

ASUS Launches New Matrix Series Graphics Cards with ASUS ROG EN9600GT MATRIX/HTDI/512M

World's Most Intelligent Graphics Card to Fulfill All Gamers' Needs

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ASUS, producer of top quality graphic solutions, has today introduced the world's most intelligent graphics card with the ASUS ROG (Republic of Gamers) EN9600GT MATRIX/HTDI/512M. Much like a sci-fi movie where the protagonists can do just about anything, the ROG MATRIX Series will allow gamers to unleash the true power of graphics cards. This cutting-edge piece of hardware is equipped with the ASUS Super Hybrid Engine for automatic detection and adjustments of voltage, clock setting and fan speeds to achieve the ultimate in performance or maximum energy saving. Additionally, the Hybrid Cooler technology offers extreme or silent cooling according to gamer needs; while iTracker provides 5 scenario GUI modes for easy user selection for their preferred usage.

About the launch of this new graphics card, Mr. Vinay Shetty - Business Manager, Components, ASUS (India) said, "We are introducing the ASUS ROG Matrix Series graphics cards to provide gamers and connoisseurs of high end graphics card with cutting edge technology that fulfills all their gaming needs. The various intelligent innovations in these graphics cards once again highlight ASUS' commitment to making innovative products that benefit the end users and provide the ultimate user experience."

The Key to Gamers' Unfulfilled Needs

The ROG is committed to deliver the most innovative and ultimate performance PC solutions for enhanced usage experiences for power users and gamers. The ASUS ROG Matrix Series is able to provide total hardware control and unleashes the true power of the graphics card - all the while reducing unnecessary power consumption. By combining three powerful features: Super Hybrid Engine, Hybrid Cooler and iTracker, 26% performance boosts in 3D mode can be achieved; while 26% less power consumption and 0dB cooling can also be guaranteed under the 2D mode.

Auto Hardware Detection and Adjustments with Intelligent Super Hybrid Engine

The new Super Hybrid Engine technology showcases its intelligence through a two-fold process. It first gathers detailed information regarding the GPU loading and temperature, memory and power IC; and then calculates an optimized solution for best performance. All this happens in real time, without the need for users to tinker with settings - providing automatic multi-level GPU and memory voltage adjustments for the ultimate graphical performance or maximum energy savings.

Hybrid Cooler for Auto-managed Proactive Cooling

The leading and intelligent thermal innovation Hybrid Cooler draws its inspiration from Hybrid cars of the same namesake. With a revolutionary combination of the fan and heatsink solutions on one card, the Hybrid Cooler assures guaranteed performance with power savings in mind. When required, the fan and heatsink will work together for optimum cooling, while the fan is automatically controlled according to advanced GPU loading detection - providing users with more proactive

cooling and power savings in the event of lower graphics utilization - much like real Hybrid cars.

iTracker Offers Easy User Selection for the Most Suitable Usage

The iTracker provides 4 default profiles for entry-level gamers: Optimized Mode, Gaming Mode, Power Saving Mode and Default mode. Built-in with the Super Hybrid Engine technology, it also displays real-time graphics card information that includes the GPU/shader/memory clock, GPU/memory voltage, GPU loading, GPU/memory/power IC/ambient temperature, and fan speed. In addition, the 5th profile - the User Defined Mode, allows timely adjustments that include GPU/shader/memory clock, GPU/memory voltage, and fan speeds to suit different individual requirements.

Up to 26% Faster in 3D Mode

With the ASUS ROG EN9600GT MATRIX/HTDI/512M in 3D mode, gamers can expect GPU and memory voltage boosts from 1.15V up to 1.34V and from 2V up to 2.01V respectively. Erstwhile, the GPU, shader and memory clock performances are boosted from 650MHz up to 800MHz, from 1625MHz up to 2000MHz, and from 900MHz up to 1100MHz respectively. Such unprecedented performance upgrades help to elevate the ROG EN9600GT MATRIX's 3DMark Vantage Extreme Mode score from 1320 to 1662 - an astonishing 26% improvement in speed when compared to any other reference designed board*. Gamers can now feel the adrenaline rush of superb gaming performance with the ASUS ROG EN9600GT MATRIX/HTDI/512M.

Up to 26% Power Saved & 0dB in 2D Mode

When in 2D modes, less power consumption is required and the ASUS ROG EN9600GT MATRIX/HTDI/512M reduces GPU and memory voltages from 1.15V up to 0.9V and from 2V up to 1.772V respectively for energy savings and 0dB cooling. Besides this, the Auto Phase Switch technology is utilized to optimize the power supplied by the power phase for maximum power efficiency. Such unprecedented voltage reduction; plus the Auto Phase Switch technology, lowers the ROG EN9600GT MATRIX's power consumption from 25.54W to 18.82W - an astonishing 26% in savings when compared to any other reference designed board**. Additionally, under 2D modes with Hybrid Cooler, fans will no longer be needed to dissipate heat away - therefore allowing users to enjoy absolute 0dB cooling for comfortable computing environments.

Note:

*Performance Configuration

MB: ASUS P5N-T Deluxe

CPU: Intel QX9650

Memory DIMM: DDR2-533 2GB

3DMark Vantage Extreme Mode

Overclocking capabilities may vary when using different cards

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CPU: Intel QX9650

Memory DIMM: DDR2-533 2GB

2D idle mode

Specifications

Model

EN9600GT MATRIX/HTDI/512M Graphics Engine GeForce 9600GT

Video Memory

512M DDR3

Engine Clock

650 MHz

Shader Clock

1625MHz

Memory Clock

1.8GHz (900MHz DDR3)

Memory Interface

256 bit

DVI Max. Resolution

2560 * 1600

Bus Standard

PCI Express 2.0

DVI Output

DVI-I

HDCP compliant

YES

HDMI Output

YES**

D-Sub Output

YES, via DVI to D-Sub adaptor

HDTV Output

YES, via HDTV Out cable

TV Output

YES, via S-Video to Composite

Adaptor/Cable Bundled

DVI-to-D-Sub adaptor

HDTV-out cable

Power Cable

Software Bundled

ASUS Utilities & Driver

Notes

The card size is 4.376 inches x 9 inches

• Specifications are subject to change without notice.

• PCB color and bundled software versions are subject to change without notice.

• Brand and product names mentioned are trademarks of their respective companies.

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ASUS is a leading company in the new digital era. With a global staff of more than eight thousand and a world-class R&D design team, the company's turnover for 2007 was 6.9 billion U.S. dollars. ASUS ranks among the top 10 IT companies in *BusinessWeek's* 'InfoTech 100' and has been on the listing for 11 consecutive years. ASUS was also selected by the *Wall Street Journal Asia* as No.1 in

Quality and Services in Taiwan. Its product portfolio includes notebooks, motherboards, graphics cards, optical drives, LCD monitors, information appliances, desktop PCs & PC components, servers, wireless solutions, mobile phones, handhelds, digital home solutions, broadband communication products and networking devices.

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