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# NVIDIA Leads Performance Per Watt Revolution With "Maxwell" Graphics Architecture

Fueling a Massive Leap Forward for Gamers, New Graphics Architecture Boasts 2x Performance Increase With 50 Percent Reduction in Power Consumption

February 17, 2014

SANTA CLARA, CA - NVIDIA today introduced the first GPUs based on its new Maxwell™ graphics architecture, which deliver amazing gaming performance in extremely power-efficient designs.

The new NVIDIA® GeForce® GTX™ 750 Ti and GTX 750 GPUs showcase the ability of this first-generation Maxwell architecture to do more with less.

A GeForce GTX 750 Ti running at 1080p resolution doubles the performance and uses half the power of the GTX 550 Ti, which was built with the Fermi architecture, and is one of the most used NVIDIA GPUs, according to the [Steam Hardware Survey](#).

The GTX 750 Ti also approximates the performance of the GeForce GTX 480 -- a \$499 flagship product also based on the [Fermi](#) architecture -- while consuming only one-fourth the power, or 60 watts.

"We know that to advance performance, we must advance performance per watt, because every system we design for has a power limit -- from supercomputers to PCs to smartphones," said Scott Herkelman, general manager of the GeForce business unit at NVIDIA. "That's why we architected Maxwell to be the most efficient GPU architecture ever built."

The GTX 750 Ti GPU's small physical design -- at only 5.7-inches long -- doesn't require an internal power connector. Thus, gamers with PCs equipped with integrated graphics or other small form-factor designs can

switch over for a great gaming experience at 1080p, without needing to upgrade their power supply or deal with increased energy costs.

Because the GTX 750 Ti consumes so little power, it runs extremely quietly and generates very little heat, making it perfect for use in home theater PCs, as well.

The GTX 750 Ti and 750 GPUs also include support for NVIDIA's breakthrough GameWorks™ program and unique gaming technologies, including:

- ShadowPlay™, which lets gamers capture and share their gaming experiences on Twitch and other online sites,
- G-SYNC™ display technology, for smooth, stutter-free gaming visuals, and
- GameStream™, which allows gamers to stream their favorite PC games to NVIDIA SHIELD for high-performance gaming on the go.

"NVIDIA understands that delivering a next-gen gaming experience means a lot more than cranking up the clocks, heat and noise just to eke out a few extra frames per second," said Tony Tamasi, senior vice president of content and technology at NVIDIA. "Our GameWorks technologies, combined with the performance, power efficiency and cool and quiet operation of the GTX 750 Ti and 750, dramatically change the way gamers can play."

### **Availability and Pricing**

The NVIDIA GeForce GTX 750 Ti and GTX 750 GPUs are now available from the world's leading add-in card suppliers, including ASUS, Colorful, EVGA, Gainward, Galaxy, Gigabyte, Innovision 3D, MSI, Palit, PNY and Zotac. Partner participation will vary by region. Pricing is expected to start at \$119 for the GTX 750, \$139 for the 1GB GTX 750 Ti and \$149 for the 2GB GTX 750 Ti.

The GeForce GTX 750 Ti and GTX 750 GPUs 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 GeForce GTX 750 Ti and GTX 750 GPUs, please visit [www.geforce.com](http://www.geforce.com). The [NVIDIA Flickr page](#) hosts the entire lineup of GeForce product photos.

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Since 1993, **NVIDIA** (NASDAQ: NVDA) has pioneered the art and science of **visual computing**. The company's technologies are transforming a world of displays into a world of interactive discovery -- for everyone from gamers to scientists, and consumers to enterprise customers. More information at <http://nvidianews.nvidia.com> and <http://blogs.nvidia.com>.

(1) NVIDIA G-SYNC support requires a DisplayPort connection.

Certain statements in this press release including, but not limited to, statements as to: the performance, benefits, pricing and availability of the NVIDIA GeForce GTX 750 Ti and GTX 750 GPUs; the impact and benefits of NVIDIA Maxwell architecture; and the impact and benefits of NVIDIA GameWorks technologies 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 October 27, 2013. 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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## Media Contacts

Hector Marinez  
Corporate Communications

+1-408-486-3443  
[hmarinez@nvidia.com](mailto:hmarinez@nvidia.com)

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