

AMD Demonstrates First Graphics Processors to Feature Native DisplayPort 1.1

AMD has successfully tested a next-generation graphics processor with a native DisplayPort 1.1 transmitter.

The testing was completed with a Genesis Microchip DisplayPort receiver. AMD is currently attending the Video and Electronics Standards Association (VESA) PlugTest in Milpitas, California to undergo further interoperability testing.

A breakthrough technology, DisplayPort, aims to unify and standardize display across the desktop and notebook computing environments through a common high-bandwidth interconnect. As the first graphics processor provider to demonstrate and support DisplayPort, AMD builds on its successful track record of digital video and display innovation on the graphics processor.

ATI Radeon graphics were first to integrate other display technologies such as high-definition multimedia interface (HDMI) and digital visual interface (DVI). DisplayPort interfaces are expected to be natively supported in ATI Radeon graphics processors in the early 2008 timeframe.

“AMD has been driving the high-definition transition on the PC with innovative firsts such as integrated HDMI, high-bandwidth digital content protection (HDCP) and our Unified Video Decoder (UVD),” said Rick Bergman, Senior Vice President and General Manager, Graphics Products Group, AMD. “With the successful interoperability testing of the first graphics chip to feature a native DisplayPort transmitter, we are once again breaking new ground in customer-centric innovation by offering increased choice in video and display technologies to our users.”

DisplayPort is an interface designed to be scalable and allow for true unification of display interfaces. DisplayPort supports both external connections, such as a display to a PC or TV, as well as embedded interface applications, such as inside a notebook PC.

“Achieving this level of interoperability is the result of a long-time collaboration between AMD and Genesis Microchip,” said Alan Kobayashi, Vice President, DisplayPort and Monitor Marketing, Genesis Microchip. “Like AMD, we believe that the creation of DisplayPort is an industry milestone that will deliver incredible performance in displays and address the growing bandwidth concerns of any high-resolution audio and video application.”

“As one of the founding members of the DisplayPort promoter group, and a very active VESA member, AMD has played a valuable role for more than four years now in the specification development of the DisplayPort interface,” said Bill Lempesis, executive director, VESA. “We congratulate AMD on achieving this tremendous milestone so soon after DisplayPort version 1.1 was ratified in April.”

Source: AMD

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