



Fastest. Notebook GPU. Ever.

NVIDIA GeForce GTX 580M GPU Launches in Alienware M18x and M17x Notebooks With Record-Breaking Gaming Performance

SANTA CLARA, CA -- NVIDIA today announced the world's fastest notebook graphics processing unit (GPU)ⁱ, the NVIDIA® GeForce® GTX 580M. Available now in the Alienware M18x, the new GPU sets new standards in industry leading benchmarks and games. It will also be available soon in the Alienware M17x notebook along with NVIDIA Optimus™ technology.

"The best game support. The best gaming features. The best gaming performance available anywhere. That's the essence of the GeForce GTX 580M," said Rene Haas, general manager of notebook products at NVIDIA. "With power like this, you can turn all the knobs to 11."

The first notebook PC to feature the GeForce GTX 580M, the Alienware M18x offers the option of two GeForce GTX 580M GPUs in one system for up to double the gaming performance, using NVIDIA SLI® technology. Not to be outdone, the Alienware M17x will offer the GeForce GTX 580M along with NVIDIA Optimus™ technology and will deliver 5 hours of battery life in *Facebook*, and 100 frames per second performance in *Call of Duty: Black Ops*.

"Gamers aspire to experience games at their highest settings," says Eddy Goyanes, product marketing manager for Alienware. "Alienware activates the technology designed to enable those aspirations. With the launch of the GeForce GTX 580M on the Alienware M17x, and a dual card option on the M18x, that synergy continues -- Alienware delivers the ultimate gaming experience."

GeForce GTX 580M GPUs are the fastest Microsoft DirectX 11 notebook GPUs on the market, offering up to six times the tessellation performance of any other notebook GPU.ⁱⁱ They are also more efficient, with up to 20 percent better performance per watt than the previous generation.ⁱⁱⁱ

NVIDIA also introduced the NVIDIA GeForce GTX 570M GPU, which offers 20 percent faster performance than the previous generation product it replaces.^{iv}

The power of GeForce GTX GPUs means gamers can play at full 1080p high-definition resolutions with the advanced technology features that set GeForce GPUs apart from the competition. These include:

- **Support for NVIDIA 3D Vision™ technology**, the #1 3D experience for notebooks, which automatically converts over 525 titles into immersive 3D.
- **Support for NVIDIA 3DTV Play™ software**, for connecting 3D Vision-based notebooks to 3D TVs.
- **NVIDIA SLI® technology**, which links two GTX GPUs for up to double your gaming performance.
- **NVIDIA Optimus technology**, which enables extra-long battery life by automatically switching on and off the GPU so that it runs only when needed.
- **NVIDIA PhysX® engine support**, which brings games to life with realistic physics.
- **NVIDIA CUDA® architecture support**, for GPU computing applications.
- **NVIDIA Verde™ notebook drivers**, for frequent performance improvements and rock-solid stability.

For more information on any GeForce 500M Series GPUs, visit www.nvidia.com.

About NVIDIA

NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the GPU in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from tablets and mobile phones to notebooks and workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. The Company holds more than 1,900 issued patents worldwide, including ones covering designs and insights that are essential to modern computing. For more information, see www.nvidia.com.

Certain statements in this press release including, but not limited to statements as to: the impact, availability, and benefits of NVIDIA GeForce series of GPUs, NVIDIA SLI technology, NVIDIA 3D Vision technology, NVIDIA 3DTV Play software, NVIDIA Optimus technology, NVIDIA PhysX physics engine, NVIDIA CUDA architecture and NVIDIA Verde notebook drivers; and the impact 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-Q for the fiscal period ended May 1, 2011. 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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ⁱ Based on testing performed at NVIDIA using industry standard benchmarks, as well as top games at 1920x1080 at high settings on a Intel 2.5GHz QC, Huron River chipset, 2GB DDR3 1333, Verde 275.29 or Cat 11.5a, GeForce GTX 580M vs AMD Radeon HD 6970M: 3DMark Vantage P GeForce=16240 Radeon=12616, 3D Mark 11 P GeForce=3170 Radeon=3020, Unigine Heaven Engine 2.5 GeForce=21.5 Radeon=18.8, Dirt 2 GeForce=61.9 Radeon=55.2, Stalker COP GeForce=38.2 Radeon=31.9, Call of Duty: Black Ops GeForce=107.4 Radeon=85. Others available upon request.

ⁱⁱ Based on Microsoft DX11 DSub11 benchmark

ⁱⁱⁱ Based on power requirements and composite game scores between GTX 480/470M and GTX 580/570M

^{iv} Compared to the GeForce GTX 470M.

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