



# Global PC Builders Rally Around NVIDIA to Deliver VR-Ready PCs and Add-In Cards

## GeForce GTX VR Ready Designation Marks Technology That Delivers Great Virtual Reality Experiences

**CES** -- NVIDIA today unveiled a VR-ready program to help gamers navigate their way to great virtual reality experiences.

The company has partnered with PC and notebook makers and add-in card providers to deliver "[GeForce® GTX VR Ready](#)" systems and graphics cards that deliver an immersive VR gaming experience. The program minimizes confusion regarding which equipment is necessary to play the range of VR games and applications increasingly coming to market.

Delivering a great VR experience demands seven times the graphics processing power of traditional 3D games and applications -- driving framerates above 90 frames per second (fps) for two simultaneous images (one for each eye).<sup>1</sup>

"For customers, navigating an emerging technology like VR can be daunting," said Jason Paul, general manager of emerging technologies at NVIDIA. "We're working with trusted partners worldwide to simplify the buying process with a GeForce GTX VR Ready badge that will let customers quickly identify PCs or add-in cards that are capable of handling the demands of VR."

NVIDIA® GPUs are at the heart of the VR ecosystem and are powered by the award-winning [NVIDIA Maxwell™ graphics architecture](#), which was created with VR in mind. In addition to powering fast framerates, it includes unique VR features, such as support for NVIDIA Multi-Res Shading, which boosts performance by up to 50 percent while maintaining image quality and reducing latency.<sup>2</sup>

NVIDIA provides the fastest performance and lowest latency for VR experiences through a combination of its Maxwell-class GeForce GTX GPUs, [NVIDIA Game Ready Drivers](#) and its software tools for developers, [NVIDIA GameWorks™ VR](#) and [NVIDIA DesignWorks™ VR](#).

### Support from PC Builders

The world's leading PC vendors are participating in the GeForce GTX VR Ready program.

"As trailblazers in gaming and graphics, Alienware and NVIDIA are committed to providing great turnkey VR experiences. The program will guide customers to the products that will delight them. Maxwell-based GPUs are a great match for VR experiences, and cards like the GeForce GTX 970 help Alienware PCs set the industry standard."

-- Frank Azor, general manager, Alienware

"NVIDIA's GeForce GTX VR Ready program makes VR easy and enjoyable. NVIDIA is helping to lead the industry forward. Its Maxwell-powered graphics cards provide the horsepower and low latency needed for VR. And its GameWorks VR platform provides developers the necessary tools to create the next bestselling VR game of the future."

-- Wallace Santos, CEO and founder, MAINGEAR

"VR has traditionally been reserved for desktops, but NVIDIA has given notebooks such as the MSI GT72 Dominator and GT80 Titan with GeForce GTX 980 the necessary punch to bring virtual experiences to life while on the go. NVIDIA's GeForce GTX VR Ready badge makes identifying VR capable machines easy and guarantees a fantastic and immersive gaming experience."

-- Andy Tung, president of MSI Pan America, MSI

Learn more and see participating PC makers at <http://www.geforce.com/vr-ready>.

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### About NVIDIA

Since 1993, [NVIDIA](#) (NASDAQ: [NVDA](#)) has pioneered the art and science of [visual computing](#). With a singular focus on this field, the company offers specialized platforms for the gaming, automotive, data center and professional visualization markets. Its products, services and software power amazing new experiences in virtual reality, artificial intelligence and autonomous cars. More information at <http://nvidianews.nvidia.com/>.

(1) A PC gaming running 1920x1080 at 30 fps on a single screen compared to a VR headset running at 1680x1512 at 90 fps on each of two screens. <http://blogs.nvidia.com/blog/2015/11/09/gameworks-vr-unreal-engine-4-ue4/>

(2) At VRX 2015, Epic Games achieved a 50 percent performance increase to its landmark Bullet Train demo by applying NVIDIA Multi-Res Shading. <http://blogs.nvidia.com/blog/2015/11/09/gameworks-vr-unreal-engine-4-ue4/>

Certain statements in this press release including, but not limited to, statements as to: the features, performance and benefits of GeForce GTX VR Ready systems and graphics cards; and participating vendors in the GeForce GTX VR Ready program 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 25, 2015. 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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