



GeForce GTX 550 Ti and 3D Vision Redefine PC Gaming at \$149 Each

SANTA CLARA, CA -- PC gaming just got a lot more fun today with the introduction of two new products: the NVIDIA® GeForce® GTX 550 Ti graphics processing unit (GPU) and a new version of the NVIDIA 3D Vision™ wireless glasses kit, both with an estimated e-tail price of \$149 USD.

The GTX 550 Ti is the latest in NVIDIA® Fermi line of consumer GPUs, designed to deliver stunning DirectX 11 (DX11) performance. It brings a new level of price/performance to mainstream PC gaming, while maintaining exceptionally quiet acoustics and requiring minimal power.

Like all NVIDIA "DX11 Done Right" GPUs, the GTX 550 Ti delivers the world's fastest performance in its class for DX11 games. Compared with the closest competitive product, the GTX 550 Ti is up to 50 percent faster in today's newest DX11 tessellated games, and 38 percent faster¹ in previous-generation DX9 and DX10 games. And with NVIDIA SLI® technology, the industry's most scalable multi-GPU platform, gamers will be able to increase their PC's gaming performance by adding a second GeForce GTX 550 Ti.

Introduced two years ago, NVIDIA 3D Vision has quickly transformed consumers' gaming, photographic, and video experiences, and currently supports more than 500 3D games, a broad ecosystem of hardware and software partners, and 3DVisionLive.com, the first ever online 3D Vision community. Today, NVIDIA is pleased to announce a new version of the 3D Vision wireless glasses kit that costs \$50 less than the original version, but also offers the same great 3D quality and features, and a rechargeable battery life of 60 hours, a 50 percent improvement over the original.

"The GTX 550 Ti paired with our 3D Vision technology provides gamers with an amazing low-cost platform that delivers an awesome immersive experience," said Drew Henry, general manager of GeForce GPU business at NVIDIA. "As the leader in PC gaming hardware, we are excited about the future of PC gaming and how we can make those experiences as immersive as possible."

With an estimated selling e-tail price starting at \$149 USD, the GTX 550 Ti is available starting today from the world's leading add-in card partners, including ASL, ASUS, Colorful, ECS, EVGA, Gainward, Galaxy, Gigabyte, Innvision 3D, Jetway, Leadtek, MSI, Palit, Point of View, PNY, Sparkle, Zotac and others.

The NVIDIA 3D Vision kit, which includes 3D Vision active shutter wireless glasses, a USB IR emitter and cables, is available today for \$149 (USD MSRP). NVIDIA has also reduced the price of an extra pair of 3D Vision wireless glasses to \$119 (USD MSRP). Both the 3D Vision wireless glasses kit and extra glasses are available today from <http://store.nvidia.com> and from leading retailers and e-tailers worldwide.

Note to editors: To download GTX 550 Ti and 3D Vision product shots, please visit the NVIDIA Flickr page located here: <http://bit.ly/hjDqCi>.

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.

Certain statements in this press release including, but not limited to statements as to: the features, benefits, performance, price and impact of NVIDIA GTX 550 Ti, NVIDIA "DX11 Done Right" GPUs, NVIDIA 3D Vision technology and NVIDIA 3D Vision wireless glasses kit; 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-Q for the fiscal period ended October 31, 2010. 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 GeForce GTX 550 Ti compared to Radeon HD 5770 running H.A.W.X. 2 at 1680x1050 4xAA/16xAF and StarCraft 2 at 1680x1050 4xAA/16xAF, using Core 3.2GHz platform with Win7 64-bit, X58, 6GB DDR3, Win7 64-bit. Drivers: NVIDIA Release 267.59 and AMD Cat 11.2

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