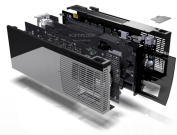


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The GeForce 9800 GX2 - exploded view  
Nvidia

## [Nvidia Axes GeForce 9800 GX2 Pricing by 10 Percent](#)

*The price war continues on the high-end graphics market*

Nvidia's latest ultra-high end graphics card has been introduced earlier this week, and the company started axing its prices to the bone. It seems that the war between AMD and Nvidia on the graphics cards market also applies to the high-end offerings.

Some of the UK-based online retailers are reported to have slashed pricing up to 10 percent in less than a week for their GeForce 9800 GX2 offerings. Initially priced at £435 [on the very launch date](#), the new estimative retail price has dropped below £400 in just four days.

Immediately after the official launch of the GeForce 9800 GX2 graphics chip, a plethora of graphics cards manufacturers announced their products based on Nvidia's highest-end graphics processor. MSI unveiled the cheapest 9800 GX2 offering, that comes with a price tag of "just" \$798. Other manufacturers, such as Asus, Sparkle and Zotac introduced slightly more expensive cards, with improved cooling and higher-quality PCBs.

If you are looking for cheaper video cards built around the GeForce 9800 GX2 chip, United Kingdom's Scan has the most generous product offerings, and at the same time, the most inexpensive. If you are one of the lucky ones to order the very last unit in stock, you can get it for as low as £404.78, all taxes included, except for shipping. However, you can go even lower if you buy the XFX GeForce 9800 GX2 card, that sits even below the £400 selling price.

Another low-budget online retailer is CCL, that touts its GX2-based cards as the cheapest on the market. BFG Tech's GeForce 9800 GX2 can be yours for as much as £374.99 with all taxes included. Other offerings include the £360.00 Point of View GeForce 9800 GX2, but there are no units left on stock.

Nvidia's massive price drop will surely materialize in AMD axing prices for its competitive model, Radeon HD 3870 X2. Despite the fact that the price war would give users the opportunity to enjoy much more pixels at lower prices, the two companies could end up hurting themselves.