

NVIDIA tells retailers to sell to gamers, not cryptominers

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Sunday, 21 January 2018 19:14 -

If you've been looking for a mid-high range video card for the last few months you've probably noticed quite a shortage in addition to prices going up. Well that's thanks to the huge demand caused by the crypto-miners and while that's great for video card makers sales, it's causing a little bit of a public relations disaster and NVIDIA is the first one to speak up. NVIDIA has asked its retailers to limit the number of cards they sell to each person in an attempt to hopefully get them into gamers hands, but of course retailers might not be so excited when they can bundle them into "6 packs" and charge a premium to the crypto-miners. Unfortunately until the cryptocurrency craze dies down, we'll probably be seeing a shortage of higher end video cards. [HotHardware has the full story.](#)

This should be a time when every hard-core PC gamer should be gloating and grinning from ear-to-ear. PC gaming was never dead; it's actually picking up steam in a big way and so is the DIY PC build market. However, there is one thing that's throwing a wrench in many a PC builder's gears currently and that's pricing. There's no way around it and it's downright painful right now. Cryptocurrency mining isn't the only reason for the currently high cost of a new gaming PC, but it's the one dynamic acting as a true roadblock to people building a new gaming PC themselves. It's also serious motivation to consider a pre-built system, even if you can build one yourself.