

## EVGA Announces the EVGA GeForce GTX 780 and EVGA ACX Cooler

- **Thursday, May 23, 2013** – The EVGA GeForce GTX 780 marks an evolution in gaming performance -an insanely fast, smooth, and whisper-quiet experience, every time.

EVGA is also introducing a brand new cooling design; the EVGA ACX Cooler. This double ball bearing design redefines traditional enthusiast coolers. Starting with a 40% increase in heatsink volume, the EVGA ACX is more efficient at dissipating heat, allowing for 15% lower GPU temperatures. A reinforcement baseplate maintains a straight PCB, and helps lower mosfet temperatures by 7% and memory temperatures by 15%.

EVGA also spent time to ensure that even the fan blades were of the highest quality; with a 700% increase in strength, and 25% lower weight when compared to competitors dual fan designs. This makes the fans 20% more efficient by requiring lower power levels. Of course, EVGA is also using double ball bearing fans which offer a 12 year lifespan; this is 4X longer when compared to competitors!

Get pure performance today with the EVGA GeForce GTX 780 with ACX Cooling.

Key Features:

- NVIDIA SMX Engine
- NVIDIA GPU Boost 2.0
- NVIDIA FXAA
- NVIDIA TXAA
- NVIDIA Adaptive Vertical Sync
- Frame Rate Target
- NVIDIA 3D Vision Surround
- PCI Express 3.0
- Pixel Clock Control

Learn more about the EVGA GeForce GTX 780 at <http://www.evga.com/articles/00746/>

### EVGA ACX Cooling

The new double ball bearing ACX cooler from EVGA redefines traditional enthusiast coolers. Starting with a 40% increase in heatsink volume, the EVGA ACX is more efficient at dissipating heat, allowing for 15% lower GPU temperatures. A reinforcement baseplate maintains a straight PCB, and helps lower mosfet temperatures by 7% and memory temperatures by 15%.

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Do not settle for the low quality materials found in competitors cooling solutions on your high end product, EVGA offers the best!

Key Features:

- Ultimate GPU Cooling – 15% average lower GPU and Memory temperatures give you the low temperatures needed for extreme overlocks, and with GPU Boost 2.0, it ensures your card maintains the maximum boost clock possible.
- No Compromise Heatsink Design – An increase of 40% in heatsink fin volume distributes heat evenly and efficiently.
- Low Noise Levels – The dual fan design dramatically increases airflow, meaning the fans only need to spin at a much lower RPM, reducing noise levels significantly. In fact, it is 15% quieter on average!
- Double Ball Bearing Design – The EVGA ACX cooler features a double ball bearing design, meaning the fans have an average lifespan of 12 Years! This is 4X longer than the competitors sleeve bearing fans.
- Superior Blade Design – EVGA even went as far as crafting each individual fan blade with the utmost in quality. The fan blades on the EVGA ACX cooler are 700% stronger and weigh 25% less than competitor's versions. This makes the fans 20% more efficient by requiring lower power levels.
- Dual Slot Design – No need to worry about bulky heatsink designs that cover unnecessary PCI-E lanes, the EVGA ACX cooler is a dual slot design, the optimal size for all forms of NVIDIA SLI.
- Dual Cooling Subsystems – Minimizing air turbulence between fans, this makes sure the airflow is distributed evenly, and reduces noise level.
- Reinforcement Baseplate – This helps to maintain a straight PCB, and helps lower mosfet temperatures by 7% and memory temperatures by 15%.