

NVIDIA Unveils GeForce GTX 780 Ti: The Best Gaming GPU on the Planet

SANTA CLARA, CA -- NVIDIA today introduced the NVIDIA® GeForce® GTX™ 780 Ti GPU, which delivers incredibly smooth frame rates for gaming at extreme resolutions to this fall's hottest PC games, including [Assassin's Creed IV--Black Flag](#), [Call of Duty: Ghosts](#) and [Batman: Arkham Origins](#).

Unquestionably the fastest gaming GPU in the world, the GeForce GTX 780 Ti does more than win benchmarks for highest frames per second. It also delivers frames seamlessly with cool, quiet operation that is critical to providing an immersive gaming experience.

The GTX 780 Ti is powered by the NVIDIA Kepler™ architecture, the most efficient GPU architecture ever designed, which provides an advanced, low-thermal-density design that translates into better cooling, quieter acoustics and record-breaking performance.

The GTX 780 Ti also includes dedicated frame metering hardware to ensure gamers can experience the smoothest, most consistent frame delivery possible. And it supports the new [NVIDIA G-SYNC™ display technology](#), which eliminates screen tearing, and reduces display stutter and input lag -- the bane of gamers everywhere.

As cool looking as it performs, the GPU's striking industrial design includes an aluminum cover, LED-backlit GeForce GTX logo and clear polycarbonate window.

"This is the way faster should be done -- cool, quiet and beautifully constructed," said Kelt Reeves, president of Falcon Northwest. "GeForce GTX 780 Ti is a GPU I can easily recommend to our clientele as the best from every aspect: speed, reliability, quietness, power consumption, build quality, driver support and value. When you add in NVIDIA's increasingly valuable ecosystem of technologies like GeForce Experience, streaming your PC games to a SHIELD handheld, and the 'must-have' G-SYNC monitors, it's obvious that NVIDIA doesn't just want to make your frame rates better, they're making PC gaming better."

The GTX 780 Ti features 25 percent more cores than the GTX 780 GPU, includes a blazingly fast 7Gbps of onboard memory and supports NVIDIA GPU Boost™ 2.0 technology for greater customization, overclocking and performance options. Compared to the original GTX 780, the GTX 780 Ti is almost 21 percent faster on average.⁽¹⁾

The Most Advanced Gaming Technologies, Including NVIDIA G-SYNC

Several years in the making, [G-SYNC technology](#) synchronizes the monitor's refresh rate to the GPU's render rate, so images display the moment they are rendered. Scenes appear instantly. Objects are sharper and game play is smoother.

G-SYNC technology includes a G-SYNC module designed by NVIDIA and integrated into gaming monitors, as well as hardware and software incorporated into certain Kepler-based GPUs, such as the GeForce GTX 780 Ti.⁽²⁾

The GeForce GTX 780 Ti also supports NVIDIA's latest array of advanced gaming technologies, including NVIDIA [PhysX®](#) and [TXAA™](#). For gamers who demand the very best, [NVIDIA SLI® technology](#) -- the industry's preeminent multi-GPU solution -- scales to deliver even higher levels of performance with support for up to four-way configurations.

Each GeForce GTX GPU also includes [GeForce Experience™ software](#), which can automatically configure game settings to ensure the best overall experience, notifies gamers of software updates and automatically installs GeForce Game Ready™ drivers so gamers can maximize the performance of their GeForce GPUs and enjoy the latest PC games the day they are released.

NVIDIA ShadowPlay Technology Storms the Gaming World

Among the gaming technologies that only GeForce owners can experience is [NVIDIA ShadowPlay™ software](#). Built into the latest version of GeForce Experience, ShadowPlay is free, fast and easy-to-use gameplay-recording software that allows consumers to record video of their most exciting gaming moments and share them with the world.

Using the hardware encoder built into the Kepler architecture, ShadowPlay's impact on game frame rates is far lower than that of traditional recording applications, which can place great strain on the CPU. Since its beta launch a week ago, more than 200,000 GeForce owners have tried it out, uploading more than 20,000 ShadowPlay videos to YouTube alone.

Availability and Pricing

The NVIDIA GeForce GTX 780 Ti GPU is available now from the world's leading add-in card suppliers, including ASUS, Colorful, EVGA, Gainward, Galaxy, Gigabyte, Innvision 3D, MSI, Palit, PNY and Zotac. Partner participation will vary by region. Pricing is expected to start at \$699 and for a limited time participating partners will include a free copy of Batman: Arkham Origins, Assassin's Creed IV--Black Flag and Tom Clancy's Splinter Cell: Blacklist.

The GeForce GTX 780 Ti will also be sold in fully configured systems from leading U.S.-based system builders, including AVADirect, Cyberpower, Digital Storm, Falcon Northwest, Geekbox, IBUYPOWER, Maingear, Origin PC, Puget Systems, V3 Gaming and Velocity Micro, as well as other system integrators outside North America.

For more information on how GeForce GTX GPUs are dramatically changing the way games are played, visit www.geforce.com. The [NVIDIA Flickr page](#) hosts the entire lineup of GeForce product photos.

To Keep Current on NVIDIA:

- Like NVIDIA on [Facebook](#).
- Connect with NVIDIA on [LinkedIn](#).
- Follow @NVIDIA on [Twitter](#).
- View NVIDIA videos on [YouTube](#).

- Keep up with the [NVIDIA Blog](#).
- Use the Pulse news reader to subscribe to the NVIDIA Daily News feed.

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/>.

© 2014 NVIDIA Corporation. All rights reserved. NVIDIA and the NVIDIA logo are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Other company and product names may be trademarks of the respective companies with which they are associated. Features, pricing, availability, and specifications are subject to change without notice.

Media Contacts

Hector Martinez

+1 408 486 3443

hmarinez@nvidia.com

Bryan Del Rizzo

+1 408 486 2772

bdelrizzo@nvidia.com