New NVIDIA GeForce GTX 760 GPU Delivers Amazing Gaming Performance for Only $249

NVIDIA today launched the new NVIDIA® GeForce® GTX™ 760 GPU, which offers amazing PC gaming performance, smooth frame rates and exclusive GeForce GTX features for only $249.

Designed to deliver extreme frame rates for all of this year's hottest PC games, including *Call of Duty: Ghosts*, *Watch Dogs* and *Battlefield 4*, the GeForce GTX 760 GPU is the new weapon of choice for experiencing high-definition gaming. And, powered by an NVIDIA Kepler™ architecture-based GPU with an incredible 2.3 gigaflops of processing horsepower, the GeForce GTX 760 is already dramatically more powerful than the next-generation game consoles expected by the end of the year.

"For gamers seeking insanely fast performance and smooth frame rates for their favorite games, the choice is clear: NVIDIA GeForce GTX GPUs," said Scott Herkelman, general manager of the GeForce GPU business at NVIDIA. "At a starting price of only $249, the GeForce GTX 760 ushers in a new level of performance, features and affordability, so gamers can experience today's most graphically demanding titles with all the eye candy turned high. It's a great time to be a PC gamer!"

To satisfy gamer demands for greater customization and overclocking options, the GeForce GTX 760 includes NVIDIA GPU Boost™ 2.0 technology, which automatically increases the GPU's clock speed for enhanced performance, while adding temperature target and fan controls, as well as extra over-voltage headroom and optimizations for advanced water-cooling solutions.

The GeForce GTX 760 also supports NVIDIA's latest array of gaming technologies, including the NVIDIA PhysX® physics engine and NVIDIA TXAA™ anti-aliasing. Plus, it includes the new NVIDIA GeForce Experience™ software, which delivers the industry's best drivers for smooth gaming, advanced features like NVIDIA ShadowPlay™ software[1] and optimal playable settings with the convenience of single-click operation to gamers everywhere. And for those gamers who demand the very best, NVIDIA SLI® technology -- the industry's preeminent multi-GPU solution -- scales to deliver even higher levels of performance.

In addition to these new features, the GeForce GTX 760 represents a tremendous performance upgrade over prior GeForce GPUs. It is three-times faster than the still-popular[2] GeForce GTX 275 GPU and twice as fast as the GeForce GTX 560 GPU, making for a significantly superior gameplay experience with support for all of the latest gaming technologies.

Availability and Pricing
NVIDIA GeForce GTX 760 GPU is available now from the world's leading add-in card suppliers, including ASUS, Colorful, EVGA, Gainward, Galaxy, Gigabyte, Innovision 3D, MSI, Palit, PNY and Zotac. Partner participation will vary by region. Pricing is expected to start at $249.

It 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.

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