The 7-year-old Nvidia Shield TV is now $100 more expensive due to AI

The era of generative AI has upended technology supply chains, and there is one ironclad rule in 2026: If it has memory or storage, it’s getting more expensive. Even devices with years-old tech inside are still apparently subject to that unwritten rule. Nvidia has just announced that the Shield TV Pro is getting $100 more expensive, effective immediately.

The most recent version of the Shield streaming box debuted in 2019, running Android TV with AI upscaling and hardware decoding for almost any type of media. While it ran an aging Tegra X1+ processor, that was (and still is) fast for a TV media streamer. The device launched at $199.99, with a non-Pro variant at $149.99. The non-Pro Shield has since been discontinued, but the Shield TV Pro lives on at the new $299.99 price.

Nvidia has confirmed that you can blame AI for the higher Shield TV pricing. “Starting October 2, SHIELD Pro will be priced at $299. The cost of components, including memory, has increased substantially across the industry,” a spokesperson told Ars.

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