

NVIDIA Takes Apple Mac Pro Users To New Level of Stunning Visual Experience

By Oak Consulting

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New GeForce 8800 GT Upgrade Kit Now Available for Apple Mac Pro Customers

DUBAI, UAE—NVIDIA Corporation (Nasdaq: NVDA) today announced that an upgrade kit featuring the award-winning NVIDIA GeForce 8800 GT GPU is now available for the Mac Pro. Priced at \$279, the GeForce 8800 GT upgrade kit allows first-generation Mac Pro users to optimize their Mac with the same powerful solution already available in second-generation Mac Pro systems to deliver powerful graphics processing for the most demanding professional and consumer applications.

“The computer is more visual than ever, and Mac users in particular demand an exceptional visual experience,” said Ujesh Desai, general manager of GeForce desktop GPU business at NVIDIA. “Adding a GeForce 8800 GT to the first-generation Mac Pro system will deliver a major graphics boost, resulting in faster processing for a complete range of visual computing applications.”

The award-winning NVIDIA GeForce 8800 GT features 112 high-powered processing cores and supports dual 30-inch Apple Cinema HD displays. Compatible with any Intel-based Mac Pro, the GeForce 8800 GT includes NVIDIA’s video processing technology which offloads H.264 decode enabling silky smooth playback of high-definition video.

North American customers can purchase the NVIDIA GeForce 8800 GT upgrade kit online from NVIDIA (store.nvidia.com) or The Apple Store (www.apple.com) for \$279. Consumers outside of the US, Puerto Rico, and Canada should order from The Apple Store.

About NVIDIA

NVIDIA is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the entertainment and consumer market with its GeForce® graphics products, the professional design and visualization market with its Quadro® graphics products, and the high-performance computing market with its Tesla™ computing solutions products. NVIDIA is headquartered in Santa Clara, Calif. and has offices throughout Asia, Europe, and the Americas. For more information, visit www.nvidia.com.

Certain statements in this press release including, but not limited to, statements as to: the benefits, features, performance and capabilities of NVIDIA GeForce 8800 GT GPUs; the first-generation Mac Pro system; and demands on visual computing applications 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: loss of performance of our products when integrated into systems; our reliance on third parties to manufacture, assemble and test our products; development of faster or more efficient GPUs; the impact of technological development and competition; manufacturing or software defects; changes in industry standards and interfaces as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission including its Form 10-K for the fiscal year ended January 27, 2008. Copies of reports filed with the SEC are posted on our 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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