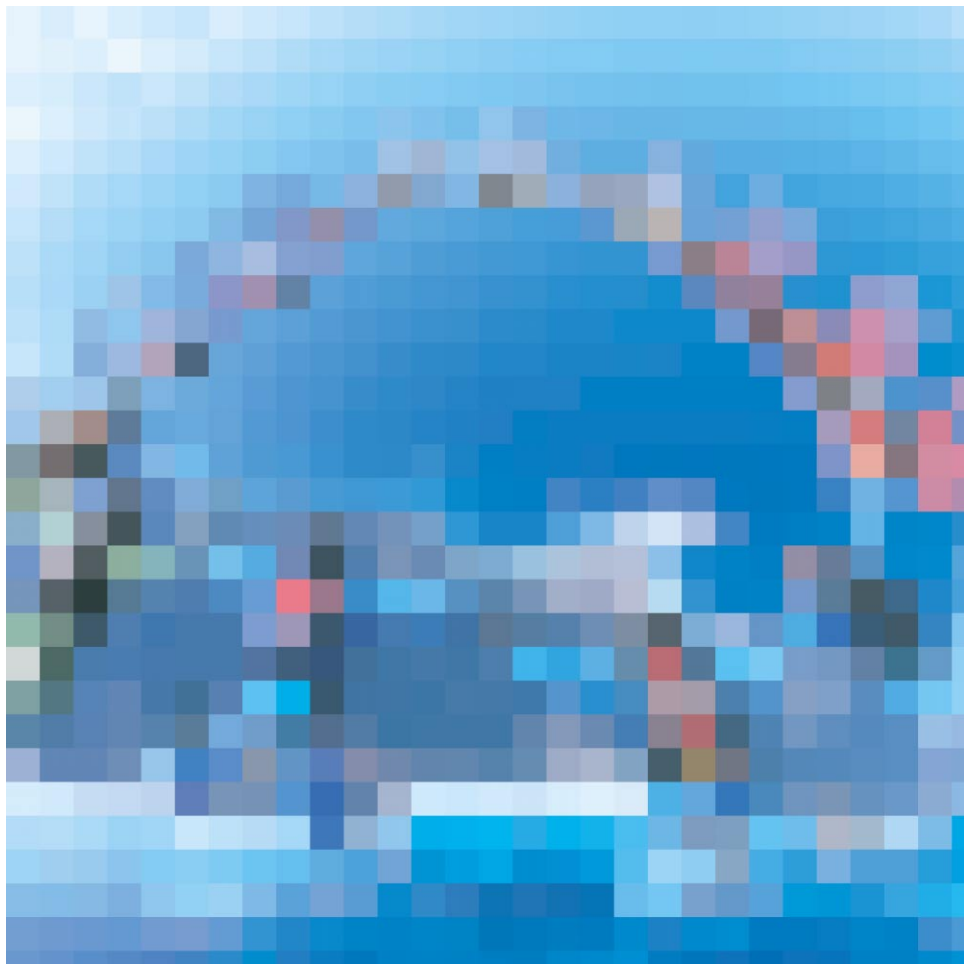


The background of the image consists of numerous thin, horizontal stripes of various colors, creating a rainbow-like effect. The colors transition from red at the top, through orange, yellow, green, cyan, blue, and purple, and then back through pink, red, and green towards the bottom.

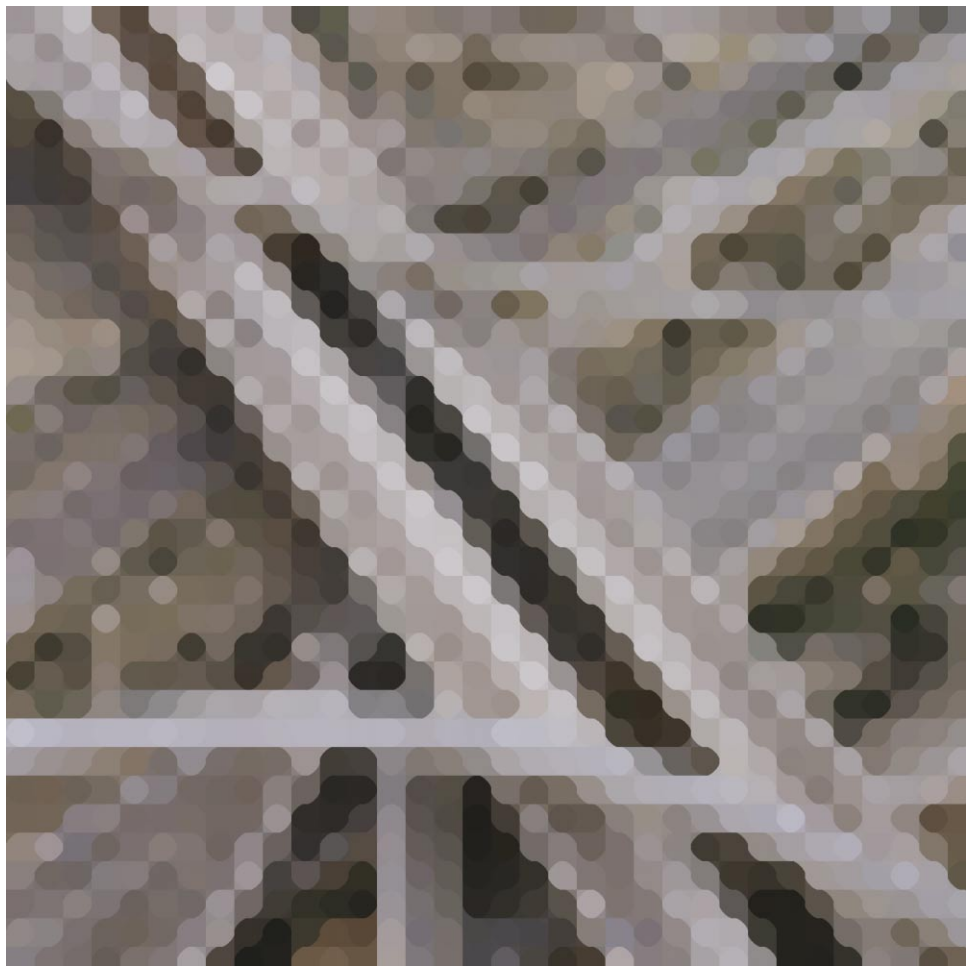
AVIVO™ — VIDEO AND DISPLAY PERFECTION

what do you
see ?

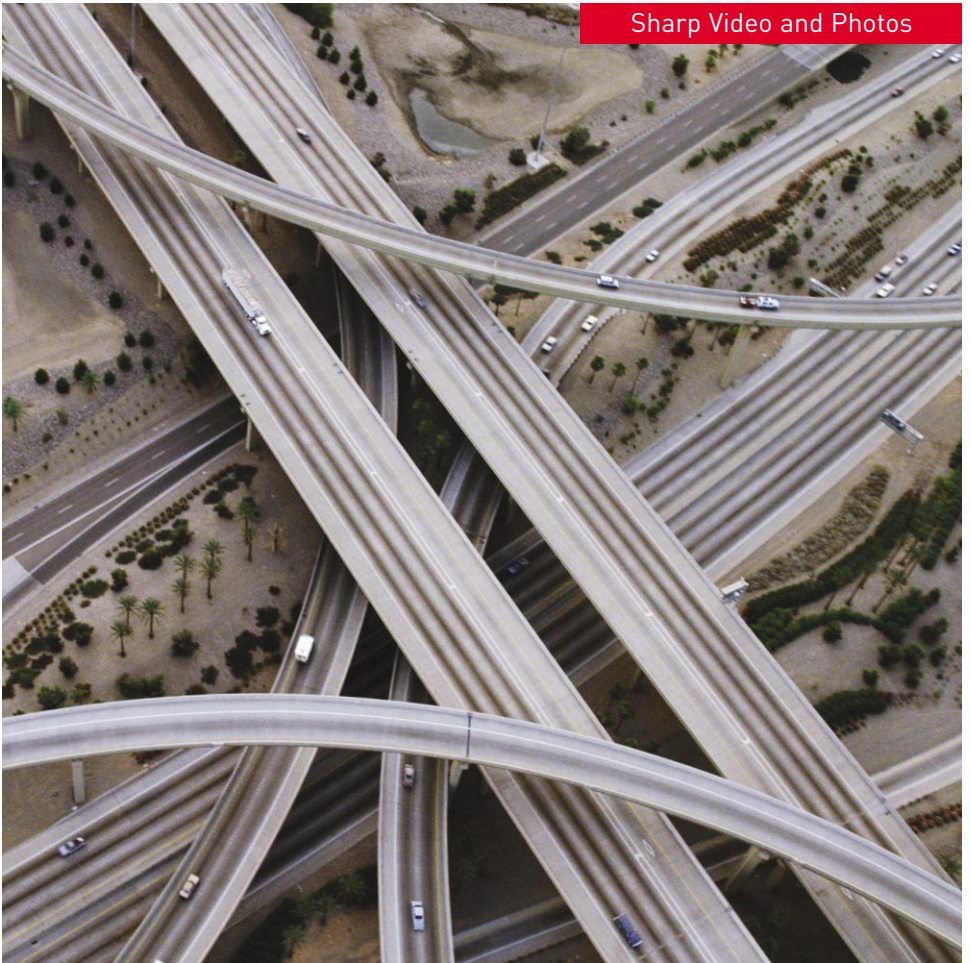


Smooth Video Playback





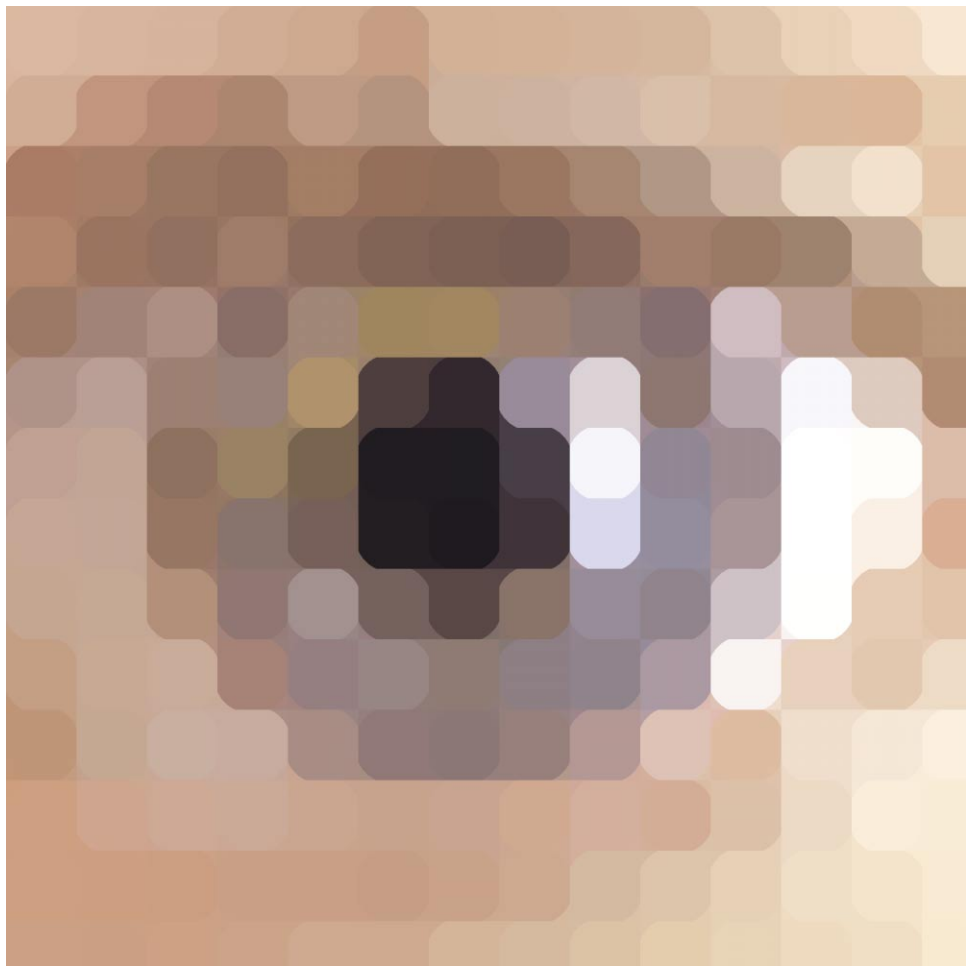
Sharp Video and Photos





Vibrant Lifelike Color





True-to-Life Image Reproduction

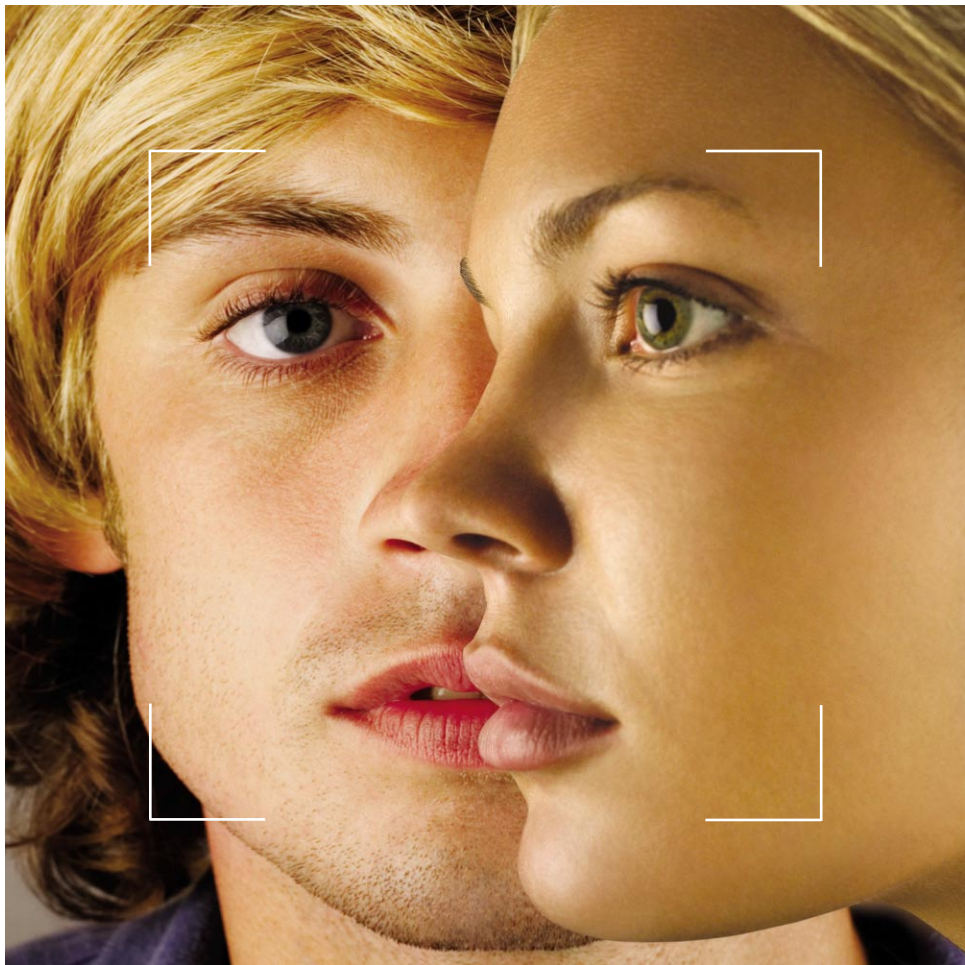


you see



AVIVO™ — VIDEO AND DISPLAY PERFECTION

ATI's Avivo™ is the new reference for advanced imaging and video. Avivo's revolutionary technologies come together to enable superior quality and High-Definition (HD) visual experiences on the PC. Integrated into many upcoming ATI products, Avivo delivers PVR, HDTV and next-generation HD disc capabilities with vibrant, sharp images, and the smoothest video playback ever offered by ATI. Avivo also provides universal, professional-quality connectivity for all TVs and displays, ensuring the ultimate entertainment experience on your PC.



WITHOUT AVIVO



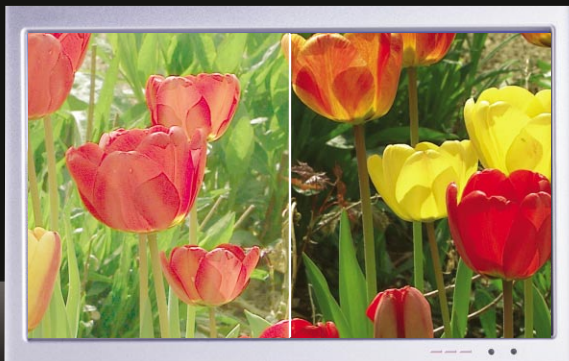
WITH AVIVO



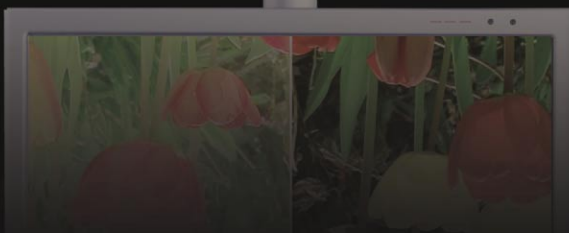
Sharp Video and Photos

Avivo enhances your digital video and photos, creating sharp images, crisp text, and vivid color. Boost the video quality captured by your Media PC and Personal Video Recorder with advanced 3D comb filtering and automatic gain control. Improve analog video signal quality and reduce annoying artifacts. Maintain clean images even at high display resolutions with Avivo's video scaling technology. Large or small, Avivo makes your displays come to life when viewing digital photography and video.

WITHOUT AVIVO



WITH AVIVO



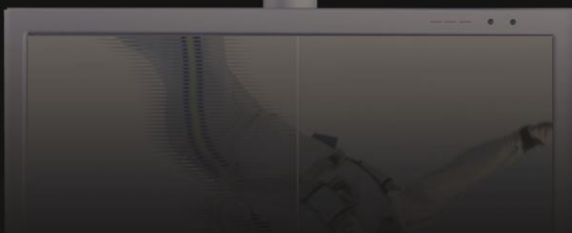
True-to-Life Image Reproduction

Get high image fidelity with CRT and LCD displays, TVs, rear projection and plasma TVs, as well as projectors. Avivo introduces new life to colors across the entire spectrum with an advanced 10-bit-per-color display engine. Gain better digital signal reception, and maintain cleaner video with hardware noise reduction. Enjoy high-quality analog video capture enabled by robust 12-bit analog-to-digital converters. With Avivo, any video paints a radiant canvas that will delight your eyes.

WITHOUT AVIVO

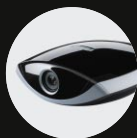
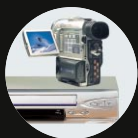
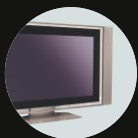


WITH AVIVO



Smooth Video Playback

Avivo's HD video playback enters the realm of high-end home theater systems. Free your CPU to devote more processing power to other applications with Avivo's hardware accelerated processing of new HD video formats, including H.264. Transform your movies and improve every image sent to your display with hardware post processing for superb stutter-free viewing. Avivo gives your video playback the smooth, fluid motion you want from your HD content.



WITH AVIVO



Universal Connectivity

Avivo leverages ATI's acclaimed Xilleon™ and Theater™ Digital TV technology found inside many of today's high-end consumer televisions to make your PC a universal multimedia hub. Dissolve connectivity barriers between PCs and consumer electronics devices. Outputs for virtually any TV via analog or digital interface, such as s-video, DVI or HDMI™, are complemented by inputs for cable, broadcast TV and other video sources. And advanced dual-link DVI interfaces support the largest high-resolution LCD displays. Your PC with Avivo becomes the ideal center for your entire digital home.

Avivo—Today and Tomorrow

Avivo enhances video capture, processing and playback, ensuring end-to-end high-fidelity from the moment video signals enter your PC, all the way to the image displayed on your monitor. New ATI products incorporating Avivo technology support HDTV and coming technologies like HD disc formats such as Blu-ray and HD-DVD. Avivo redefines the ultimate visual experience for today's PCs, and sets the stage for tomorrow's exciting possibilities.





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