NVIDIA Unveils GeForce GTX 690 -- Dual Graphics Card Combines World's Fastest Gaming Performance With Sleek, Sexy Design

SHANGHAI -- GEFORCE LAN/NVIDIA Game Festival 2012 -- NVIDIA today announced the GeForce® GTX 690, the world's fastest consumer graphics card[1] -- with a bold industrial design to match.

Powered by dual Kepler™ architecture-based GeForce GPUs, the GTX 690 is meticulously designed -- inside and out -- to deliver the most refined, elegant and smooth PC gaming experience possible.

The surprise announcement was made by NVIDIA CEO and co-founder Jen-Hsun Huang during his keynote address at the NVIDIA Game Festival in Shanghai, which is being attended by more than 6,000 gamers from across China.

Engineered to reach a new threshold in gaming performance, the GTX 690 also looks the part. Its array of innovative technologies is complemented by sleek materials that contribute to the exotic design of the card, including:

- An exterior frame made from trivalent chromium-plated aluminum, providing excellent strength and durability
- A fan housing made from a thixomolded magnesium alloy, which offers excellent heat dissipation and vibration dampening
- High-efficiency power delivery with less resistance, lower power and less heat generated using a 10-phase, heavy-duty power supply with a 10-layer, two-ounce copper printed circuit board
- Efficient cooling using dual vapor chambers, a nickel-plated finstack and center-mounted axial fan with optimized fin pitch and air entry angles
- Low-profile components and ducted baseplate channels for unobstructed airflow, minimizing turbulence and improving acoustic quality

The GTX 690 is powered by a total of 3,072 NVIDIA CUDA® cores, all working to deliver awesome gaming performance for ultimate gaming setups. Designed for the discriminating gamer and ultra-high-resolution, multimonitor NVIDIA Surround™ configurations, the GTX 690 delivers close to double the frame rates of the closest single GPU product, the GTX 680. Plus, it is more power efficient and quieter when compared to systems equipped with two GTX 680 cards[2] running in NVIDIA SLI® configuration.

"The GTX 690 is truly a work of art -- gorgeous on the outside with amazing performance on the inside," said Brian Kelleher, senior vice president of GPU engineering at NVIDIA. "Gamers will love playing on multiple screens at high resolutions with all the eye candy turned on. And they'll relish showing their friends how beautiful the cards look inside their systems."

The GTX 690 graphics card is designed using GeForce GPUs based on NVIDIA's 28-nanometer Kepler architecture, following the introduction late last month of the GTX 680.

Availability
The NVIDIA GeForce GTX 690 GPU will be available in limited quantities starting May 3, 2012, with wider availability by May 7, 2012 from NVIDIA's add-in card partners, including ASUS, EVGA, Gainward, Galaxy, Gigabyte, Inno3D, MSI, Palit and Zotac. Expected pricing is $999.

More information about the new GeForce GTX 690 is available at www.geforce.com.
For pictures from the GeForce LAN/NVIDIA Game Festival in Shanghai, please visit: http://www.flickr.com/photos/nvidia-taiwan/sets/72157629554964212/detail

For more NVIDIA news, company and product information, videos, images and other information, please visit the NVIDIA newsroom.

About NVIDIA
NVIDIA (NASDAQ: NVDA) awakened the world to computer graphics when it invented the GPU in 1999. Today, its processors power a broad range of products from smartphones to supercomputers. NVIDIA's mobile processors are used in cell phones, tablets and auto infotainment systems. PC gamers rely on GPUs to enjoy spectacularly immersive worlds. Professionals use them to create 3D graphics and visual effects in movies and to design everything from golf clubs to jumbo jets. And researchers utilize GPUs to advance the frontiers of science with high performance computing. The company has more than 4,500 patents issued, allowed or filed, including ones covering ideas essential to modern computing. For more information, see www.nvidia.com.

(1) Testing was conducting comparing the GeForce GTX 690 versus GTX 680, running at a resolution of 2,500 x 1,600. Driver version used was 301.10. In the Heaven benchmark, with 4xAA/16xAF settings, GTX 690 scored 58.9 fps while the GTX 680 scored 31.1 fps. For Crysis 2 Ultra, the GTX 690 scored 57.8 fps while the GTX 680 scored 32.3 fps. In Dirt 3, with 8xAA/16xAF, the GTX 690 scored 111.2 fps, while the GTX 680 scored 62.3 fps. For performance, a higher number is better.

(2) GTX 690 acoustic measurement was 47 dB versus 51 dB for the GTX 680 SLI. For acoustic testing, a lower number is better.

Certain statements in this press release including, but not limited to statements as to: the availability GeForce GTX 690 GPUs; and the effects of the company's patents on modern computing 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: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners products; design, manufacturing or software defects; changes in consumer preferences or demands; 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-K for the fiscal period ended January 29, 2012. Copies of reports filed with the SEC are posted on the company'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.

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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