



NVIDIA RTX PRO 4500 Workstation Edition Upgrade Program | Partner Activity In A Box

For NPN/OEM Partners | April 2026



NVIDIA RTX PRO 4500 Workstation Edition Upgrade Program Activity-in-a-Box

Welcome to the NVIDIA RTX PRO 4500 Workstation Edition Activity-in-a-Box (AIB).

How to use this kit:

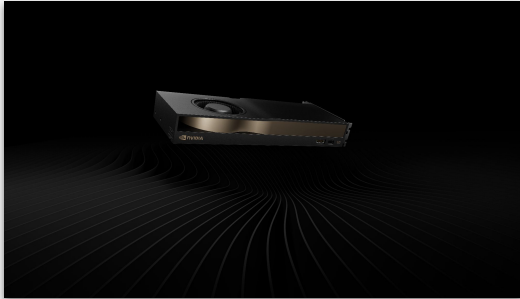
This kit is designed to help you drive upgrade conversations and accelerated demand for next-gen workstations. It includes tools you need to position the RTX PRO 4500 Workstation Edition with confidence and support upsell opportunities.

Your kit includes the upgrade program overview, program assets, and appendix which provides a bird's eye overview.

Eva Madronio
Campaign Marketing
emadronio@nvidia.com

Stacy Ozorio
Product Marketing
sozorio@nvidia.com

NVIDIA RTX PRO 4500 Workstation Edition Upgrade Program Overview



This activity is part of the wider strategy for the Workstation Partner Campaign under the “Design & Simulation” focus area.

Objective

Educate partners to successfully upsell and upgrade customers to the NVIDIA RTX PRO 4500 Blackwell Workstation Edition. The goal is to transition legacy Ampere/Ada 4000-class users and steer prospective RTX PRO 4000 buyers toward the RTX PRO 4500 model to better tackle their intensive design, simulation, and AI workloads.

Strategies

- **Partner Enablement:** Launch the RTX PRO 4500 Activity-in-a-Box to provide sellers with the immediate assets (upsell charts, decks) needed to drive demand.
- **Targeted Sales Motions:** Train partners to actively target two distinct groups: legacy 4000-class users needing an architecture upgrade, and current RTX PRO 4000 prospects ready for a premium upsell.
- **Positioning Execution:** Develop plan to educate, deliver right messaging, and ensure consistent positioning of the RTX PRO 4500 across the partner network.

Key Value Proposition

Memory and Bandwidth Advantage

- Step up to 32GB of ultra-fast GDDR7 memory with ECC. Upselling from the RTX PRO 4000 gives customers significantly more memory capacity and vastly improved bandwidth (896 GB/s) to prevent out-of-memory errors on massive, complex datasets.
- Key workloads: High-fidelity digital twins, multi-app engineering workflows, and complex 3D scene assembly, 8K video production, inference, agentic AI.

Next-Level Compute and AI Acceleration

- High core count—featuring over 10,000 CUDA cores alongside 5th-gen Tensor Cores with NVIDIA Blackwell's FP4 support—delivers the throughput required for demanding tasks. This leap in raw compute drastically reduces render times and keeps complex simulations running smoothly in real-time, while giving professionals the ability to start taking full advantage of AI acceleration for AI-augmented design tools and local workflows.
- Key workloads: Real-time CAE simulations, photoreal neural rendering, and accelerating local AI prototyping.

Breakthrough Performance Limits

- Delivers up to 4x faster performance than previous generations and is up to 70% faster than the RTX PRO 4000 Blackwell. This massive leap empowers teams to move from “good enough” to fully realized, high-fidelity outcomes in less time.
- Key workloads: CAD, content creation, video editing, generative AI

Program Assets

Assets Available	Customer Ready	Link
ACTIVITY ASSETS		
NVIDIA RTX PRO 4500 Datasheet	Yes	NPN Portal
NVIDIA RTX PRO 4500 Partner Messaging Brief	No	NPN Portal
NVIDIA RTX PRO 4500 Battle Card	No	NPN Portal
NVIDIA RTX PRO 4500 Positioning Deck	No	NPN Portal
NVIDIA RTX Upsell Chart for Desktop GPUs	No	NPN Portal
NVIDIA RTX PRO 4500 Upsell Solution Overview	No	NPN Portal
NVIDIA RTX PRO 4500 Objection Handling	No	NPN Portal

NVIDIA Partner Portal

How to Access Marketing Assets

We are now able to provide **direct asset links** in NPN Portal.
Please navigate to the assets as follows:

1. Log in at <https://www.nvidia.com/npnportal>. If the partner does not log into the NPN Portal first, a message will appear and force the partner to login before viewing the asset.
2. Click on the direct partner link as provided in the asset slide.

Assets Available	Customer Ready	Link
ACTIVITY ASSETS		
NVIDIA RTX PRO 4500 Datasheet	Yes	NPN Portal
NVIDIA RTX PRO 4500 Messaging Brief	No	NPN Portal
NVIDIA RTX PRO 4500 Battle Card	No	NPN Portal
NVIDIA RTX PRO 4500 Positioning Deck	No	NPN Portal
NVIDIA RTX Upsell Chart for Desktop GPUs	No	NPN Portal
NVIDIA RTX PRO 4500 Upsell Solution Brief	No	NPN Portal
NVIDIA RTX PRO 4500 Objection Handling	No	NPN Portal



Appendix

Design & Simulation Messaging

Main Customer Challenges	<p>Waiting: “I need to run my simulations / renderings / calculations overnight because it takes so long and uses all my computer resources so I can’t work on the computer at the same time. My HPC is no better because of the queue.”</p> <p>Crashing: “I need to put extra effort into workarounds to optimize file size and reduce complexity in order to get reasonable performance, and sometimes even to get the file to open without crashing.”</p> <p>Poor Productivity: “I spend more time waiting and doing workarounds than I do creating great work.”</p>
NVIDIA Value Proposition	<p>Create. Calculate. Concurrently.</p> <p>NVIDIA RTX PRO™ Blackwell has thousands of computing cores to accelerate the most complex computational tasks including real-time ray tracing, complex simulations, AI inference, and advanced calculations. RTX PRO Blackwell can seamlessly run multiple resource-heavy applications simultaneously, all while offloading intensive processes from the CPU - allowing professionals to perform complex operations without compromising system performance. RTX PRO: Maximum power for multitasking Pros.</p> <p>Skip the queue</p> <p>Your complex computational tasks – like renderings, simulations, and scientific calculations - used to require servers, which meant sending them to the HPC queue, which meant waiting. Now, you can equip a workstation with up to four RTX PRO Blackwell GPUs, to get the equivalent of a supercomputer on your desktop, complete with ECC memory to help avoid crashes and lost data The wait is over.</p> <p>Tackle your giant idea</p> <p>RTX PRO Blackwell has up to 96GB of VRAM, enough to tackle your largest and most complex files, along with dedicated RT cores for real-time raytracing, and 4.2.2 support for video editing. The days of putting your sweat equity into workarounds are over. Now you can feed your Blackwell with all the video, textures, 3D polys, BIM, AI models, and PLM data you can muster. Go ahead and try to fill it up.</p>
Key Message/ Boilerplate	<p>NVIDIA RTX PRO™ Blackwell ushers in a new era of design and simulation. With 96 GB VRAM, ECC memory, and RT cores, it empowers scientists, designers, engineers, and artists to create, simulate, and render simultaneously. Run demanding applications, accelerate AI, and visualize in VR without queues, crashes, or workarounds.</p>
Messaging Brief	<p>NVIDIA RTX PRO for Design & Simulation Messaging Brief></p>