



NVIDIA Brings Power of GeForce GTX to Gamers Everywhere With Two New Kepler-Based GPUs

Priced Starting at \$229 and \$109, GeForce GTX 660 and GTX 650 More Than Quadruples Performance for Millions of Gamers

SANTA CLARA, CA -- NVIDIA today introduced two new high-performance GPUs, the NVIDIA® GeForce® GTX 660 and GeForce GTX 650. These new gaming GPUs deliver the exceptional performance and power efficiency of the award-winning NVIDIA® Kepler™ architecture at price points that will allow more gamers to experience the richness of next-generation [PC gaming](#).

The GeForce GTX 660 and GeForce GTX 650 GPUs set a new benchmark for high-performance, remarkably-priced gaming when paired with the incredible line-up of top [DirectX 11 games](#), including *Call of Duty: Black Ops II*, *Assassin's Creed III* and *World of Warcraft: Mists of Pandaria*.

The GeForce GTX 660 represents a phenomenal upgrade opportunity for gamers still playing games on last-generation graphics technology. For the millions of gamers still gaming on the GeForce 9800 GT, the 4X performance improvementⁱ delivered by the GTX 660 will be an upgrade temptation not easily resisted. Similarly, the GTX 650 delivers an 8X performance improvement over the 9500 GTⁱⁱ, allowing gamers to step up to the [GTX family](#) with a low-cost solution that delivers a significant boost in performance.

Packed with cutting-edge technologies integrated into the NVIDIA Kepler™ architecture -- including [DirectX 11 Tessellation](#), [NVIDIA PhysX®](#), [NVIDIA Adaptive VSync](#), and [Temporal Anti-Aliasing \(TXAA\)](#) -- only GeForce GTX GPUs, such as the new GTX 660 and GTX 650, will ensure gamers have the most immersive gaming experience possible.

The NVIDIA GeForce GTX 660 and 650 GPUs are available now from the world's leading add-in card suppliers, including ASL, ASUS, Colorful, ECS, EVGA, Gainward, Galaxy, Gigabyte, Innvision 3D, Jetway, Leadtek, MSI, Palit, Point of View, PNY, Sparkle and Zotac.

More information about the GeForce GTX 660 and GeForce 650 GPUs is available from <http://www.geforce.com/whats-new/articles/geforce-gtx-660-650-launch>. For more NVIDIA news, company and product information, videos, images and other information, visit the [NVIDIA newsroom](#). The [NVIDIA Flickr page](#) hosts GeForce GTX 660 and GTX 650 product photos.

About NVIDIA

[NVIDIA](#) (NASDAQ: NVDA) awakened the world to computer graphics when it invented the [GPU](#) in 1999. Today, its [processors](#) power a broad range of products from [smartphones](#) to [supercomputers](#). NVIDIA's [mobile processors](#) are used in [cell phones](#), [tablets](#) and [auto infotainment systems](#). [PC gamers](#) rely on GPUs to enjoy spectacularly immersive worlds. Professionals use them to create [3D graphics](#) and visual effects in movies and to design everything from golf clubs to jumbo jets. And researchers utilize GPUs to advance the frontiers of science with [high performance computing](#). The company has more than 5,000 patents issued, allowed or filed, including ones covering ideas 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, benefits and availability of the Kepler architecture and GeForce GTX 660 and 650 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 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 July 29, 2012. 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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are subject to change without notice.

ⁱ Comparing GTX 660 to the 9800 GT in 3D Mark Vantage Performance Preset with PhysX. Scores are 29174 for the 660 and 6918 for the 9800 GT, representing a 4.2X performance improvement. Comparing GTX 660 to the 9800 GT in 3D Mark Vantage Extreme Preset with PhysX. Scores are 12998.4 for the 660 and 2407 for the 9800 GT, representing a 5.4X performance improvement.

ⁱⁱ Comparing GTX 650 to the 9500 GT in 3D Mark Vantage Extreme Preset with PhysX. Scores are 6200 for the 650 and 777 for the 9500 GT, representing an 8.8X performance improvement.

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