Digital Signage and display wall solutions are rapidly evolving from single screen set-ups displaying static images or pre-recorded video. System Integrators, hardware and software vendors are seeking to push technological boundaries and employ more compelling solutions using dynamic media with interactive user interfaces and multiple high-resolution displays.

AMD is an established player in the Digital Signage market, delivering high-performance graphics with AMD FirePro™ technology. AMD FirePro™ technology for display walls are built for demanding applications and offer the level of reliability, cost-effectiveness and scalability needed in display wall configurations applications today.

**Target Market:**
- Multi-monitor Display Walls

**Applications:**
- Entertainment & Events
- Collaborative Environments
- Advertising & Point-of-Sale
- Informational Displays
- Operation & Process Control Centers

**Challenges:**
- Complexity of configuration
- Combining 2D / 3D graphics with live video
- Maximising screen real-estate

**Solution:**
AMD FirePro™ and AMD Eyefinity multi-display technologies are designed with the highest quality, reliability and application performance in mind, delivering real-value and advanced performance for multi-monitor display wall configurations at every price point.

**Partners:**
- ISVs: e.g. BrandFirst, Dataton, Mechdyne, Mersive, Mitsubishi Electric, Omnivex, Scala, Scalable Display Technologies, VDC Display Systems, Ventuz and more
- Content Agencies: e.g. Stereolize
- System Integrators: e.g. ICG

**References:**
- Channel4 ITN News (Broadcast Studio)
- Hublot (High-end Retail PoS)
- WDR (Weather Forecast)

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**SOLUTION OVERVIEW | DISPLAY WALLS**

**Scalable Multi-Display Solutions**

AMD FirePro™ and AMD Eyefinity technologies power the next generation of display walls with interactive and dynamic media content across multiple displays.

Digital Signage and display wall solutions are rapidly evolving from single screen set-ups displaying static images or pre-recorded video.

System Integrators, hardware and software vendors are seeking to push technological boundaries and employ more compelling solutions using dynamic media with interactive user interfaces and multiple high-resolution displays.

AMD is an established player in the Digital Signage market, delivering high-performance graphics with AMD FirePro™ technology. AMD FirePro™ technology for display walls are built for demanding applications and offer the level of reliability, cost-effectiveness and scalability needed in display wall configurations applications today.

**Flexible configure multi-display set-ups**

AMD FirePro™ features AMD Eyefinity technology, a unique multi-display technology enabling up to six displays to be driven from a single workstation with one GPU. Using only one workstation or desktop with multiple AMD FirePro™ cards, it is possible to create scalable video-walls with 12 or more screens. To achieve the same result, other vendors require the use of complex and expensive multi-GPU configurations or clusters of systems.

**Solution Overview**

**Designed for Display Walls: the AMD FirePro™ W600**

The industry's most powerful solution for multi-display display walls—no other professional graphics manufacturer offers a single card capable of driving up to six displays (with independent audio streams), offers the latest graphics memory for optimal multimedia application performance and consumes 75W at maximum power.

**Partners**
- ISVs: e.g. BrandFirst, Dataton, Mechdyne, Mersive, Mitsubishi Electric, Omnivex, Scala, Scalable Display Technologies, VDC Display Systems, Ventuz and more
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1 AMD Eyefinity technology supports up to six DisplayPort™ monitors on an enabled graphics card. Supported display quantity, type and resolution vary by model and board design; confirm specifications with manufacturer before purchase. To enable more than two displays, or multiple displays from a single output, additional hardware such as DisplayPort-ready monitors or DisplayPort 1.2 MST-enabled hubs may be required. Maximum two active adapters supported. See www.amd.com/eyefinityfaq for full details.

2 As of May 2013, Matrox does not offer a product that features GDDR5 memory or supports DisplayPort 1.2 and multi-stream audio support, and NVIDIA does not offer a single-slot solution capable of driving six, eight or more displays without using DisplayPort 1.2 MST hubs.
AMD offers a full range of leading-edge multi-display graphics products for configuring multi-monitor display walls, delivering high display density and scalability. Solutions can start with cost-effective single small form-factor (SFF) systems capable of driving up to six displays, ideal for Point-of-Sale and smaller kiosk applications. More powerful systems coupled with high-end AMD FirePro™ and AMD Eyefinity technology push the boundaries of traditional solutions, allowing the creation of massive display walls or ultra-high-resolution displays, including 4K.

Leading-edge Display Scalability

- Drive 12 or more screens from a single desktop or workstation
  - Select AMD FirePro™ with AMD Eyefinity technology feature up to six display outputs from a single GPU
  - Use two AMD FirePro™ W9000 cards to drive up to 12 screens or projectors
  - An optional ATI FirePro™ S400 Framelock/Genlock synchronisation module when synchronisation to external sources is required or to support 3D rendering synchronisation of multiple GPUs in different systems
  - AMD FirePro™ W9000 features six Mini DisplayPort display outputs and supports DisplayPort 1.2, for a maximum per display resolution of 4096 x 2160

Leading-edge Display Density

- Drive four or six screens or one 4K display from one small form factor (SFF) system
  - AMD FirePro™ multi-view cards are optimised for use with SFF systems
  - They deliver a maximum in display connectivity in a low-profile form-factor
  - The use of GPUs with low power consumption allow these cards to be cooled passively for high reliability and longevity
  - AMD FirePro™ 2270 (dual output) and ATI FirePro™ 2460 (quad output) consume 14-50% lower power than competing NVIDIA graphics cards, and feature quiet, fan-less designs for higher MTBFs, helping to increase reliability and lower TCO
  - Combine one AMD FirePro™ 2270 with one ATI FirePro™ 2460 and drive up to six displays from a single system, showing one set of content on two of the screens and another set on the other four

AMD FirePro™ Advantages at a Glance

Three-year warranty and extended availability
Compared to consumer graphics, AMD FirePro™ graphics cards have a planned minimum four-year lifecycle.

Software Optimization
AMD FirePro™ graphics cards are optimized for leading display wall applications from Mitsubishi Electric, Ventuz, Vizrt, and other specialized vendors.

Highest level of customer support
Customers have the ability to contact the AMD technical team directly.

AMDFirePro™ for display walls are designed for multi-monitor configurations requiring the highest visual quality, reliability and multimedia application performance. Advanced visual quality, high display densities and dedicated display wall features, coupled with a long life cycle, make AMD FirePro™ a compelling choice.

1 AMD FirePro™ 2270/2270 x1 professional graphics cards (512MB) consume 15W at maximum power, and ATI FirePro™ 2460 consumes <20W at maximum power, compared to NVIDIA NVS 300 (dual output) at 17.5W, NVS 310 at 19.5W (dual-output), NVS 450 and 510 at 35W (quad output) and NVS 420 (quad output) at 40W at maximum power. See http://www.nvidia.com/object/desktop-nvs.html.

2 AMD PowerTune and AMD ZeroCore Power are technologies offered by certain AMD FirePro™ products, which are designed to intelligently manage GPU power consumption in response to certain GPU load conditions. Not all products feature all technologies – check with your component or system manufacturer for specific model capabilities.

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