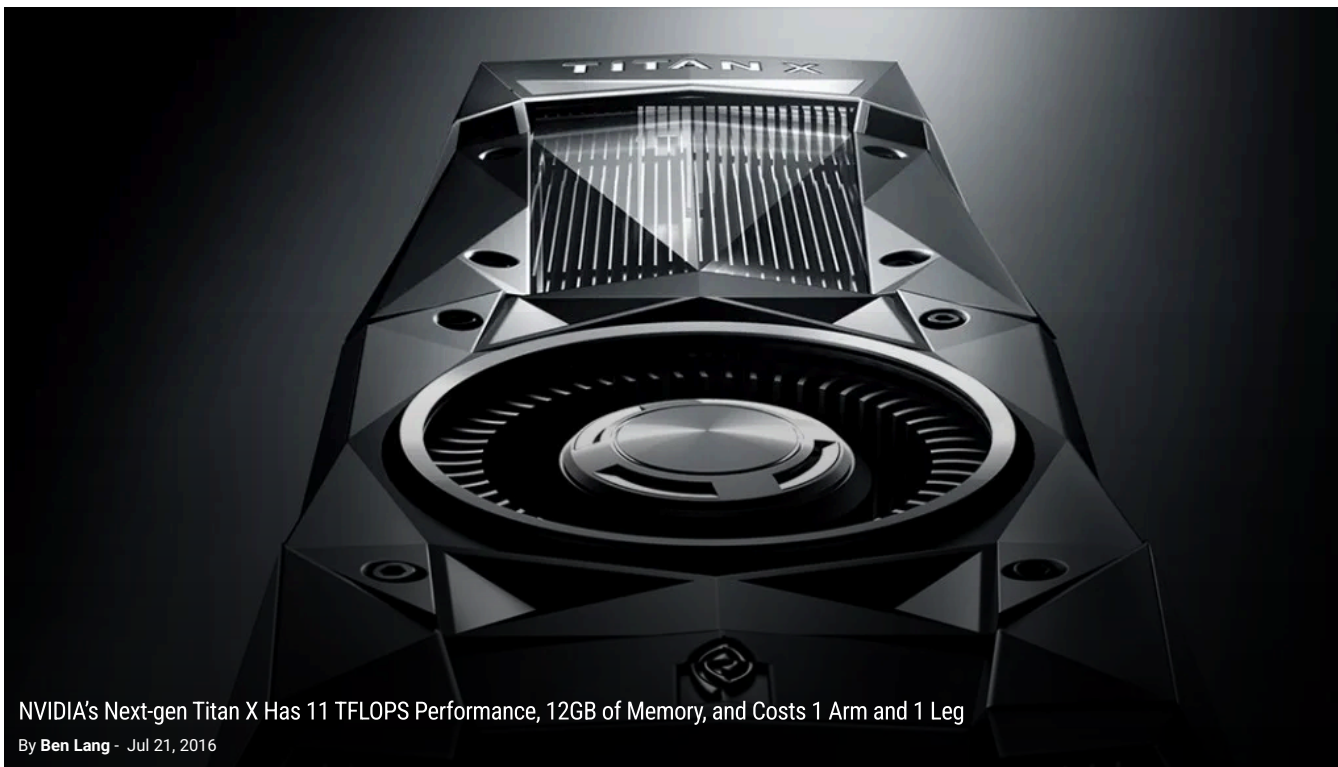




This evening at an artificial intelligence event at Stanford, NVIDIA CEO Jen-Hsun Huang revealed the next-gen Titan X, the company's crazy-powerful, crazy-expensive high-end GPU.

Nvidia is bringing its Titan X card into the next generation with [a new version of the GPU](#) built upon the company's latest 'Pascal' architecture. The Titan X tops the recently released flagship GTX 1080 with some whopping specs:

- 11 TFLOPs FP32 (32-bit floating point)
- 12GB of GDDR5X memory (480GB/s)
- 3,584 CUDA cores at 1.53GHz (versus 3,072 CUDA cores at 1.08GHz in previous TITAN X)
- 12-billion transistors
- 250 Watts

With those whopping specs comes an equally whopping price: \$1,200. If you've got the cash to drop, you'll be able to buy the card starting on August 2nd from Nvidia and yet to be announced third-party GPU makers. The new Titan X will debut first in North America and Europe and later in Asia.

Nvidia says the card is up to 60% faster than the previous generation Titan X and, thanks to the new Pascal architecture, supports the same enhanced VR rendering capabilities (like [simultaneous multi-projection](#)) that debuted with the GTX 10-series cards.

The announcement of the new Titan X comes after the introduction and release of the GTX 1060, 1070, and 1080 GPUs over the last few months.

See Also:

- [NVIDIA GTX 1080 Performance Review: Head to Head Against the 980 Ti](#)
- [Hands-on: NVIDIA Launches GTX 1060 and Benchmarks Against AMD's RX 480](#)



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Ben Lang

Ben is the world's most senior professional analyst solely dedicated to the XR industry, having founded Road to VR in 2011—a year before the Oculus Kickstarter sparked a resurgence that led to the modern XR landscape. He has authored more than 3,000 articles chronicling the evolution of the XR industry over more than a decade. With that unique perspective, Ben has been consistently recognized as one of the most influential voices in XR, giving keynotes and joining panel and podcast discussions at key industry events. He is a self-described "journalist and analyst, not evangelist."



