



New NVIDIA GeForce GTX 780 GPU Leads the Industry With the Fastest Frame Rates and Super-Smooth Animation for Next Generation Gaming

NVIDIA today introduced the GeForce® GTX™ 780 GPU, the latest evolution in elite-class GPUs, which delivers jaw-dropping performance and silky smooth visuals for the next generation of PC gaming titles -- including *Call of Duty: Ghosts*, *Watch Dogs* and *Battlefield 4*.

In addition, NVIDIA has released to production the [NVIDIA GeForce Experience™ software](#), which delivers to GeForce gamers the industry's best gaming drivers, advanced features and [optimal playable settings \(OPS\)](#) with the convenience of single click operation.

Designed for gaming enthusiasts, the GeForce GTX 780 boasts a massively powerful [Kepler](#) GPU with 2,304 cores and 3GB of high-speed GDDR5 memory -- each 50 percent more than its predecessor.⁽¹⁾

The GeForce GTX 780 supports NVIDIA's latest array of gaming technologies, including PhysX® and NVIDIA TXAA™, while the newest GeForce drivers reduce frame time variations to provide smoother frame delivery and a richer overall experience. And for those gamers who demand the very best, [NVIDIA SLI® technology](#) -- the industry's preeminent multi-GPU solution -- scales to deliver even higher levels of performance.

"The GeForce GTX 780 delivers the fastest frame-rate and smoothest animation at a value never before seen in PC gaming," said Scott Herkelman, general manager of the GeForce business unit at NVIDIA. "This level of performance allows gamers to become fully immersed into a game the way the developers originally intended."

To satisfy gamer demands for greater customization and overclocking options, the GeForce GTX 780 includes NVIDIA GPU Boost™ 2.0 technology, which automatically increases the GPU's clock speeds for enhanced performance, while adding temperature target and fan controls, as well as extra over-voltage headroom and optimizations for advanced water-cooling solutions.

A high-quality cast exterior aluminum frame and high-efficiency vapor chamber cooling -- the most sophisticated thermal solution NVIDIA has created -- contribute to the exotic design of the card. With GeForce GTX 780, form meets function with uncompromising acoustic performance as well for near silent gaming operation.

"The GeForce GTX 780 thermal solution is the most sophisticated we've ever created," said Andrew Bell, vice president of engineering at NVIDIA. "The human ear detects not just sound intensity, but also sudden variations in noise levels. For this reason, we created brand new adaptive temperature controllers to reduce unnecessary fan speed variations and deliver beautifully silent operation. This makes the GeForce GTX 780 an awesome choice for powering enthusiast-class PCs including desktop gaming towers as well as the new breed of sexy, small form-factor PCs."

Easy Optimization With NVIDIA GeForce Experience

Available exclusively to GeForce gamers, the beta version of NVIDIA GeForce Experience software has been used by more than 1.5 million people since the beginning of the year. Now released to production, GeForce Experience is the perfect complement to the GeForce GTX 780's raw horsepower.

GeForce Experience automatically configures the 3D setting for each game to ensure the best experience based on the system configuration. It notifies gamers of software updates and automatically installs GeForce Game Ready™ drivers so gamers can maximize the performance of their GeForce GPUs and enjoy the latest PC games the day they are released.

Availability and Pricing

The NVIDIA GeForce GTX 780 GPU is available now from the world's leading add-in card suppliers, including ASUS, Colorful, EVGA, Gainward, Galaxy, Gigabyte, Innvision 3D, MSI, Palit, PNY and Zotac. Partner participation will vary by region. Pricing is expected to start at \$649.

The GeForce GTX 780 will also be sold in fully configured systems from leading U.S.-based system builders, including AVADirect, Cyberpower, Digital Storm, Falcon Northwest, Geekbox, IBUYPOWER, Maingear, Origin PC, Puget Systems, V3 Gaming and Velocity Micro, as well as other system integrators outside North America.

For more information on how GeForce GTX GPUs are dramatically changing the way games are played, visit www.geforce.com. The [NVIDIA Flickr page](#) hosts the entire lineup of GeForce product photos.

(1) Compared to the GTX 680 GPU released in March 2012.

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