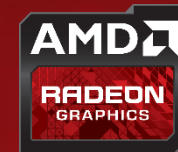


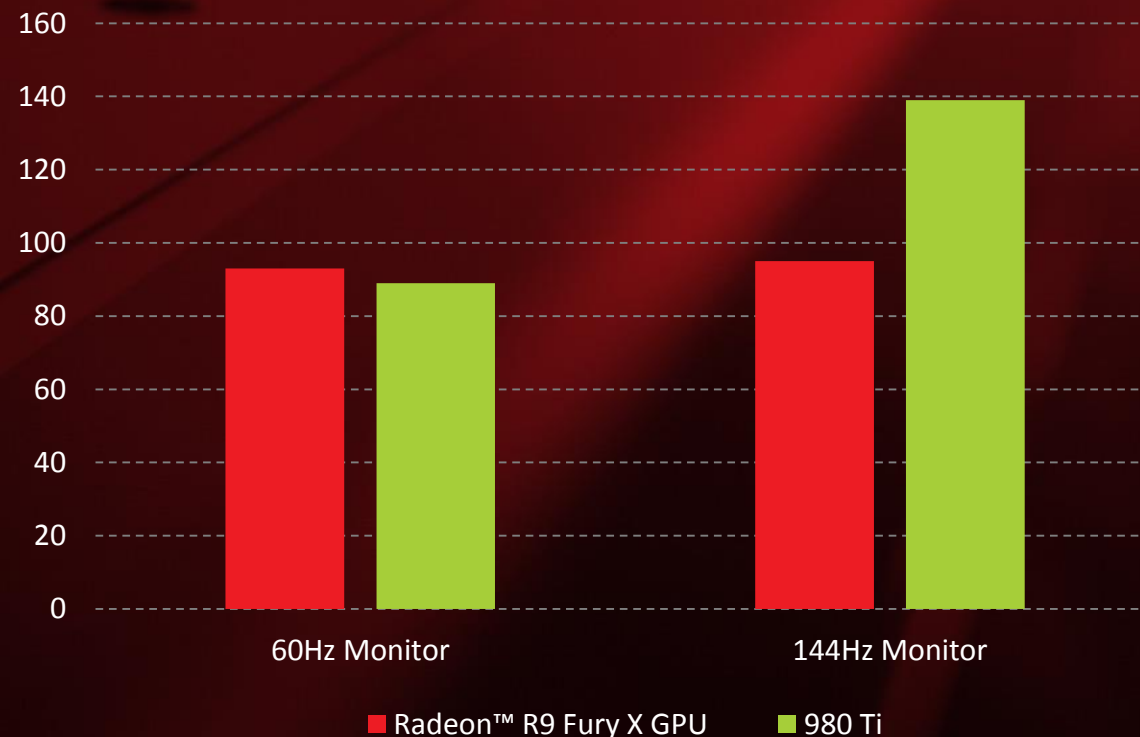
RADEON™ GRAPHICS POWER EFFICIENCY

LEADING THE WAY WITH 144Hz DISPLAYS



- ▲ Radeon™ R9 Fury X GPU uses 37% less power than the 980 Ti on a 144Hz monitor at the desktop¹
- ▲ 144Hz monitors: the most fluid and responsive motion in PC gaming
- ▲ Core gamers only spend 3 hours/day gaming: 21 hours of high idle power consumption adds up
 - ▲ *That's an extra \$36.62 per year to run a 980 Ti vs. Radeon™ R9 Fury X GPU²*
- ▲ Radeon™ R9 Fury X graphics with HBM once again proves performance/watt leadership

System Power Consumption (Desktop/Idle)



¹ Testing conducted by AMD performance labs on Radeon™ R9 Fury X GPU, GeForce GTX 980 Ti, Core i7-5960X, Gigabyte X99-UD4, 16GB DDR4-2666, Enermax EMR1500EWT, BenQ XL2730Z, Windows® 10 Pro x64 AMD Catalyst 15.30, ForceWare 358.50 WHQL measured 37% lower total power consumption with the Radeon™ R9 Fury X vs. GeForce GTX 980 Ti (95W vs. 139W) and a 144Hz monitor at the Windows desktop. [GRDT-91]

² Testing conducted by AMD performance labs with Radeon™ R9 Fury X GPU, GeForce GTX 980 Ti, Core i7-5960X, Gigabyte X99-UD4, 16GB DDR4-2666, Enermax EMR1500EWT, BenQ XL2730Z, Windows® 10 Pro x64, AMD Catalyst 15.30, ForceWare 358.50 WHQL measured 37% lower total power consumption with the Radeon™ R9 Fury X vs. GeForce GTX 980 Ti (95W vs. 139W) and a 144Hz monitor at the Windows desktop. The average gamer spends 3 hours/day gaming (NPD Group, 2014), or 21 hours/day at idle or desktop. 44W more power consumption for GeForce GTX 980 Ti over 19 hours = 0.924kWh per day. 0.924kWh * 365 days = 337.26kWh/yr * ¢10.86 US average kWh cost (eia.gov, Aug. 2015) = \$36.62 per year. [GRDT-92]