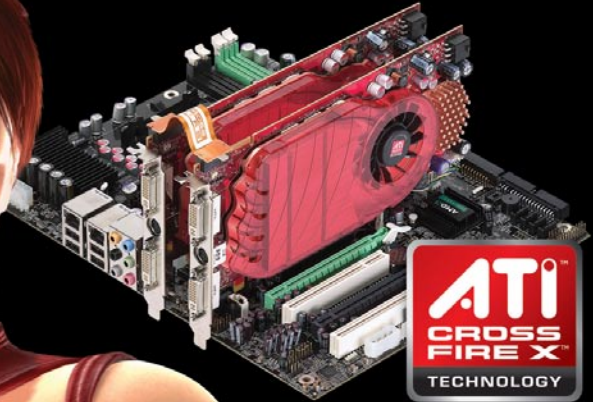


**HDMI™**

**HDTV Ready**

Direct X  
**10.1**







## Go Beyond HD Video

### Upscale Beyond 1080p

Watch the hottest Blu-ray movies or other HD content at full 1080p<sup>1</sup> display resolution and beyond<sup>2</sup>.

### Unified Video Decoder 2 (UVD 2)

UVD 2 frees up your CPU for other tasks so you get The Ultimate Visual Experience™ for the most processing-intensive content. You can also take full advantage of Blu-ray functionality with dual-stream, picture in picture capabilities.<sup>3</sup>

### Enhanced DVD Upscaling

Watch standard DVD movies in near high-definition quality with DVD upscaling.<sup>2</sup> The GPU uses post processing algorithms to enhance standard and low resolution videos and movies on your HD display.

### HDMI

Enjoy the latest audio technologies using HDMI with 7.1 digital surround sound support. Also, xvYCC support allows the user to enjoy a wider range of colors when connected to a capable HDTV.

### Integrated DisplayPort technology<sup>4</sup> with audio

DisplayPort is an innovative digital solution that supports the latest graphics and LOD technologies.

<sup>1</sup> Blu-ray drive and HD capable monitor required.

<sup>2</sup> The ATI Radeon HD 4350 Series GPUs can upscale video display to 2560x1600 on dual-link monitors which is almost twice the display resolution of 1080p displays.

<sup>3</sup> Your Picture in Picture video playback experience may vary on desktop resolution higher than 1280x1024

<sup>4</sup> The ATI Radeon HD 4350 GPUs are capable of outputting DisplayPort signals. Manufacturers of ATI Radeon HD 4350 graphics cards may choose to implement this functionality – you may inquire of them which models if any, support DisplayPort.



## Redefine The Way You Play

### **80 Stream Processing Units**

Enough power to tackle demanding games and applications.

### **Microsoft DirectX® 10.1**

Play today while preparing for tomorrow with state-of-the-art DirectX 10.1 graphics capabilities.

### **ATI CrossFireX™ Technology**

Dual mode ATI CrossFireX™ technology offers superior scalability<sup>1</sup>.

### **ATI Avivo™ HD video and display technology**

Full HD 1080p video playback with UVD 2

<sup>1</sup> ATI CrossFireX™ technology requires an ATI CrossFireX Ready motherboard and may require a specialized power supply.



## ATI PowerPlay™ technology

### **Consumes less than 20 watts under full load**

The ATI Radeon™ HD 4550 graphics card consumes less than 20 watts under full load, making it the ideal choice for implementation across a large diverse install base of desktop PCs.

### **Dynamic Power Management**

ATI Radeon HD 4550 graphics card features ATI PowerPlay™ technology, delivering high performance when needed and conserving power when the demand on the graphics processor is low.<sup>1</sup>

### **Energy Efficient Manufacturing Process**

Second generation 55nm chip uses an energy efficient manufacturing process.

### **Stability & Reliability**

AMD's award-winning ATI Catalyst™ graphics software and drivers deliver unprecedented graphics stability and reliability.

<sup>1</sup> ATI PowerPlay™ technology consists of numerous power saving features. Not all features may be available in all ATI Radeon HD 4350 graphics card.