



# It's Time for Ti: NVIDIA Introduces Gaming Flagship — the GeForce RTX 3080 Ti

## 1.5x Faster Than Previous Gen, Availability Begins June 3; Equally Impressive RTX 3070 Ti Available Next Week

**COMPUTEX** -- NVIDIA today unveiled two additions to the [GeForce RTX™ family](#) — the GeForce RTX 3080 Ti and GeForce RTX 3070 Ti — available soon from its global network of GeForce partners. The new flagship gaming GPU of the GeForce RTX family, the RTX 3080 Ti will be available worldwide June 3 starting at \$1,199, with the RTX 3070 Ti available next week starting at \$599.

While previous-generation GPUs tackled the ambitious games of their era, contemporary games like *Cyberpunk 2077* and *Watch Dogs: Legion* have elevated realism — and increased overall demands of modern graphics cards.

Powered by the NVIDIA Ampere architecture, the RTX 3080 Ti delivers an incredible leap in performance and fidelity with acclaimed features such as ray tracing, NVIDIA DLSS performance-boosting AI, NVIDIA Reflex latency-reduction, NVIDIA Broadcast streaming features and additional memory that allows it to speed through the most popular creator applications as well.

“With RTX such a huge success, gamers and creators will be thrilled with the performance and features the GeForce RTX 3080 Ti offers,” said Jeff Fisher, senior vice president of the GeForce business unit at NVIDIA. “As the new flagship to the RTX family, the GeForce RTX 3080 Ti is the ultimate upgrade for GPU enthusiasts of any generation.”

### Unsurpassed Performance

Across a variety of ray-traced and rasterized DirectX and Vulkan titles, the GeForce RTX 3080 Ti is a gaming powerhouse that also brings lower latency for better responsiveness and a competitive edge to the games millions of people are playing today.

For gamers still rocking the well-loved GTX 1080 Ti, the RTX 3080 Ti is 2x faster in traditional rasterization and much faster with ray tracing and other cutting-edge gaming features enabled.

The GeForce RTX 3070 Ti is just as impressive in its price class, delivering 1.5x more performance over the GeForce RTX 2070 SUPER and 2x the frames per second over the GeForce GTX 1070 Ti, which launched in 2017.

Watch the first [4K ray-tracing gameplay footage featuring DOOM Eternal](#) running on a GeForce RTX 3080 Ti.

### Perfect for Creators, Too

The world's 45 million-plus creative professionals demand more from their hardware than ever, so GeForce RTX 3080 Ti GPUs deliver amped up levels of creative performance as well.

Backed by the [NVIDIA Studio platform](#) and powered with 12GB of GDDR6X<sup>(1)</sup> memory for creative applications, RTX is accelerating the No. 1 photography application — Adobe Photoshop; the No. 1 video editing application — Adobe Premiere Pro; the No. 1 broadcast application — OBS; and every major 3D renderer. There are now over 70 content creation applications that support RTX-accelerated ray tracing, DLSS or AI features.

### 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 it gives gamers the performance headroom to maximize ray-tracing settings and increase output resolutions.

Adoption of DLSS technology has been swift, and the game title count is set to increase quickly with support in the world's leading licensed game engines, Unreal Engine and Unity Engine. The all-star lineup of gaming franchises that use DLSS to deliver a new level of graphics includes *Battlefield*, *Call of Duty*, *Cyberpunk*, *Fortnite*, *Minecraft*, *Tomb Raider* [and many more](#).

### 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 edge over the opposition. In fact, 12 out of the top 15 most played competitive shooters now support Reflex, including *Apex Legends*, *Call of Duty: Black Ops Cold War*, *Call of Duty: Warzone*, *Fortnite*, *Overwatch*, *Tom Clancy's Rainbow Six Siege* and *Valorant*, and it is coming soon to *Escape from Tarkov* and *Crossfire*.

[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.

### **Where to Buy**

The GeForce RTX 3080 Ti will be available on June 3 starting at \$1,199, with the RTX 3070 Ti available on June 10 starting at \$599. Both GPUs will be available for purchase as custom boards — including stock-clocked and factory-overclocked models — from leading add-in card providers, including ASUS, Colorful, EVGA, Gainward, Galax, GIGABYTE, Inno3D, MSI, Palit, PNY, Zotac and other regional providers around the world.

Limited-edition NVIDIA Founders Edition boards will also be available. Look for GeForce RTX 3080 Ti and GeForce RTX 3070 Ti GPUs at major retailers and e-tailers, as well as in gaming systems from major manufacturers and leading system builders worldwide.

Press assets, including product photographs, specifications, chip shots and other materials, are available on the NVIDIA press site at [www.nvidia-press.com](http://www.nvidia-press.com) in the “Computex 2021” folder.

### **About NVIDIA**

[NVIDIA](http://www.nvidia.com)'s (NASDAQ: NVDA) invention of the GPU in 1999 sparked the growth of the PC gaming market and has redefined modern computer graphics, high performance computing and artificial intelligence. The company's pioneering work in accelerated computing and AI is reshaping trillion-dollar industries, such as transportation, healthcare and manufacturing, and fueling the growth of many others. More information at <https://nvidianews.nvidia.com/>.

- (1) The GeForce RTX 3080 Ti has 12GB of GDDR6X. The GeForce RTX 3070 Ti has 8GB of GDDR6X.

Certain statements in this press release including, but not limited to, statements as to: the benefits, performance, abilities, availability, specifications, applications and price of our products and technology, including GeForce RTX 3080 Ti, GeForce RTX 3070 Ti, NVIDIA DLSS, NVIDIA Reflex and NVIDIA Broadcast; the games and applications using our products and technology; the benefits, performance and features of NVIDIA's technologies for games, gamers and creative professionals; and AI revolutionizing gaming 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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