



MISSES THE TARGET

Not only is CrossFire a full YEAR late to the game, it is launching with OLD, EXPENSIVE, & WEAK technology.

NVIDIA will already be shipping much faster NEXT GENERATION Hardware before CrossFire even hits the shelves.

Comparison

	ATI CrossFire	NVIDIA SLI
Proven technology?	NO	YES (1 year)
Scalability Logic in GPU?	NO	YES
Works w/o separate compositing chip?	NO	YES
Inter-GPU communication	External dongle between cards	Internal connector
Works w/o special overpriced Master Card?	NO	YES
# of GPU SKUs OEMs are required to carry?	2 (master & slave)	1
Entire ecosystem of compatible products?	NO	YES

Where are the CrossFire samples?

As usual, this is another paper launch. Don't expect to see this old generation product on shelves until late July or August

This will be 1 month BEHIND NVIDIA's NEXT GENERATION product

ATI's Launch Plan at Computex:

**Try to convince partners & press 'ON PAPER'
that CrossFire is better than SLI without
providing hardware or showing a full suite of
relevant benchmarks
(a.k.a *Hand-Waving*)**

What ATI will try to SPIN

‘CrossFire has the best performance’

THEIR SPIN:

- Show only 3 applications in which CrossFire beats SLI.

THE REALITY:

- ATI found 3 applications in which their SINGLE GPU X850 XT PE beat the 6800 Ultra & are trying to convince you that CrossFire scales better than SLI...THIS IS NOT THE CASE! The difference in scores is entirely due to a single GPU advantage and NOT due to a scaling advantage.
- If ATI had a full suite of numbers to prove CrossFire, they would show them. ATI came up short.

What ATI will try to SPIN

‘CrossFire’s compositing chip is a benefit’

THEIR SPIN:

- Fast & Flexible Design

THE REALITY:

- A compositing chip is required because they had to ‘BOLT ON’ their multi-gpu solution to existing cards and they don’t have scalability logic designed into their GPUs.
- The additional chip will make the solution more expensive for customers & require them to buy a ‘special’ Master Card.

What ATI will try to SPIN

‘Supertiling provides good performance scaling’

THEIR SPIN:

- None. They can’t seem to provide ANY proof of supertiling scaling numbers.

THE REALITY:

- Supertiling isn’t able to scale geometry like AFR can & doesn’t support OGL applications! Supertiling also has a problem with over-fetching textures (as did scanline interleaving) because of the number of textures that cross the tiling boundaries. This means that each GPU would have to fetch the same texture for neighboring tiles. These double-fetched textures can eat up valuable bandwidth.

What ATI will try to SPIN

‘CrossFire works with all games’

THEIR SPIN:

- Show only 3 applications that are ALL >2 Years OLD

THE REALITY:

- No clarification required. That is simply pathetic.

(Not to mention that for one of the 3 applications
CrossFire scales 25% and SLI scales 75%!)

What ATI will try to SPIN

‘SLI does not support all titles’

THEIR SPIN:

- Show only 3 applications with no SLI scaling benefit

THE REALITY:

- 2 of these 3 games are scaling in the SLI Rel75 driver, one of them scaling >80%.
- The remaining game is CPU bound. BUT, of course ATI doesn't prove that CrossFire CAN scale ANY of these games!

What ATI will try to SPIN

‘CrossFire is an optimal platform’

THEIR SPIN:

- **The pass-through Dongle isn’t THAT Ugly. The Master card isn’t THAT Expensive.**

THE REALITY:

- **Graphics card partners have reacted very negatively to this design, since it will require them to double the number of SKUs to accommodate the low volume Master cards.**
- **The Dongle IS Ugly. The Master cards ARE Expensive.**

What ATI will try to SPIN

‘Enthusiasts will want to buy the Xpress 200 chipset’

THEIR SPIN:

- It is a fully featured platform

THE REALITY:

- The features are NOT integrated into the chipset, negatively impacting compatibility and performance
- Xpress 200 uses the cheap, ultra low end ULI Southbridge
- No nTune, No Mediasheild, No ActiveArmor
- Poor overclocking performance compared to nForce4 SLI
- ATI chipsets are unproven in the Enthusiast market - Xpress 200 is a ‘Science Experiment’
- nForce4 SLI is the Market Leader with >1 Million Shipped

What ATI will try to SPIN

‘Flexible graphics card support’

THEIR SPIN:

- Customers can match the X850 Master Card with any X850 series standard card. Customers can match the X800 Master Card with any X800 series standard card.

THE REALITY:

- If the Master Card doesn't exactly match the pipes/performance of the standard card, the faster card will be ‘dumbed’ down to the slower card...killing your performance.
- You only have 2-3 price point choices for the Master Card & Master Cards are EXPENSIVE!
- X700 series customers aren't supported

CrossFire has simply missed the Target

- **NVIDIA has already moved onto a faster next generation architecture. CrossFire is simply DEAD ON ARRIVAL**
- **CrossFire's hardware solution is cumbersome, expensive & disliked by graphics card partners**
- **CrossFire's software features & application support are completely unproven**
- **CrossFire will simply NOT be able to reach the scaling performance of SLI on the hottest gaming applications**

...remind you of Rage Fury MAXX?