

New NVIDIA GeForce GT 430 Is the Perfect GPU for Digital Media PCs

Newest Addition to "Fermi" Family Provides Immense Performance and Unique 3D Features Not Offered by Integrated Graphics Solutions

SANTA CLARA, CA -- NVIDIA today announced the latest addition to its Fermi class of graphics processing units (GPUs), the NVIDIA® GeForce® GT 430, which was specifically designed to provide the horsepower needed to power today's digital media PCs and provide the high definition video and audio experiences that desktop customers demand.

The GeForce GT 430 utilizes the Company's latest 40nm GPU, codenamed GF108, which is already designed into a variety of desktop and notebook platforms from the world's leading OEMs, including Acer, ASUS, Dell, HP, Lenovo, MSI, Samsung, Sony and others. For customers looking for a viable desktop upgrade from lowly integrated solutions, the GeForce GT 430 is a major step up, delivering unparalleled experiences in photo and video editing, Blu-ray 3D, as well as the next generation of GPU-accelerated Web browsers and Web content. And, when combined with NVIDIA 3D Vision™ technology and a compatible display, the GT430 is also the only GPU in its class that allows consumers to experience their digital content in full stereoscopic 3D.

Offering up to 1.5x the gaming performance of previous generation products, the GeForce GT 430 also adds support for DirectX 11 (DX11), the industry standard for game development. Most importantly, the GT 430 delivers unmatched out-of-the-box game compatibility(i) and playable frame rates in all of today's top 30 games(ii), when compared to integrated graphics solutions.

Key features of the new GeForce GT 430 include:

- Support for HDMI 1.4a, a TV standard for delivering 3D content and advanced multi-channel digital audio
- Special video engine to accelerate Blu-ray 3D content, delivering optimal 3D visuals at a full 1080p resolution
- High-definition 24-bit multi-channel audio up to 192KHz, and lossless DTS-HD Master Audio and Dolby TrueHD audio bit streaming
- Dedicated video processing engine for reduced system power and heat
- Support for NVIDIA PhysX® technology, the industry's most comprehensive, cross-platform physics solution

Starting today, the GeForce GT 430 is available as an add-in card from the world's leading suppliers, including ASL, ASUS, Colorful, ECS, EVGA, Gainward, Galaxy, Gigabyte, Innvision 3D, Jetway, KFA2, Leadtek, MSI, Palit, Point of View, PNY, Sparkle, Zotac and others.

Note to press: to download assorted GeForce GT 430 imagery, please visit: <http://www.flickr.com/photos/nvidia/sets/72157625013686617/>

About NVIDIA

NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the GPU in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from tablets and portable media players to notebooks and workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. The Company holds more than 1,100 U.S. patents, including ones covering designs and insights which are fundamental to modern computing. For more information, see www.nvidia.com.

Certain statements in this press release including, but not limited to, statements as to: the benefits, features, impact and capabilities of the GeForce GT 430 series of GPUs are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: our reliance on third parties to manufacture, assemble, package and test our products; global economic conditions; development of more efficient or faster technology; design, manufacturing or software defects; the impact of technological development and competition; changes in consumer preferences and demands; customer adoption of different standards or our competitor's products; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission including its Form 10-Q for the fiscal period ended May 2, 2010. Copies of reports filed with the SEC are posted on NVIDIA's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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(i) GeForce GT 430 vs. GeForce GT 220 at 1280x1024 in a variety of games, including Starcraft II, Battlefield: Bad Company 2, FarCry 2, H.A.W.X, Left for Dead 2 and Batman: Arkham Asylum with 4xAA (except no AA used for H.A.W.X.).

(ii) As measured by the NPD Group, an industry-leading market research company.

About NVIDIA

Since 1993, [NVIDIA](http://www.nvidia.com) (NASDAQ : NVDA) has pioneered the art and science of [visual computing](http://www.nvidia.com). The company's technologies are transforming a world of displays into a world of interactive discovery — for everyone from gamers to scientists, and consumers to enterprise customers. More information at <http://nvidianews.nvidia.com/> and <http://blogs.nvidia.com/>.

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