

5 reasons to buy NVIDIA GPUs instead of AMD in 2024

If you're looking to buy a new graphics card, you're probably wondering between NVIDIA and AMD. Both manufacturers make great products, but there are plenty of reasons to choose NVIDIA.

So let's take a look at why NVIDIA GPUs deserve a place in your rig. The first reason may not surprise you...

1. NVIDIA is the GPU market leader

The GPU industry has grown tremendously in recent years and shows no signs of slowing down. Mordor Intelligence estimates the GPU market will be worth about \$65 billion by 2024 and is expected to grow to more than \$274 billion by 2029.

A few things are driving this surge. More and more PC and gaming console enthusiasts need powerful GPU hardware. Artificial Intelligence developments are also finding newer uses for these chips and helping the market expand further.

With all these opportunities, NVIDIA is in a perfect position to cash in as the perennial king in this booming sector. NVIDIA's dominance is clear according to analyst Jon Peddie's reports. Specifically, in the fourth quarter of 2023, JPR found that NVIDIA shipped 4.7% more graphics cards than the previous quarter and 22.3% more than the same period last year. It is estimated that NVIDIA will control 80% of the add-in board market.

2. NVIDIA's GPU is more powerful



Based on GPU benchmarks published by testing site GPU Check, NVIDIA's Ada Lovelace architecture is performing well. In the top 10 rankings, NVIDIA occupies 7 positions, led by its flagship board, the RTX 4090.

Gamers care most about realistic gameplay; Here, the RTX 4090 shows its power. It delivered an average of more than 356 fps at 1080p, about 273 fps at 1440p, and nearly 173 fps at 4K - impressive results that keep it on top.

AMD's highest-end card, the RX 7900 XTX, is in third place, retailing for \$999, cheaper than NVIDIA's offering. Its results are still impressive, reaching over 321 fps at 1080p, about 241 fps at 1440p, and nearly 139 fps at 4K, but still behind the RTX 4080 Ti and RTX 4090.

One thing to note is that the performance gap is narrowed in the mid-range and affordable segments. Here, AMD offers powerful options at competitive prices compared to competing models from NVIDIA.

3. NVIDIA leads the way with exciting features

Ray Tracing is an important feature of graphics. Now you can do it in real time thanks to complex algorithms and special hardware. NVIDIA's RTX GPUs, especially the new Ada Lovelace SKU, have a dedicated Ray Tracing core that mimics the way light behaves in the real world. This means you can get hyper-realistic environments with dynamic lighting, shadows and reflections in a constantly changing generated virtual world.

NVIDIA introduced Deep Learning Super Sampling (DLSS) to increase performance while preserving good visuals, which has proven to be better than AMD's FSR in providing overall performance and good image quality than. By using Tensor Cores and AI upscaling of the GPU, DLSS can significantly increase frame rates without affecting image quality. The latest version, DLSS 3.5, further enhances Ray Tracing with tricks like Ray Reconstruction that help reduce artifacts and improve detail.

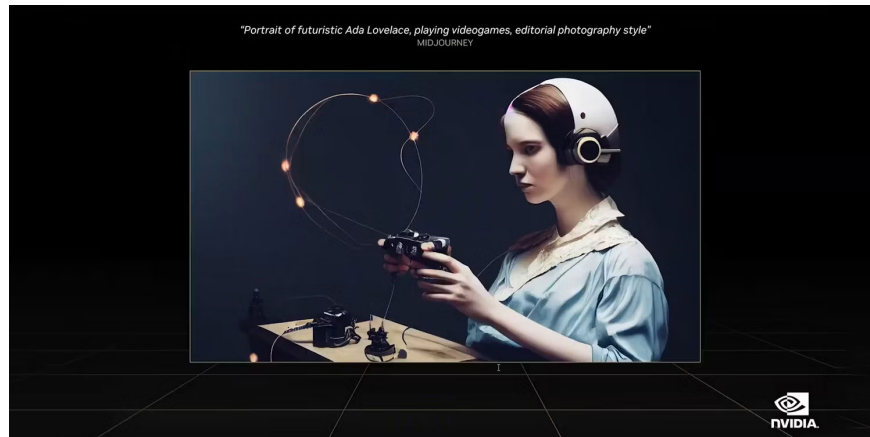


If you demand the fastest possible experience and response, NVIDIA Reflex minimizes latency. By optimizing frame handling with features built directly into supported games, Reflex ensures frames are processed as smoothly as possible to reduce input lag and improve speed. response for competitive gamers.

Content creators also reap the benefits of NVIDIA innovations. NVIDIA Broadcast turns any space into a home studio with AI-powered audio and video effects. Features remove ambient noise and echo, enable virtual backgrounds, optimize video quality, and more - all powered by GPU to produce professional results without the

need for expensive equipment or complex setup.

4. NVIDIA dominates the AI ??landscape



NVIDIA GPUs, especially those with Tensor Cores, are very good at Generative AI, especially images and video, surpassing the competition in performance tests for AI tasks. Tom's Hardware tested 45 top GPUs from NVIDIA, AMD and Intel, running Stable Diffusion, an image generator, and NVIDIA's cards performed well every time.

Tensor Cores are special chips specifically designed by NVIDIA to speed up AI calculations, making Generative AI models much faster. For example, when properly tuned, NVIDIA's GeForce RTX and RTX GPUs can run those AI models up to 5x faster than other GPUs.

NVIDIA's GeForce RTX 40 Super graphics cards, like the GeForce RTX 4080 Super, take the edge further by generating AI video 1.5x faster and images 1.7x faster than previous RTX 3080 Ti GPUs. These GPUs perform up to 836 trillion operations per second, unlocking crazy AI capabilities for gaming, content creation, and everyday tasks.

NVIDIA's AI superiority isn't just due to better hardware. It also features enhanced tools like NVIDIA TensorRT, NVIDIA RTX Remix, and NVIDIA ACE to further optimize and accelerate AI model performance on PC.

5. NVIDIA cards work well with basically everything

Thanks to strong hardware compatibility, NVIDIA GPUs integrate seamlessly with a wide range of motherboards from various manufacturers, supporting various PCIe standards. In terms of display, NVIDIA cards support a wide variety of screens.

They handle all display technologies, such as G-Sync, HDR and variable refresh rates, with aplomb, making them perfect for creative work and high-fidelity gaming where image quality is paramount. With drivers for Windows and Linux, they work across multiple operating systems for maximum flexibility between platforms.

Its software ecosystem takes compatibility to the next level. NVIDIA Control Panel is like a one-stop shop for tweaking every setting to your liking. GeForce Experience also adds great features - like automatic game optimization, video recording and streaming with NVIDIA ShadowPlay, and streaming to NVIDIA Shield for

remote gaming on the big screen. So if compatibility and strong performance in many areas is what you need then NVIDIA graphics cards really shine.

Ultimately, the best choice depends on needs and budget. But if superior performance and features are high on your list, NVIDIA seems like a safe choice.

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