



## PRESS RELEASE

### Media Contact:

Bernadette Brijlall  
Phone: 973-560-5481  
Email: [bbrijlall@pny.com](mailto:bbrijlall@pny.com)

## PNY Expands GT 200 Series Graphics Cards with GeForce GT 240 512MB GDDR5

**Parsippany, NJ – November 17, 2009** – PNY Technologies®, Inc. (“PNY”), a global leader in flash memory, USB flash drives, solid state drives, computer memory upgrade modules, as well as consumer and professional graphics cards, announced today the NVIDIA® GeForce® GT 240 512MB GDDR5 graphics card.

PNY’s new GeForce GT 240 allows users to cross over into the world of power gaming, with NVIDIA 3D Vision™ and PhysX™ performance; all at a fantastic value. With PhysX performance, consumers can now accelerate their digital lifestyle with dynamic physics effects. As a dedicated PhysX GPU on PhysX-ready platforms, the GT 240 allows games to run over 50% faster. Users can not only view, but also create content in HD, due to 50% more CUDA processing cores versus previous generations.

The GeForce GT 240 is the perfect addition to any system and, for the first time in PNY’s graphics cards line-up, features GDDR5 memory, with twice the bandwidth of GDDR3 for blazing fast performance at a mainstream price point. With a native HDMI port on-board, the GT 240 offers the flexibility to connect both audio and video, via one cable, to any HDMI enabled computer monitor or television; for a premium computer visualization or home theater experience.

“The GeForce GT 240 provides users with a more advanced level of performance; bringing together all aspects of their digital life and offering the flexibility to use their PC’s for gaming, viewing and editing HD video, or enhancing photos,” said Nicholas Mauro, senior marketing manager, PC components for PNY. “With this incredible price point, mainstream consumers can now take advantage of the latest in HD entertainment, such as enjoying their favorite Blu-ray movie in impressive quality.”

### GeForce GT 240

- 512 MB of GDDR5 frame buffer memory
- 550 MHz core clock and 1340 MHz shader clock
- 54.4 GB/second memory bandwidth
- A texture fill rate of 26.4 billion/second
- An effective memory data rate of 3400 MHz
- MSRP: \$99.99

PNY’s latest edition to their GT 200 series of graphics cards comes equipped with the following features:

- NVIDIA® Unified Architecture
- Full Microsoft DirectX 10.1 support
- NVIDIA PhysX™ technology
- NVIDIA CUDA™ technology
- Microsoft Windows 7 Support
- NVIDIA PureVideo® HD technology
- HDMI *On-Board* support with support for 7.1 TRUE HD audio pass-through
- PCI Express 2.0 support



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- Dual-link HDCP Capable
- OpenGL 3.1 Optimization and Support

Additionally, the PNY GeForce GT 240 graphics card will be available with a value-added 30-day trial version of vReveal<sup>®</sup>, from MotionDSP, Inc. This video enhancement software dramatically enhances the quality of home videos to stabilize, clean, improve detail, and brighten for improved viewing. Consumers will also receive a 20% discount off the purchase of the full version of the vReveal software.

PNY offers free 24-hour technical support and a 3-year warranty: 1 year standard with a 2 year upgrade upon completion of registration on PNY.com.

The PNY GeForce GT 240, along with other PNY graphics cards, will be available at the following locations:

- BestBuy.com
- NewEgg
- TigerDirect
- Amazon
- Buy
- Fry's
- Microcenter
- PNY.com

Visit [www.PNY.com](http://www.PNY.com) to experience the latest graphics cards and to learn about PNY's entire spectrum of products. For the gaming enthusiast, visit PNY's on-line gaming portal at [www.XLR8Gaming.net](http://www.XLR8Gaming.net) to participate in forums, special offers, contests and tournaments taking place now!

### About PNY Technologies

Established in 1985, PNY Technologies<sup>®</sup>, Inc. is a leading manufacturer and supplier of memory upgrade modules, high capacity flash memory cards, USB flash drives, as well as consumer and professional workstation graphics cards. The company's photography, mobility, 3D gaming and business solutions are widely available from major retail, e-tail and wholesale outlets internationally. Headquartered in Parsippany, N.J., PNY maintains facilities in North America (Santa Clara, Orange County, CA; Miami, FL; Parsippany, NJ), Europe (Benelux, France, Germany, Italy, Norway, Spain, United Kingdom,) Asia (Taiwan, China) and Latin America. [www.pny.com](http://www.pny.com)

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