

NVIDIA Delivers World's Fastest DX11 GPU... Again!

GeForce GTX 580 GPU Brings New Level of Geometric Realism to PC Gaming

SANTA CLARA, CA -- NVIDIA® today announced the latest consumer GPU based on the NVIDIA® Fermi architecture, the GeForce® GTX 580, which has been reengineered from the transistor-level up to deliver increased power efficiency and performance over previous generation products.

The GeForce GTX 580 GPU delivers the world's fastest performance for DirectX 11 (DX11) games, and support for NVIDIA 3D Vision™, Surround, PhysX®, SLI® and CUDA™ technologies, further entrenching GeForce-based PCs as the most robust gaming platforms in the world. The combination of an innovative vapor chamber thermal solution and new architectural enhancements make the GTX 580 the fastest and quietest GPU in its class, delivering an increase of up to 35 percent in performance per wattⁱ, and performance that is up to 30 percent faster than the original GeForce GTX 480ⁱⁱ.

For the most recent games that feature tessellation -- the key feature of DX11 -- the 512-core GeForce GTX 580 is up to 160 percent fasterⁱⁱⁱ than the closest competitive product. Even in previous-generation DX9 and DX10 games, the GeForce GTX 580 is faster by up to 62 percent^{iv}, including in the blockbuster PC title StarCraft II.

"For Crysis 2, we'll take advantage of what NVIDIA's new GeForce GTX 580 GPUs bring," said Cevat Yerli, president and CEO of Crytek. "A supersoldier that needs to save NYC from an alien invasion needs the best tech possible. That's not only his Nanosuit, but also stunning DX11 geometric realism that a GPU like the GeForce GTX 580 can offer for our PC gamers."

"At Epic, we've standardized on NVIDIA GeForce GPUs for Unreal Engine 3 development," said Tim Sweeney, Founder, Epic Games. "The GTX 580 offers even more rendering and compute power than NVIDIA's previous high end GeForce GPU but thanks to its new cooling system it's also much more quiet. Whether you're an engineer working with the Unreal Technology or a gamer who wants the ultimate Bulletstorm experience, the GTX 580 delivers."

With full support for NVIDIA 3D Vision and NVIDIA Surround technologies, the GeForce GTX 580 GPU also provides the graphics horsepower and video bandwidth needed to experience games and high-definition Blu-ray movies in eye-popping stereoscopic 3D on a single display or spanning across three screens for an immersive gaming environment. And with NVIDIA SLI™ technology, the industry's most scalable multi-GPU platform, gamers will be delighted by the sheer increase in gaming performance by adding a second or third GeForce GTX 580 to their PC.

The GeForce GTX 580 is available starting today from the world's leading add-in card partners, including ASL, ASUS, Colorful, ECS, EVGA, Gainward, Galaxy, Gigabyte, Innvision 3D, Jetway, Leadtek, MSI, Palit, Point of View, PNY, Sparkle, Zotac and others.

Summary Highlights of New GeForce GTX 580 GPU:

- 512 cores and 16 PolyMorph engines deliver massive tessellation and compute firepower for games
- Hard launch with immediate availability at an estimated SEP of \$499 USD.
- Up to 35 percent improvement in performance/watt efficiency
- New vapor chamber thermal solution results in the quietest GPU in its class
- New level of geometric realism -- 2 billion triangles/second
- Provides game developers total creative freedom to create cutting-edge DX11 games

Note to editors: Partner product shots can be downloaded from the NVIDIA Flickr page located here: <http://bit.ly/d8BfSh>

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 1,600 patents worldwide, including ones covering designs and insights that are essential 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 500 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, or SEC, including its Form 10-Q for the fiscal period ended August 1, 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 Perf per watt calculated by taking 3DMark Vantage Extreme score divided by graphics card power.

ⁱⁱ Performance measured in 3DMark Vantage Extreme using Core i7-965, X58, 6GB DDR3, Win7 64-bit, NVIDIA Driver: Release 260.

ⁱⁱⁱ GeForce GTX 580 compared to Radeon HD 5870 running H.A.W.X. 2 at 2560x1600 4xAA/16xAF, using Core i7-965, X58, 6GB DDR3, Win7 64-bit, NVIDIA Driver: Release 260, AMD Driver: Cat 10.10.

^{iv} GeForce GTX 580 compared to Radeon HD 5870 running StarCraft II at 2560x1600 4xAA/16xAF, using Core i7-965, X58, 6GB DDR3, Win7 64-bit, NVIDIA Driver: Release 260, AMD Driver: Cat 10.10.

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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