



# NVIDIA Gives Notebook Gamers New Levels of Power and Portability With GeForce GTX 560M

## Gamers Have a New Reason to Restock Their Mobile Arsenal as GeForce GTX Gaming Comes to the 500M Series, Now With NVIDIA Optimus

TAIPEI, TAIWAN -- **COMPUTEX 2011** -- NVIDIA today unveiled the first gaming notebook graphics processing unit (GPU) in its award-winning GeForce® 500M Series of notebook GPUs.

The GeForce GTX 560M graphics processor hits the "sweet spot" for gaming notebooks by delivering a no-compromise gaming experience at full 1080p resolution in the hottest new DirectX 11 titles. For the first time, leading OEMs will also be offering GeForce GTX gaming GPUs with NVIDIA® Optimus™ technology.

"The GeForce GTX 560M and NVIDIA Optimus mean gamers get 50 frames per second in *Duke Nukem Forever* and five hours of battery life in *Microsoft Office*," said Rene Haas, general manager of notebook products at NVIDIA. "That's real power and real portability."

Available only with NVIDIA GPUs, NVIDIA Optimus technology enables extra-long battery life by automatically switching on and off the GPU so that it runs only when needed. The smart convenience of NVIDIA Optimus technology is designed into over 80 percent of GeForce 500M Series notebooks and is used by every major notebook OEM.

GeForce GTX 560M GPUs are "DirectX 11 Done Right," and offer even more performance-per-watt than the previous generation, with faster frame rates and more detail with the same battery life. 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, including:

- NVIDIA 3D Vision™ technology support, the #1 3D technology for notebooks
- NVIDIA PhysX® technology support, for in-game real-time physics effects
- NVIDIA CUDA® architecture support, for GPU computing applications

GTX GPUs also support NVIDIA SLI™ technology, the industry's most scalable multi-GPU platform for doubling gaming performance, and are also supported by the highly-praised NVIDIA Verde™ notebook drivers.

For thin-and-light notebooks, NVIDIA also refreshed its entry-level GeForce GT 500M GPUs with the arrival of the new GeForce GT 520MX GPU. GeForce GT 520MX offers better performance, wider support and a more advanced feature set than integrated graphics<sup>1</sup> and offers a step forward from the existing GeForce GT 520M GPU.

Alienware and Toshiba will be offering notebooks featuring GeForce GTX 560M and Optimus technology. ASUS, Clevo, MSI and others will be offering notebooks featuring GeForce GTX 560M. ASUS, Samsung and others will be offering notebooks featuring GeForce GT 520MX.

For more information on GeForce 500M Series GPUs, please visit [www.nvidia.com](http://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 portable media players 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 1,800 patents worldwide, including ones covering designs and insights that are essential to modern computing. For more information, see [www.nvidia.com](http://www.nvidia.com).

Certain statements in this press release including, but not limited to statements as to: the availability, benefits and impact of NVIDIA GeForce GPUs, Optimus technology, 3D Vision technology, PhysX technology, CUDA architecture, Verde notebook drivers and SLI technology; the benefits and impact of DirectX 11; the availability of notebook computers that feature GeForce GPUs; and the effects 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 faster or more efficient technology; 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-K for the fiscal period ended January 30, 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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<sup>i</sup> Compared to Intel HD Graphics 3000 in gaming performance.

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