



NVIDIA Debuts GeForce RTX 3060 Family for the Holidays

Starting at \$399, GeForce RTX 3060 Ti Delivers Amazing Ray-Tracing and DLSS Performance to Season's Hottest Titles; Available Tomorrow

Bringing its [RTX 30 Series lineup](#) of gaming GPUs to the market's sweet spot, NVIDIA today introduced the [GeForce® RTX™ 3060 Ti](#), the first member of the RTX 3060 family, powered by the NVIDIA Ampere architecture and the second generation of NVIDIA RTX™.

Priced at just \$399, built on the world's most powerful PC gaming platform and featuring ray tracing and AI-powered DLSS, the RTX 3060 Ti is faster than the previous generation GeForce RTX 2080 SUPER, priced at \$699, and delivers blistering 1080p and 1440p gameplay.

"We're entering a massive holiday season with ray-traced effects coming to [Cyberpunk 2077](#), [Call of Duty: Black Ops Cold War](#), [Watch Dogs: Legion](#) and more," said Matt Wuebbling, VP of global GeForce marketing at NVIDIA. "There's no better way for gamers to enjoy cutting-edge ray-traced games or powering through [creative and productivity workflows](#) than with the GeForce RTX 3060 Ti, and the rest of the RTX 30 Series."

The RTX 3060 Ti supports the trifecta of GeForce gaming innovations, including performance-accelerating and image quality (IQ)-enhancing [NVIDIA DLSS](#) (NVIDIA Deep Learning Super Sampling), NVIDIA Reflex and NVIDIA Broadcast. Together with real-time ray tracing, they are the foundation of the GeForce gaming platform, which brings unparalleled performance and features to games and gamers everywhere.

NVIDIA DLSS: The AI Gift That Gamers Love

AI is revolutionizing gaming — from in-game [physics](#) and [animation](#) simulation to real-time rendering and [AI-assisted broadcasting features](#). Powered by dedicated AI processors on [GeForce RTX GPUs](#) called Tensor Cores, NVIDIA DLSS boosts frame rates while generating beautiful, crisp game images and gives gamers the performance headroom to maximize ray-tracing settings and increase output resolutions. DLSS is available in more than 25 games, with more added every month.

NVIDIA Reflex and Broadcast: The Ultimate Play

[NVIDIA Reflex technology](#) reduces system latency (or input lag), making games more responsive, and giving players in competitive multiplayer titles an extra edge over the opposition. [NVIDIA Broadcast](#) is a suite of audio and video AI enhancements, including virtual backgrounds, motion capture and advanced noise removal, that users can apply to chats, Skype calls and video conferences.

Advanced GeForce Experience Features

All NVIDIA GeForce GPUs benefit from [GeForce Experience™](#), a tool used by tens of millions of gamers to optimize game settings, record and upload gameplay, stream gameplay, take screenshots, and download and install [Game Ready Drivers](#). The latest features include:

- **One-click automatic GPU Tuning:** GeForce Experience now supports GPU Tuning, which can automatically create overclocking profiles by using an advanced scanning algorithm.
- **Enhanced in-game monitoring overlay:** GeForce Experience's already robust in-game overlay now adds performance stats, temperatures and latency metrics, including NVIDIA Reflex Latency Analyzer stats.

Where to Buy

The GeForce RTX 3060 Ti will be available on Dec. 2, starting at \$399, as custom boards, including stock-clocked and factory-overclocked models, from top add-in card providers such as ASUS, Colorful, EVGA, Gainward, Galaxy, Gigabyte, Innvision 3D, MSI, Palit, PNY and Zotac and as a Founders Edition from NVIDIA. Look for the GeForce RTX 3060 Ti GPU at major retailers and e-tailers as well as in gaming systems by major manufacturers and leading system builders worldwide.

For a limited time in select countries, gamers who purchase a new GeForce RTX 3060 Ti GPU or system will receive a one-year subscription to the NVIDIA [GeForce NOW™](#) cloud gaming service.

Press assets, including product photographs, specifications, chip and die shots and other materials, are available on the NVIDIA press site at www.nvidia-press.com.

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 <https://nvidianews.nvidia.com/>.

Certain statements in this press release including, but not limited to, statements as to: the benefits, performance, abilities, availability and price of the GeForce RTX 3060 Ti; the developers using ray-tracing effects; AI revolutionizing gaming; the benefits, performance, features and abilities of DLSS, NVIDIA Reflex, NVIDIA Broadcast and GeForce Experience; the availability and games adding DLSS; gamers receiving a subscription to NVIDIA GeForce NOW; and the number of gamers benefiting from the introduction of the GeForce RTX 3060 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 of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the most recent reports NVIDIA files with the Securities and Exchange Commission, or SEC, including, but not limited to, its annual report on Form 10-K and quarterly reports on Form 10-Q. 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.

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