

## New GeForce GTX 1660 Ti Delivers Great Performance Leap for Every Gamer, Starting at \$279

**Powered by 12th-Gen Turing Architecture, GTX 1660 Ti up to 3x Faster Than GTX 960, 1.5x Than GTX 1060; Available Today**

NVIDIA today introduced the [GeForce® GTX® 1660 Ti](#), a new gaming GPU that delivers a big step up in performance and power efficiency for today's most popular games. It is available now worldwide starting at \$279.

Based on the 12th generation Turing™ GPU architecture, the GTX 1660 Ti takes advantage of all of Turing's shader innovations to deliver 2x the TOPS of the previous-generation Pascal™ architecture. It supports concurrent floating point and integer operations, a unified cache architecture with 3x the L1 cache, and turbocharged performance using adaptive shading technology.

### 1.4x More Power Efficient Than Pascal

The Turing architecture delivers 1.5x instructions per clock and 1.4x the power efficiency of Pascal, which previously set the standard for power-efficient GPUs. As a result, with a power envelope of only 120 watts, the GTX 1660 Ti delivers the best performance per watt of any GPU in its class.

### 120 Frames per Second in Competitive Games

The GeForce GTX 1660 Ti outperforms prior-generation GPUs and excels in modern games with complex shaders. It is up to 1.5x faster<sup>(1)</sup> than the GeForce GTX 1060 6GB and allows gamers to experience 120 frames per second at 1080p in popular online games such as Fortnite, PUBG and Apex Legends.

The GeForce GTX 1660 Ti features 1,536 CUDA® cores, 6GB of the new GDDR6 memory running at 12Gbps and a boost clock of almost 1.8 GHz, which can be easily overclocked for further performance.

With more than two-thirds of current gamers still playing on GPUs that only have the performance -- or lower -- of a GTX 960-class GPU that came out in 2014, the GTX 1660 Ti delivers up to 3x performance, making it an excellent and cost-effective upgrade for those who want to enjoy dramatically faster frame rates in their favorite titles.

The GTX 1660 Ti also includes [GeForce Experience™](#), an application that makes PC gaming more accessible and provides unique, easy-to-use in-game features such as:

- [NVIDIA Highlights](#) -- which automatically captures the best gaming moments. More than 35 games already support Highlights, including Metro Exodus, Fortnite, PLAYERUNKNOWN'S BATTLEGROUNDS, War Thunder, Shadow of Tomb Raider, Ring of Elysium, Escape from Tarkov, Hitman 2, Kingdom Come: Deliverance, Hunt: Showdown, Final Fantasy XV and Tekken 7.
- [NVIDIA Ansel](#) -- which lets gamers take stunning in-game photos. More than 70 games already support Ansel, including Metro Exodus, Battlefield V, Hitman 2, Shadow of Tomb Raider, For Honor, Star Wars: Battlefront II and Final Fantasy XV. Gamers can share their favorite photos and participate in monthly photo contests on [Shot with GeForce](#).
- [NVIDIA Freestyle](#) -- which lets gamers customize their games' appearance with post-processing technology. The latest filters can convert gameplay or photos into an oil painting or a watercolor, or deliver an appearance that is right out of a movie or a retro 1980's look.

### Availability and Pricing

GeForce GTX 1660 Ti custom boards are available starting today from the world's leading add-in card providers, including ASUS, Colorful, EVGA, Gainward, Galaxy, Gigabyte, Innvision 3D, MSI, Palit, PNY and Zotac. Pricing starts at \$279 and will vary based on partner designs, features and region.

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### About NVIDIA

[NVIDIA](#)'s (NASDAQ: NVDA) invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined modern computer graphics and revolutionized parallel computing. More recently, GPU deep learning ignited modern AI — the next era of computing — with the GPU acting as the brain of computers, robots and self-driving cars that can perceive and understand the world. More information at <http://nvidianews.nvidia.com/>.

<sup>(1)</sup> Performance testing was run on a Core i9-7900X testbed running @ 3.3 GHz using an ASUS Rampage VI Apex and 16GB DDR4 memory. Tests included but are not limited to: *Ashes of the Singularity*, *Battlefield V*, *Deus Ex: Mankind*, *The Division*, *Doom*, *Fallout 4*, *Far Cry 5*, *Ghost Recon: Wildlands*, *Hitman 2*, *Hitman Pro*, *Middle-Earth: Shadow of War*, *PUBG*, *Rise of the Tomb Raider*, *Shadow of the Tomb Raider*, *Sniper Elite 4*, *Strange Brigade*, *VRMark*, *The Witcher 3: Wild Hunt*, *Wolfenstein II* and *Unigine Superposition*. GTX 1660 Ti is on average about 36 percent faster than the original GTX 1060 at 1440p and 33 percent faster at 1080p, where some games can become CPU-bound.

Certain statements in this press release including, but not limited to, statements as to: the pricing, availability, performance, benefits and abilities of the NVIDIA GeForce GTX 1660 Ti; the features the GTX 1660 Ti supports and includes, like GeForce Experience, NVIDIA Highlights, NVIDIA Ansel and NVIDIA Freestyle; the pricing and availability of the GTX 1660 Ti; the power efficiency and instruction rate of the Turing architecture; the GPUs that current gamers are using and the benefits of them using a GTX 1660 Ti; the benefits of the GTX 1660 Ti having the GeForce Experience and enabling features such as NVIDIA Highlights, NVIDIA Ansel and NVIDIA Freestyle; the number of games supporting and the performance, benefits, abilities and features of NVIDIA Highlights, NVIDIA Ansel and NVIDIA Freestyle; and the add-in card partners offering GTX 1660 Ti 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

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