

XFx Introduces GeForce GTX 280 Graphic Card

In gaming, "reality" is one of those often over-used descriptors that falls short of, well, reality until now. XFX has released the ultimate gaming graphic cards: the XFX GeForce GTX 280. Harnessing the power of second generation unified architecture, SLI technology and top-of-the-line DirectX 10 support, gaming "reality" has now become a truly in-your-face experience, delivered in blazing fast frame rates.

Mumbai, Maharashtra, June 17, 2008 /[India PRwire](#)/ -- In gaming, "reality" is one of those often over-used descriptors that falls short of, well, reality until now. XFX has released the ultimate gaming graphic cards: the XFX GeForce GTX 280. Harnessing the power of second generation unified architecture, SLI technology and top-of-the-line DirectX 10 support, gaming "reality" has now become a truly in-your-face experience, delivered in blazing fast frame rates.

The real world is for lightweights compared to the experience delivered by the GeForce GTX 280. Second generation NVIDIA Unified Architecture delivers up to 50% more gaming performance (compared to the first generation) thanks to 240 enhanced processing cores and a GPU clock of 602 MHz that provide incredible graphics horsepower.

Gamers will get pulled deeper into the 3D gaming experience thanks to NVIDIA's new PhysX technology that renders convincing facial expressions, multiple ultra-high polygon characters in complex environments and convincing physical effects like weather and explosions. Both cards come NVIDIA PhysX-Ready, however NVIDIA Phys drivers are required to experience in-game PhysX acceleration.

Three-way NVIDIA SLI Technology support ensures powerful performance scaling by implementing three-way Alternate Frame Rendering (AFR) for the world's fastest gaming solution under Windows Vista.

PCI Express 2.0 bus architecture offers the highest data transfer speeds for today's bandwidth-hungry games and 3D applications, and is backwards compatible with existing PCI Express motherboards.

NVIDIA CUDA technology and the new CUDA runtime for Windows Vista enables programmers to offload the most intensive processing tasks from their CPU to their graphic card, putting the power of up to 240 multi-threaded processor cores to work for you. From transcoding video or running Folding@home in the background while web surfing, the GeForce GTX 200 Series deliver performance improvements of up to seven times of the traditional CPU.

HybridPower Technology, GigaThread Technology, Lumenex Engine, 16x Anti-aliasing Technology, and 128-bit floating point High Dynamic-Range (HDR) Lighting guarantees top-of-the-line performance right out of the box. OpenGL 2.1 support, Dual Dual-link DVI Support, PureVideo HD Technology and dual-stream hardware acceleration rounds out the leading features.

The mentioned graphic card bearing model no, GX-280N-ZDF9 will be available through Rashi Peripherals and its 53 branches across India at an estimated street price of Rs 49,000/- with 3 years warranty.

Notes to Editor

About Rashi Peripherals

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