

# **NVIDIA's new RTX 4060 series of GPUs will start at just \$299**

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NVIDIA's current GeForce RTX 40-series graphics cards are very expensive, with the RTX 4070 model having a list price of up to \$ 600, while other high-end models are sold for over \$ 1,000. In the midst of an extremely bleak world economy, the graphics card market needs names that are more accessible to the masses, such as NVIDIA's upcoming RTX 4060 solutions.

The GeForce RTX 4060 and 4060 TI will be NVIDIA-oriented new graphics card models to replace the RTX 3060 and 3060 Ti models, respectively. They are powered by the same Ada Lovelace architecture as their other 40-series siblings, with fourth-generation Tensor cores for AI workloads, third-generation RT cores, and DLSS 3 support.

In addition, NVIDIA is also targeting new card models towards content creation, with a range of features optimized for 3D, video, and AI workflows. The company is confident that the RTX 4060 and 4060 TI will be up to 45% faster than the previous generation in tasks related to editing 3D models, while rendering times on tools like Adobe Premiere Pro and DaVinci Resolve is also significantly shortened. There's also full support for AV1 decoding and encoding thanks to NVIDIA's eighth-generation NVENC software. A company blog post explains: 'The new encoder is 40% more efficient, making live streams possible with a 40% increase in bitrate — a huge boost in picture quality. photos enables 4K streaming on apps like OBS Studio and platforms like YouTube and Discord'.



The RTX 4060 and 4060 Ti will also be graphics cards that promise good gaming, although still mainly aiming for the most optimal experience at 1080p resolution. But it's also important to note that both GPU models will have 8GB of VRAM, while many new games now require more than that. NVIDIA is planning to release a 4060 Ti version with 16GB of VRAM, but the price certainly won't come cheap.

You'll be able to buy the 8GB RTX 4060 Ti starting May 24 for \$399. The 16GB version will be available at the end of July for \$ 399, and the RTX 4060 will usually be available at the same time for \$ 299. That's an impressive price for the 4060, \$30 less than the original list price for the 3060, but we'll have to see how the performance holds up in real-world tests.

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