NVIDIA Continues the Fermi Revolution With GeForce GTX 465

Latest Consumer GPU Does DX11 Right With Multiple Tessellation Engines, 3D Vision and Blu-ray 3D Support

TAIPEI, TAIWAN -- COMPUTEX - Showcased as part of the NVIDIA® 3D Revolution press conference held today at the start of this year's Computex trade show, the newest entry to the NVIDIA Fermi™ architecture lineup of consumer GPUs -- the GeForce® GTX 465 -- has officially launched. Available now from the world's leading add-in card partners, system builders and OEMs, with a target price of $279, the GeForce GTX 465 GPU brings a new level of DirectX 11 performance to PC enthusiasts and gamers around the world.

The entire GeForce GTX 400 series of consumer GPUs was designed from the ground up to deliver potent gaming performance with the top-of-the-line GTX 480 delivering up to 8x faster geometry tessellation, than the closest competitive product. The new GTX 465 features 11 dedicated tessellation engines, resulting in outstanding performance at a new price point for GeForce GTX 400 GPUs. Tessellation allows game developers to take advantage of the GeForce GTX 400 series GPUs' ability to increase the geometric complexity of models and characters to deliver far more realistic and visually compelling gaming environments. Combined with support for NVIDIA 3D Vision™ technology, the industry's only complete 3D stereoscopic solution for the new category of 3D PCs, the GTX 465 offers gamers an attractive price point to play the latest cutting-edge titles at full HD, 1080p resolutions.

In addition to DirectX11 and NVIDIA 3D Vision, the GeForce GTX 465 GPUs also support enhanced gaming features found only on NVIDIA GPUs:

- NVIDIA SLI® technology, the most popular(1) multi-GPU solution.
- Support for Blu-ray 3D, with GPU decoding for enhanced 3D movie playback and 3D Internet streaming.
- NVIDIA PhysX® technology to bring games to life with dynamic, interactive environments.
- Next-generation CUDA™ architecture, the foundation for the world's most open GPU computing platform, with complete language and API support, including CUDA C/C++, DirectCompute, OpenCL, Java, Python, and Fortran for the broadest compatibility with GPU-accelerated applications, including Internet Explorer 9, Folding@home, and others.

"With GeForce GTX 465, now even more gamers can experience what DX11 gaming was meant to be," said Drew Henry, general manager of GeForce GPUs at NVIDIA. "By using these new GPUs to build 3D Vision PCs, these same gamers will truly immerse themselves into the future of PC gaming. We are passionate about building GPUs to make the PC the best platform for gamers!"

The GeForce GTX 465 is available starting today with an estimated retail price of $279 from leading add-in-card companies including ASUS, EVGA, Galaxy, MSI, Palit, PNY, Zotac and others.

Useful Links:

Supersonic Sled: Strap in, hold on, and get ready to experience DX11, GPU physics, and more!
www.nvidia.com/content/flash/SWFs/GF_100/GF_100_RocketSled_DX11_640x360.swf

Design Garage: Create a beauty-shot to remember with interactive ray tracing, the first time possible on a consumer-grade GPU!
www.nvidia.com/content/flash/SWFs/GF_100/GF_100_RTD_640x360.swf

Water demo: Look at how developers can create realistic water through DX11 tessellation!
www.nvidia.com/content/flash/SWFs/GF_100/GF_100_WATER_DEMO_640x360.swf

Hair demo: See realistic, lifelike hair enabled only by GPU tessellation!
www.nvidia.com/content/flash/SWFs/GF_100/GF_100_NEW_HAIR_Fix_640x360.swf

Useful Reading:

GTX 400 Graphics Architecture Whitepaper
http://www.nvidia.com/object/IO_89569.html

NVIDIA Fermi Compute Whitepaper
http://www.nvidia.com/object/IO_89570.html

Tags / Keywords:
DirectX 11, DX11, 3D, PC gaming, NVIDIA, GeForce, GF100, Fermi, GeForce GTX, ASUS, EVGA, Galaxy, MSI, Palit, PNY, Zotac

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 GTX 400 series of GPUs; and the Fermi architecture revolution; 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.

(1) Steam Hardware Survey April 2010, http://store.steampowered.com/hwsurvey/

About NVIDIA

Since 1993, NVIDIA (NASDAQ : NVDA) has pioneered the art and science of visual computing. 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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