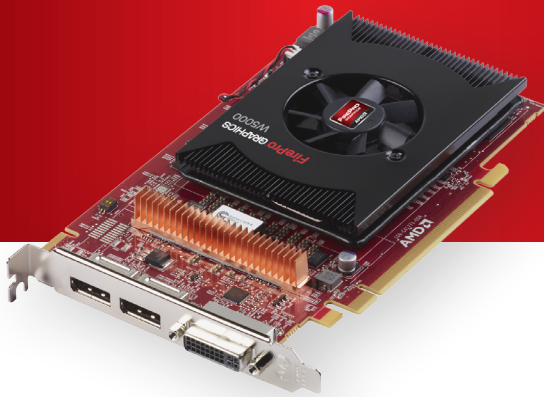


HOW TO SELL THE NEW

AMD FIREPRO™ W5000 Professional Graphics Card



Who's it for?

Engineering and creative design professionals working with a broad range of applications, moderately complex models or datasets and advanced visual effects.



Sell it in 5 seconds.

The AMD FirePro™ W5000 graphics card is the most powerful midrange workstation graphics card available today and is certified for all major CAD & Engineering and Media & Entertainment applications.¹



Sell it in 60 seconds.

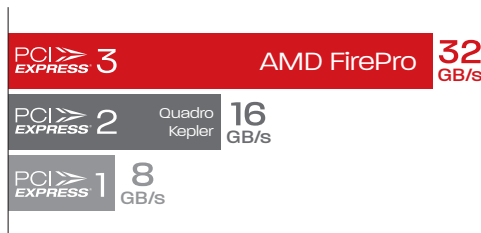
World's first 28nm GPU Architecture

The AMD FirePro™ W5000 graphics card is based on AMD's latest Graphics Core Next (GCN) Architecture. This design efficiently balances compute tasks with 3D workloads, enabling multi-tasking that is designed to optimize utilization and maximize performance.



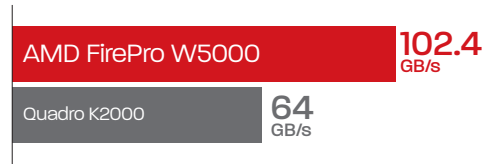
Ahead of the curve with PCI Express 3.0

The latest AMD FirePro™ professional graphics cards are PCI Express 3.0 compliant, helping reduce system bottlenecks and providing users more bandwidth on heavy workloads.



60% more memory bandwidth

AMD FirePro™ W5000 graphics card offers 2GB frame buffer memory and 60% more memory bandwidth than the competing solution, bringing unmatched application responsiveness for large data sets.²



AMD Eyefinity Technology- Ready for 4K Displays

With support of the latest DisplayPort 1.2 standard, AMD FirePro™ graphics cards with AMD Eyefinity technology can now be used with the latest 4K monitors and enable workflows that provide incredible, life-like details of your 3D models.



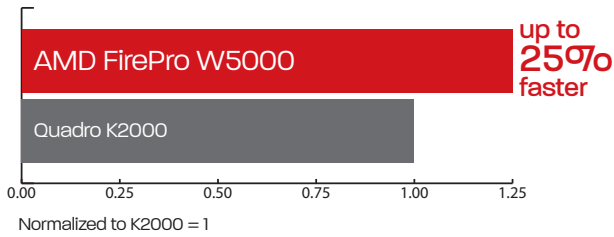


Why it's great...

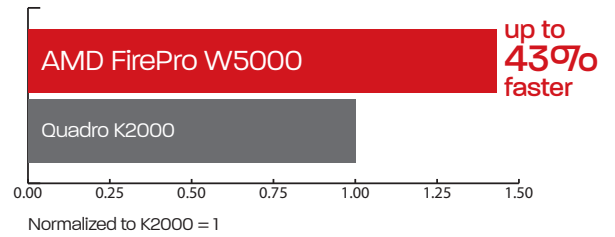
AMD FirePro™ professional graphics cards are optimized and certified for all major CAD and M&E applications - A rigorous and exacting certification process, conducted by software vendors, puts AMD FirePro Workstation graphics up against a series of simulations and real-world scenarios, ensuring compatibility and stability required by professionals.

FOR CAD

SolidWorks 2013 SPECapc Graphics Composite³

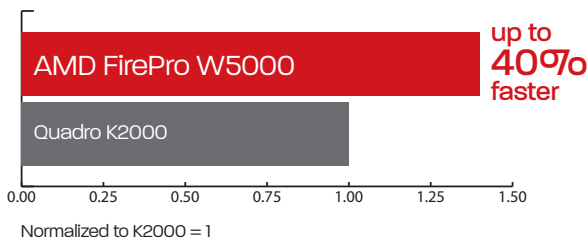


Creo 2.0 SPECapc Graphics Composite³

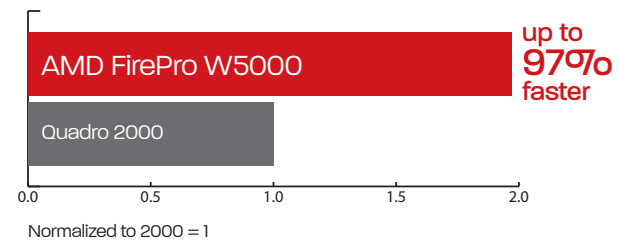


FOR MEDIA & ENTERTAINMENT

Adobe OpenCL vs CUDA (render to disk time)⁴



CINEMA 4D CINEBENCH 11.5 OpenGL Test (FPS)⁵



How We Stack Up...

	Quadro K2000	AMD FirePro™ W5000	The AMD Advantage
Compute Power	0.733 TFLOPS	1.86 TFLOPS	2.5X More
Memory Bandwidth	64 GB/s	102.4 GB/s	60% More
System Interface	PCIe® Gen2	PCIe® Gen3	2X Better

For more information please visit www.fireprographics.com

1. AMD FirePro™ W5000 supports DisplayPort 1.2 with a max resolution of 4096x2160, can drive three displays at once, features 2GB GDDR5 memory, a 256-bit memory interface and 102.3 GB/s memory bandwidth. Compared to Nvidia Quadro 2000 supporting DisplayPort 1.1 with a max resolution of 2560x1600, can only drive two displays at once, features 1GB GDDR5 memory, a 128-bit memory interface and 41.6 GB/s memory bandwidth. Visit <http://www.nvidia.com/object/product-quadro-2000-us.html> for Nvidia product details. FP-41

2. AMD FirePro™ W5000 offers 2GB of GDDR5 memory and 102.4 GB/s of memory bandwidth, compared to Nvidia Quadro K2000 with 2GB GDDR5 memory and 64 GB/s of memory bandwidth. Visit <http://www.nvidia.com/object/product-quadro-2000-us.html> for Nvidia product specs. FP-38.

3. System Config: HP Z420, Intel Xeon E5-1660 @ 3.30GHz, 16GB RAM, Windows® 7 64-bit SP1, AMD driver v9.003.3, NV v311.35.

4. Software: Adobe Premiere Pro pre-release build 294 / Windows 7 64-bit, Effects: ProcAmp, Sharpen, Color Balance (RGB), RGB Color Corrector, Lumetri (multiple Deep Color effects)
System: Intel Xeon E5530 @ 2.40 GHZ, 12GB memory, 160GB Velociraptor, Drivers: AMD 12.102 / NVIDIA 311.35, Content: 4K TIFF 24-bit sequence

5. System config: E5-1660 3.30GHz, 16GB RAM, Windows 7-64 SP1, AMD driver 9.003.3, Nvidia driver 307.45

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