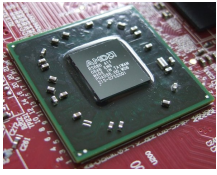


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By: Ionut Arghire, Hardware Editor



AMD's RS880 might hit Nvidia's Ion quite hard
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[AMD's RS880, a Rival to the \\$30 Ion](#)

Nvidia's platform three times more expensive than Intel's

One of the upcoming solutions that should make a stand on the market is AMD's RS880, a new integrated package that is reported to come along with the company's new Radeon HD 4200 graphics core. In addition, the product is also said to be able to deliver up to 15 percent more performance than similar solutions available at the moment.

The integrated graphics market is quite large, as anyone knows already, and Intel is the company that accounts for the highest market share, yet both Nvidia and AMD are struggling to gain more ground in the area. The Green Goblin is targeting the segment with its new Ion platform, yet it seems that AMD's RS880 might easily dethrone it when it comes to pricing. AMD's new DX10.1 chipset should arrive in the end of August, although no price has been unveiled.

As for Nvidia's GeForce 9400M single-chip core-logic, it has been around for some time now, yet only recently has the actual price of the platform been made public. Jen-Hsun Huang, Nvidia's CEO, has unveiled to the world that the price of the company's Ion platform is not as low as one might have expected; the solution comes to the market almost three times more expensive than Intel's Atom platform. That does not place Ion in a great light, one should admit it, and AMD could make a move with its RS880.

According to La Tribune, Jen-Hsun Huang said the following: "[The price of Nvidia's Ion chip] is between \$30 and \$35. This is significant, but it is [needed] to have a good high definition video on the screen." As Intel was reported to sell its Atom processors for \$45 a unit, the bundle with Nvidia's GeForce 9400M/Ion will run between \$75 and \$80, which does not sound that great.

The idea is, in the end, that Nvidia's solution does come to the market with impressive performance levels when compared to what Intel has to offer, and this outpaces in a way the high price. In case one goes for an Intel Atom-Nvidia Ion bundle, one would have to pay about 3 times more compared to Intel's default Atom only (the Atom chip and compatible core-logic set can be purchased for \$25).