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Subject: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Aprime](#) on Sat, 22 Jul 2006 04:45:52 GMT  
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<http://www.dailytech.com/article.aspx?newsid=3453>

A \$5.6B deal is about to close on an unprecedented merger According to a report on the Globe and Mail, the board of directors at AMD has allegedly approved the take over of Canadian graphics firm ATI Technologies. The reports said that the information was released by an investment banker that was part of the discussions. According to other sources, AMD executives were also seen at ATI's headquarters in Thornhill, Ontario. The report indicated that AMD is considering a \$5.6 billion takeover bid for ATI.

Speculation and rumors have run rampant over the last several months about the possible merger between AMD and ATI, but no concrete details have been revealed. According to reports on ATI's share prices, the company's shares have been trading at double the usual volume today. Analysts said that AMD would be making an offer of 20 to 40 percent premium to ATI's current share price. ATI shares traded at \$16.12 on the Nasdaq today during after hours, which is up 39 cents from yesterday's closing.

According to Eric Gomberg, an analyst for investment bank Thomas Weisel Partners, "there has been considerable industry speculation that AMD may pursue an acquisition of ATI Technologies, although such an outcome is by no means certain." Gomberg's comment came in earlier this week, but word circulating around investment bankers who are aware of the talks between ATI and AMD surfaced just several hours ago.

Recent reports indicated that Intel roadmaps no longer included ATI chipsets. Although Intel had been producing motherboards using ATI logic, upcoming boards like those that support Core 2 processors are void of any chipset from ATI. Interestingly, ATI and Intel had agreed to several cross-licensing programs that allowed them to take advantage of some of each other's technologies. Several analysts however, indicated that the merger between AMD and ATI to be "out of strategy for AMD and out of focus. Stupidity is no barrier to tech mergers."

A report on the Wall Street Journal confirms the talks between AMD and ATI (subscription required) today. Although the deal is not final, the report said that representatives from both companies declined to comment.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Zion](#) on Sat, 22 Jul 2006 04:49:03 GMT  
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Comrade wrote on Fri, 21 July 2006

A \$5.6B deal is about to close on an unprecedented merger The report indicated that AMD is considering a \$5.6 billion takeover bid for ATI.

Wow, i can more than double that(!)

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [z310](#) on Sat, 22 Jul 2006 04:51:18 GMT  
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Sounds like a great idea to me.

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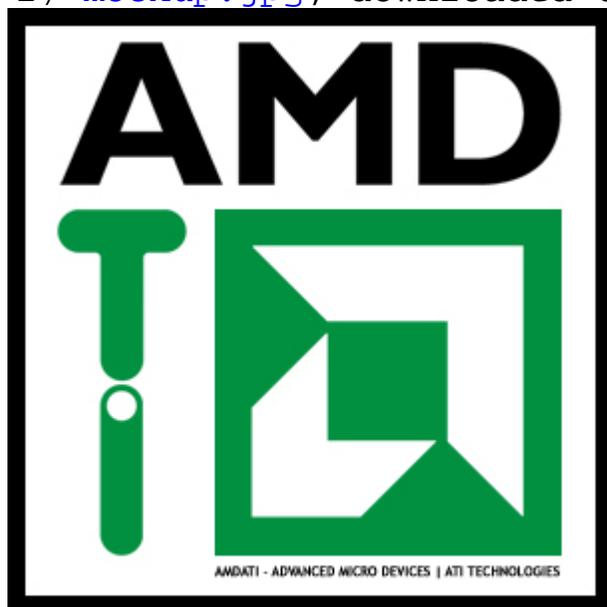
Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Aprime](#) on Sat, 22 Jul 2006 05:07:56 GMT  
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Because I can.

#### File Attachments

1) [mockup.jpg](#), downloaded 612 times



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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Doitle](#) on Sat, 22 Jul 2006 05:26:44 GMT  
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This greatly worries me. I may need to switch over to ATI. But I don't know anything about ATI cards. I'll need to bone up on my video cards.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Aprime](#) on Sat, 22 Jul 2006 05:44:12 GMT  
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Don't make assumptions alright.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Dave Anderson](#) on Sat, 22 Jul 2006 06:10:52 GMT  
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ATI has a bad history of lame drivers. And the latest series of Nvidia cards smoke the latest series of ATI cards.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [AmunRa](#) on Sat, 22 Jul 2006 08:37:04 GMT  
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I've been an ati person for a while now. I'd be pissed to see them owned by such a shit company.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Aprime](#) on Sat, 22 Jul 2006 08:56:52 GMT  
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LOL! AMD SUCKING, HAHAHAHAHAHAHAHAHAHAAAA!!!  
Were you unconscious since the launch of the Pentium 4 or what?

Dave Anderson wrote on Sat, 22 July 2006 02:10ATI has a bad history of lame drivers. And the latest series of Nvidia cards smoke the latest series of ATI cards.

I've never had issues with any of their drivers, but had a pretty tough experience when I switched to Nvidia.

As for the "cards owning ATI's" statement, I'd like you to know that the 7950GX (or whatever) doesn't really count, and that ATI is about to release a new series, the X1950.

(7900GTX and the X1900XTX are considerably equal benchmark-wise, and ATI's cards get a performance boost after each new driver release)

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Renx](#) on Sat, 22 Jul 2006 15:23:54 GMT  
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I wish people would stop running around with the idea that AMD is going to completely alienate everything to do with nvidia from their products, or the other way around. Folks that's just not going to happen.

Right now, without a doubt, nvidia makes the majority of chipsets for AMD platforms. Nvidia is not going to stop producing AMD chipsets because of this merger, they'd be pulling out of a massive section of their market. I highly doubt AMD or ATI could make up for them either.

Quote:This greatly worries me. I may need to switch over to ATI. But I don't know anything about ATI cards. I'll need to bone up on my video cards.

They're not going to release drivers or updates that just cause nvidia hardware to stop working... Come on now.

The major reason behind this merger is fabs. Both companies want the ability to produce more chips and produce them faster. Currently I don't think ATI has any of their own fabs, so this merger would give them access to AMD's fabs. AMD want money to build more fabs.

NONE of these companies want to lose money, so anything dramatic happening within the next year at least is incredibly unlikely. If anything, you will just slowly start to see more coming out on the AMD+ATI side of things. As you'll get more benefits for going AMD+ATI as they come up with new technologies that work with each other. AMD+Nvidia will still work, and so will Intel+ATI. Everyone needs to stop thinking so negatively.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [mrpirate](#) on Sat, 22 Jul 2006 15:48:45 GMT  
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Dave Anderson wrote on Sat, 22 July 2006 02:10ATI has a bad history of lame drivers. And the lastest series of Nvidia cards smoke the lastest series of ATI cards.

I'm surprised you can post here from all the way back in 2001.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Doitle](#) on Sat, 22 Jul 2006 19:19:42 GMT  
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You misunderstood me Renx. What I meant is I may need to switch over to ATI cards to help support AMD, because of my brand loyalty.

Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [light](#) on Sat, 22 Jul 2006 22:03:48 GMT  
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mrpirate wrote on Sun, 23 July 2006 03:48Dave Anderson wrote on Sat, 22 July 2006 02:10ATI has a bad history of lame drivers. And the latest series of Nvidia cards smoke the latest series of ATI cards.

I'm surprised you can post here from all the way back in 2001.

nVidia have always had better driver support for Linux, ATI just doesn't care. As for Windows there isn't much in it IMHO.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [PaRaDoX](#) on Sat, 22 Jul 2006 23:08:05 GMT  
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AMD is win. If AMD bought ATI think of what they could do to their video cards. Think for a sec... AMD Video cards...

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Dave Anderson](#) on Sat, 22 Jul 2006 23:45:15 GMT  
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mrpirate wrote on Sat, 22 July 2006 09:48Dave Anderson wrote on Sat, 22 July 2006 02:10ATI has a bad history of lame drivers. And the latest series of Nvidia cards smoke the latest series of ATI cards.

I'm surprised you can post here from all the way back in 2001.

They still have a bad history of lame drivers to this day. I know so many people who still have to hassle with the newest ATI drivers all the time. They have improved quite a bit from how bad they used to be, but never-the-less it is still somewhat bad.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [mrpirate](#) on Sun, 23 Jul 2006 00:23:06 GMT  
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I haven't really heard anything bad about ATI's drivers. Certainly, their drivers have improved significantly since, say, 5 years ago. Neither one of us knows enough people to make any extrapolations about how prone a set of drivers is to have problems.

Finally, I was under the impression that the GeForce 7600 series was slightly faster than the Radeon X1600 series (although correspondingly more expensive) but the Radeon X1900 XTX slightly edged out the GeForce 7900 GTX. It's a mistake, to me, to think that one of ATI or Nvidia is far better than the other.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [jnz](#) on Sun, 23 Jul 2006 00:25:44 GMT  
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AmunRa wrote on Sat, 22 July 2006 09:37 I've been an ati person for a while now. I'd be pissed to see them owned by such a shit company.

Did you say that amd is a shit company???

amd processors can beat intell anyday. not to mention that every intell computer i have had is very slow and cannot multitask very well. i have been building amd computers for a couple of years now and everyone that has had one has had no problems and say it is faster than there old (\*broken\*) pentium 4 computers. none of them have complained about it breaking.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [glyde51](#) on Sun, 23 Jul 2006 00:55:48 GMT  
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Sounds good. Epic merging maneuver.

On a side note, Omega drivers for the win.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [sterps](#) on Sun, 23 Jul 2006 02:12:08 GMT  
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Dave Anderson wrote on Sat, 22 July 2006 16:10 ATI has a bad history of lame drivers. And the latest series of Nvidia cards smoke the latest series of ATI cards.

How do they own ATI? If you are talking about nvidias SLI, have you heard of ATI's crossfire?

Anyway i dont know what to think of this, but possibly that ATI cards may only be made for AMD's, which is ok at the moment bcoz i would go for the both of them.

But would other people like this?

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Doitle](#) on Sun, 23 Jul 2006 03:20:59 GMT  
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glyde51 wrote on Sat, 22 July 2006 19:55 Sounds good. Epic merging maneuver.

Ha ha ha, that's hilarious. YTMND \m/

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Renx](#) on Sun, 23 Jul 2006 04:54:19 GMT  
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steps wrote on Sat, 22 July 2006 23:12 Dave Anderson wrote on Sat, 22 July 2006 16:10 ATI has a bad history of lame drivers. And the latest series of Nvidia cards smoke the latest series of ATI cards.

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Anyway i dont know what to think of this, but possibly that ATI cards may only be made for AMD's, which is ok at the moment bcoz i would go for the both of them.  
But would other people like this?

Like I said earlier, ATI doesn't like to lose money. They're not going to cut off their products from the majority of computer users.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Aprime](#) on Mon, 24 Jul 2006 15:52:28 GMT  
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<http://www.dailytech.com/article.aspx?newsid=3468>

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Renx](#) on Mon, 24 Jul 2006 17:26:18 GMT  
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<http://www.amd.com/us-en/Corporate/V...110899,00.html>  
<http://www.ati.com/companyinfo/about/amd-ati.html>

[http://techgag.com/article/amd\\_ati\\_what\\_could\\_it\\_mean\\_for\\_u s](http://techgag.com/article/amd_ati_what_could_it_mean_for_u_s)

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [bandie63](#) on Mon, 24 Jul 2006 18:58:13 GMT  
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So, what will it be called? ATIMD? AMDI?

Seriously though, I'm excited to see what kind of products will be developed. This can only be good for the end user.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [DreamWraith](#) on Mon, 24 Jul 2006 20:00:29 GMT  
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considering AMD is outright BUYING ATI, i would assume it would be called AMD.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [KIRBY-098](#) on Mon, 24 Jul 2006 20:03:32 GMT  
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And here I was all depressed that Dell bought Alienware.....

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Jaspah](#) on Mon, 24 Jul 2006 20:22:06 GMT  
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help-linux wrote on Sat, 22 July 2006 20:25AmunRa wrote on Sat, 22 July 2006 09:37I've been an ati person for a while now. I'd be pissed to see them owned by such a shit company.

Did you say that amd is a shit company???

amd processors can beat intell anyday. not to mention that every intell computer i have had is very slow and cannot multitask very well. i have been building amd computers for a cuple of years now and everyone that has had one has had no problems and say it is faster than there old (\*broken\*) pentium 4 computers. none of them have complained about it breaking.

I'm guessing you weren't checking Intel's latest processors? Intel's Core 2 technology just swept the floor with AMD. I don't know what you're talking about.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger

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Posted by [Aprime](#) on Mon, 24 Jul 2006 20:36:27 GMT

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Who cares? That doesn't make AMD a "shit company".

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger

Posted by [Jaspah](#) on Mon, 24 Jul 2006 22:50:45 GMT

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Comrade wrote on Mon, 24 July 2006 16:36Who cares? That doesn't make AMD a "shit company".

I didn't say that, now did I?

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger

Posted by [Aprime](#) on Mon, 24 Jul 2006 23:30:15 GMT

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Never said you did, I was just saying.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger

Posted by [Renx](#) on Tue, 25 Jul 2006 00:40:33 GMT

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DreamWraith wrote on Mon, 24 July 2006 17:00considering AMD is outright BUYING ATI, i would assume it would be called AMD.

Doubtful. ATI will most likely keep its name just because it's so well known in the industry.

That'd be like Dell getting rid of the Alienware name when they bought them. Or HP getting rid of the Compaq name.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger

Posted by [Doitle](#) on Tue, 25 Jul 2006 02:43:08 GMT

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Did you see the benchmarks by hard OCP in gaming? If 2fps is SWEEPING then yes the Core 2 Duo swept the AMD FX.

<http://enthusiast.hardocp.com/article.html?art=MTEwOCwxLCxoZ W50aHVzaWFzdA==>

The average fps ratings on most of them were within .5 of each other.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [DreamWraith](#) on Tue, 25 Jul 2006 05:21:41 GMT  
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Renx wrote on Mon, 24 July 2006 20:40DreamWraith wrote on Mon, 24 July 2006 17:00considering AMD is outright BUYING ATI, i would assume it would be called AMD.

Doubtful. ATI will most likely keep its name just because it's so well known in the industry.

That'd be like Dell getting rid of the Alienware name when they bought them. Or HP getting rid of the Compaq name.

Actually, my post was made in sarcastic tone, because I already knew the answer.

I read the press release, and related information.

[http://www.amd.com/us-en/0,,3715\\_14197\\_14208,00.html#110649](http://www.amd.com/us-en/0,,3715_14197_14208,00.html#110649)

Quote:Q: What will the combined company operate as?

A: The combined company will operate as AMD.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger  
Posted by [Carrierll](#) on Tue, 25 Jul 2006 11:43:55 GMT  
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Two things:

One: I've been an Intel user all my life, three PCs, three intel processors. When we get the fourth (shortly) it will be an Intel Dual core 64 bit

Due to the varied things I use my PC for, I need the floating point capability (pfft, spelling error) of an Intel processor. AMD can't do floating point as quick as Intel, infact, they suck at it.

Two: The original graphics card in my current machine was Nvidea. I couldn't even adjust the settings. When i bought SWBFII (Star Wars, BattleFront II) I needed a better graphics card. finding a Radeon 9550 for about £70 I thought, "ok, let's give this a shot". It installed perfectly, runs perfectly, and Renguard/Renegade take longer to load than my driver utililty. So that solved that.

Also, I think this may be teh ownage, but I'm not sure.

And: Crossfire FTW!!! (ooh, two X1900's on AFR rendering on ren, 200, 300 FPS?)

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger

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Posted by [Renx](#) on Tue, 25 Jul 2006 15:52:57 GMT

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The opposite of what everyone has been speculating:

[http://www.bit-tech.net/news/2006/07/24/intel\\_pulls\\_ati\\_chip\\_set\\_license/](http://www.bit-tech.net/news/2006/07/24/intel_pulls_ati_chip_set_license/)

However:

[http://www.bit-tech.net/news/2006/07/25/dfi\\_confirms\\_upcoming\\_rd600\\_chipset\\_for\\_intel/](http://www.bit-tech.net/news/2006/07/25/dfi_confirms_upcoming_rd600_chipset_for_intel/)

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger

Posted by [ADM](#) on Tue, 25 Jul 2006 19:45:55 GMT

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Dave Anderson wrote on Sat, 22 July 2006 19:45: mpirate wrote on Sat, 22 July 2006 09:48: Dave Anderson wrote on Sat, 22 July 2006 02:10: ATI has a bad history of lame drivers. And the latest series of Nvidia cards smoke the latest series of ATI cards.

I'm surprised you can post here from all the way back in 2001.

They still have a bad history of lame drivers to this day. I know so many people who still have to hassle with the newest ATI drivers all the time. They have improved quite a bit from how bad they used to be, but never-the-less it is still somewhat bad.

You're incorrect, for the past 8 months nVidia have had worse drivers than ATi. In the past 2 years there have been major issues regarding nVidia and cheating in benchmarks. ATi also have faster performance results in benchmarks and practically every major game out today when using Crossfire technology. ATi also has much better filtering power, and anti-aliasing (including adaptive AI and transparent AI) at high-resolutions. In the software developer market, ATi drivers are considered by far the easier to work with when programming when utilizing vertex shaders.

Just so you know, I'm a professional games developer and I use both nVidia and ATi hardware setups in my overclocked gaming rigs.

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Subject: Re: OT: OH SNAP! - ATI+AMD Merger

Posted by [bandie63](#) on Tue, 25 Jul 2006 21:27:29 GMT

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DreamWraith wrote on Tue, 25 July 2006 02:21: Renx wrote on Mon, 24 July 2006 20:40: DreamWraith wrote on Mon, 24 July 2006 17:00: considering AMD is outright BUYING ATI, i would assume it would be called AMD.

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So was mine.

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Posted by [Aprime](#) on Tue, 25 Jul 2006 22:08:29 GMT  
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TG DailyAnd then, of course, there is still the question what this new company will be called, when the acquisition will close as planned in the fourth quarter of this year. Wolford said that the deal still has to pass various steps, such as stockholder approval, and that more information on the branding will become available over the next months. At least for now, "the company" will act under the name of AMD, Wolford said.

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