



# NVIDIA Extends PC Gaming Leadership With New GeForce GTX 770 GPU

## World's First GPU to Offer Blazing Fast 7 Gbps Memory

SANTA CLARA, CA -- NVIDIA (NASDAQ: NVDA) today launched the NVIDIA® [GeForce® GTX™ 770](#) GPU, which offers an unprecedented level of PC gaming performance for only \$399.

The newest addition to the award-winning NVIDIA [Kepler™](#) architecture lineup of gaming GPUs for the high-end market, the GTX 770 joins the [GTX TITAN](#) and the [GTX 780](#) in delivering superior gaming performance, advanced features, and silky smooth frame rates for unsurpassed high-definition PC gaming.

"Only NVIDIA GPUs consistently provide gamers with the ability to achieve extremely fast frame rates at high-definition resolutions with all of the eye candy turned on," said Scott Herkelman, general manager of the GeForce GPU business at NVIDIA. "The GeForce GTX 770 represents a new threshold of performance and features for under \$400 and our commitment to PC gaming is why GeForce GPUs continue to be the No. 1 choice of gamers worldwide."

Designed for dispatching extremely fast frame rates to all of this year's hottest PC games, including *Call of Duty: Ghosts*, *Watch Dogs* and *Battlefield 4*, the GeForce GTX 770 boasts an incredibly powerful Kepler GPU with 1,536 cores and either 4GB or 2GB of high-speed 7 Gbps GDDR5 -- the world's fastest memory ever on a graphics card.

To satisfy gamer demands for greater customization and overclocking options, the GeForce GTX 770 GPU includes NVIDIA GPU Boost™ 2.0 technology, which automatically increases the GPU's clock speeds for enhanced gaming performance, while adding temperature target and fan controls, as well as extra over-voltage headroom and optimizations for advanced water-cooling solutions.

The GeForce GTX 770 GPU also supports NVIDIA's latest array of gaming technologies, including the [PhysX](#) physics engine®, NVIDIA [TXAA™](#) anti-aliasing and [GeForce® Experience™ software](#), which delivers the industry's best drivers for smooth gaming, advanced features like NVIDIA ShadowPlay™<sup>(1)</sup> and optimal playable settings with the convenience of single click operation to gamers everywhere. 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, with new adaptive temperature controllers help delivering amazing performance that is nearly silent to the human ear.

### Availability and Pricing

The NVIDIA GeForce GTX 770 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 \$399 for the 2GB version.

The GeForce GTX 770 GPU 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](http://www.geforce.com). The [NVIDIA Flickr page](#) hosts the entire lineup of GeForce product photos.

<sup>(1)</sup> ShadowPlay is coming soon.

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