

Trends in Graphics Architecture

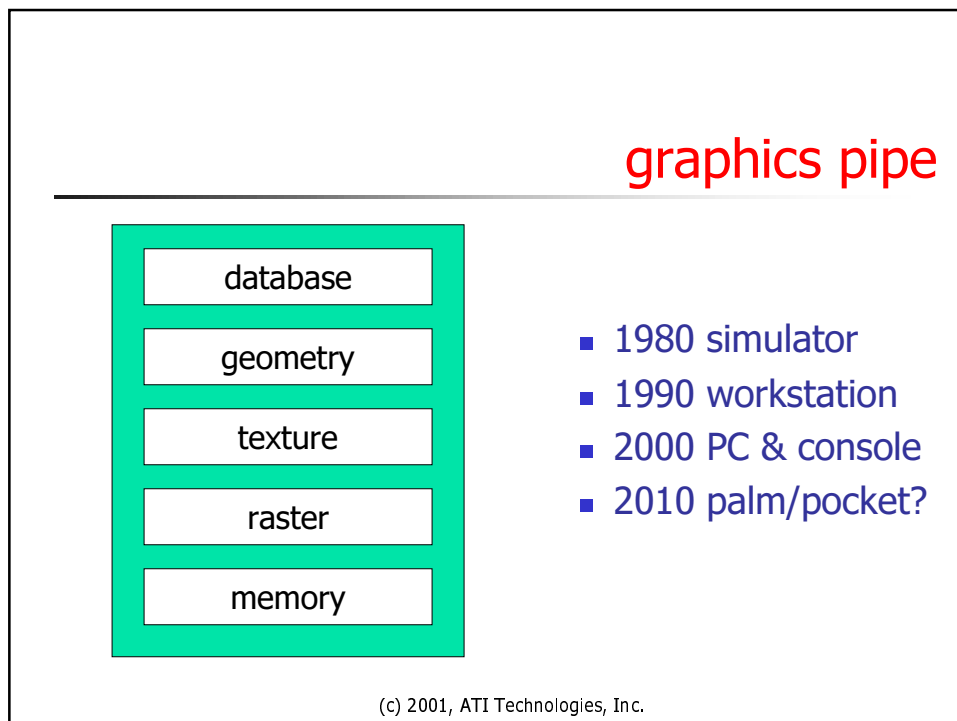
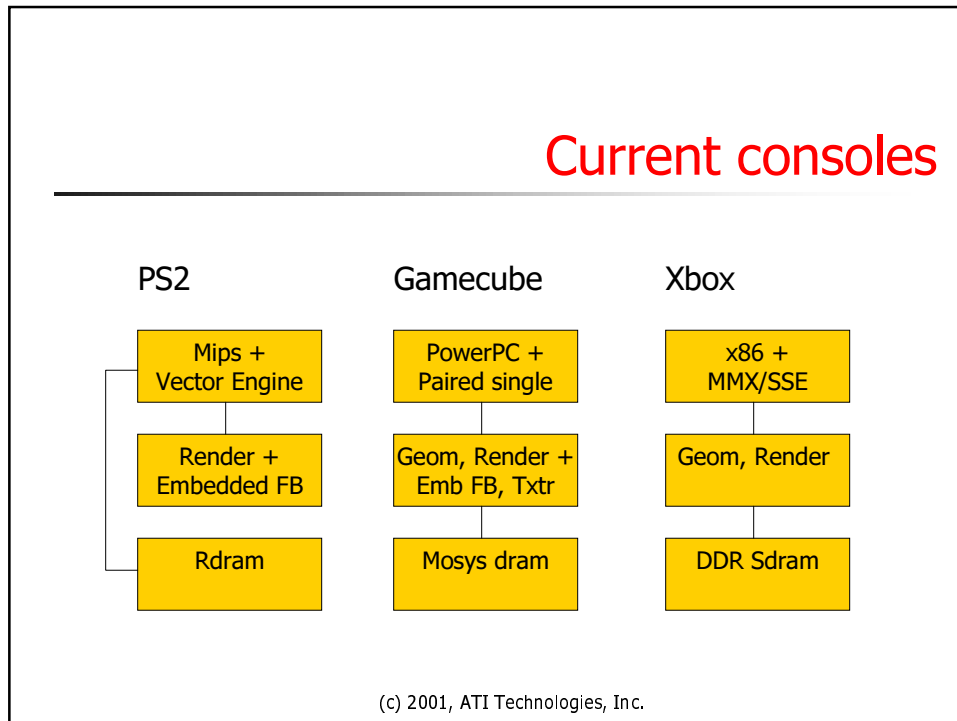
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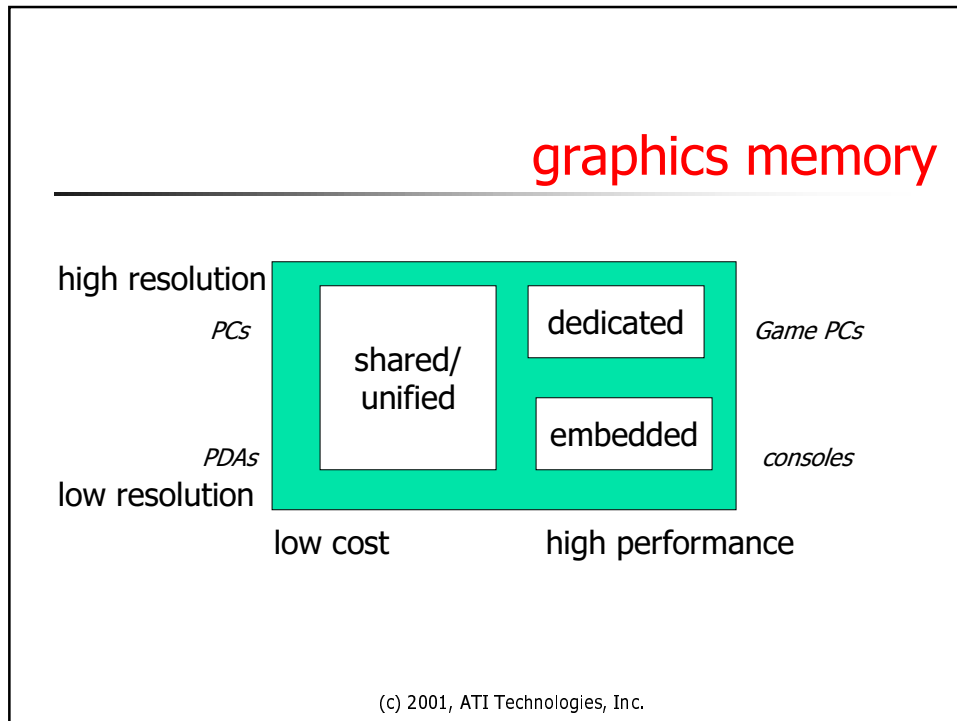
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graphics business

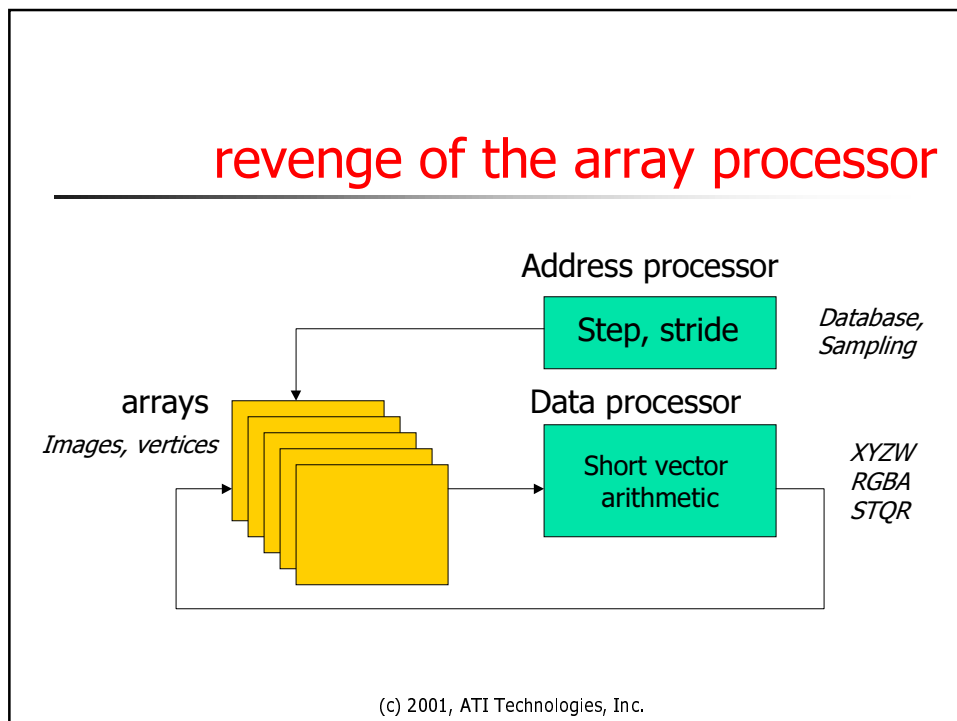
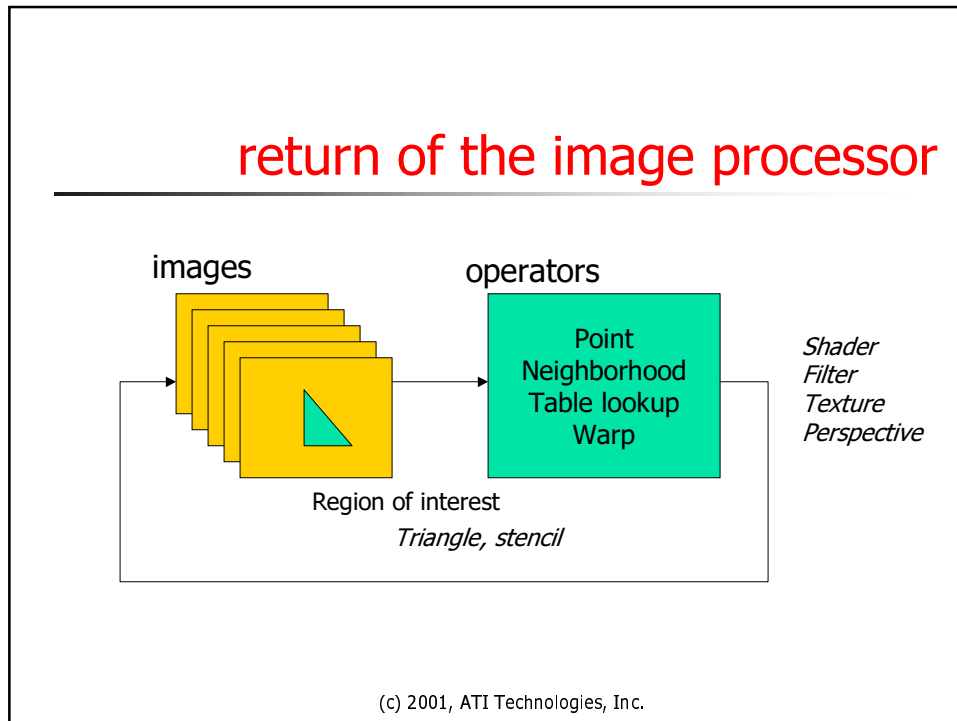
- ~\$20M to develop a graphics chip
- Lucky to net ~\$10 a chip
- Only game platforms have enough volume
 - Novelty supercedes fidelity
- PC's offer many design win opportunities
 - But model and API velocity limit lifecycle
- Consoles live long and prosper
 - But only 2.5 design wins per cycle

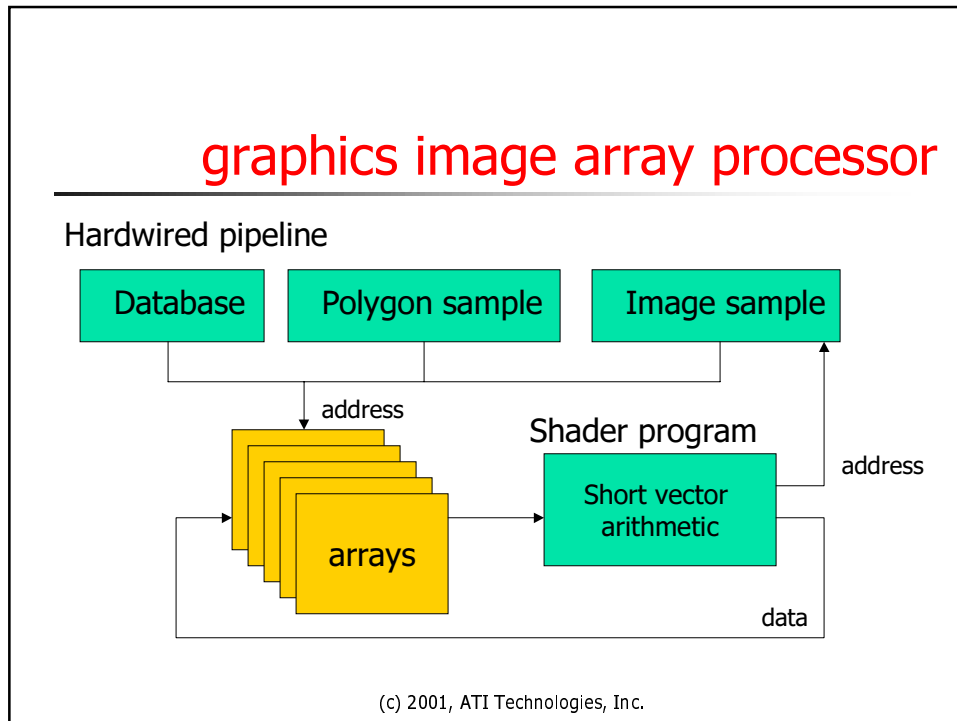
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- ### graphics programmability
- CPU
 - Less than compelling 3D
 - 80's bitslice, DSP, sundry
 - Lag in clock speed, software
 - 90's CPU plus simd coprocessor
 - Lag in memory throughput, addressing
 - 00's standalone simd coprocessor ('shader')
 - TBD
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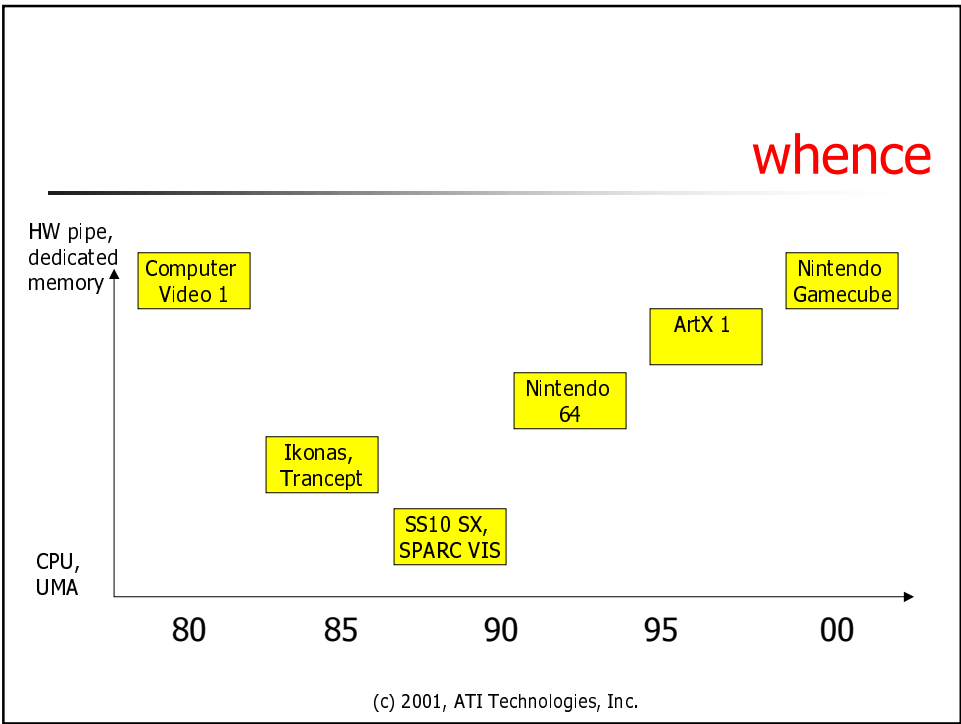


- ### whither
- Generalization is likely
 - Addressing, branching, threading, virtual memory
 - Cheap fast things devour big complex ones
 - Unit growth in pocket/palm entertainment
 - But programmability can be scalable
 - Perhaps SOC CPU + simd + database/samplers
 - And business overpowers technologies
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denial

- Global illumination is very useful
 - Simply enable shadows, reflection, refraction
- Global illumination is very hard
 - Sort violates the pipe
- So circulate lots of images, arrays
 - Novelty supercedes fidelity

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why

- De-evolutionary optimization
 - Direct to icon to symbol and back
- Evolutionary light prosthesis
 - Compensation for our visual asymmetry
- An instrument
 - Enable the top of the pyramid

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