
NVIDIA
Driving the Digital
Media Experience
NVIDIA®

Digital media has changed our lives.

It’s powerful. It’s versatile. It’s fun. We are hooked on it.

We want to watch, listen, play, rip, burn, store, and share digital content—whether it’s a favorite song, photo, 3D game, high-definition video, or an ultrasound image.

And, we want to experience it everywhere—at work, at school, at home, in the car—on our phones, PCs, TVs, home theater systems...

Can it happen?

WITH **NVIDIA**® TECHNOLOGY, THE ANSWER IS YES.

“The power of digital media processing is shaping the consumer electronics platforms of the 21st century.”

—JEN-HSUN HUANG, CO-FOUNDER, PRESIDENT AND CEO, NVIDIA

DIGITAL MEDIA TECHNOLOGY LEADERSHIP

Today, the focus of computing has shifted from *information* processing to the processing of rich digital media, which includes photos, videos, high-definition digital television, audio, games, film, digital broadcast, and medical imaging, to name a few.

How we *experience* digital media has become paramount.

NVIDIA leadership in the realm of *experiential processing* provides the technology foundation for state-of-the-art digital content creation, storage, and sharing, as well as cutting-edge viewing and playing. NVIDIA technology development and marketing is focused on four key interrelated technology centers:

- Programmable 3D graphics
- Audio, video, image processing
- Networking, storage, security, wireless
- Low-power design and high-density integration

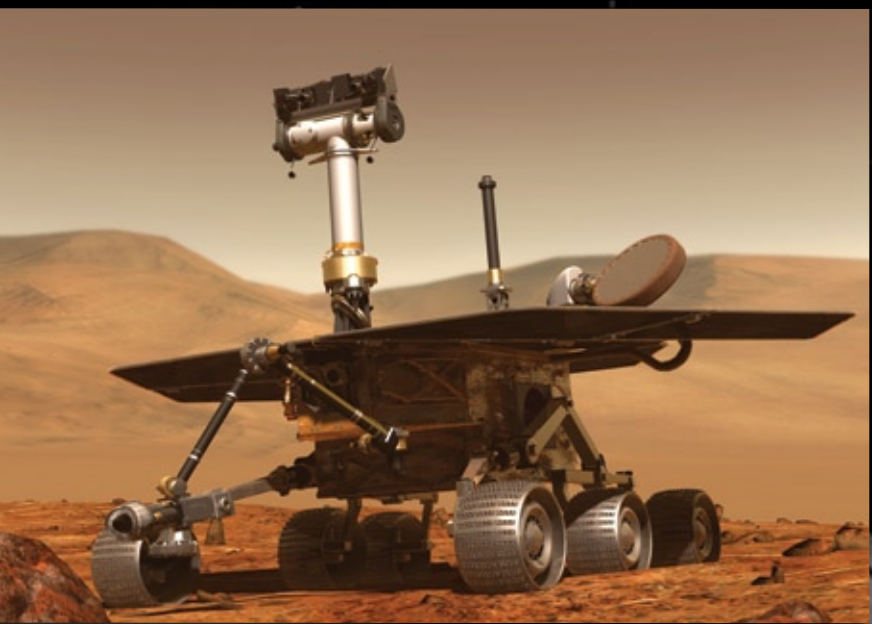
NVIDIA technology leadership in these areas positions NVIDIA as a company that is integral to delivering the most engaging, compelling digital media experiences, whether that experience is on a PC, game console, mobile phone, workstation, or medical diagnosis system.

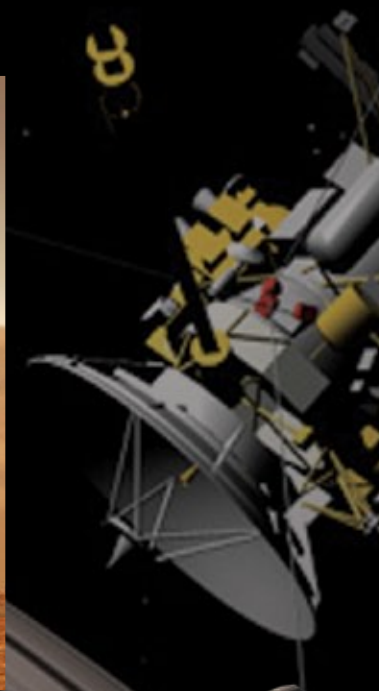
NVIDIA is truly at the epicenter of the digital media revolution.

Vizrt enables creative blends of live feeds and 3D graphics for newsfeeds using NVIDIA technology.

Philips Medical Systems uses NVIDIA graphics technology to optimize the quality of images in the womb, providing real-time volume displays that can benefit fetal heart studies.

Realtime Technology AG and NVIDIA help Porsche designers stylize automotive features, such as seat material and headlight options.





A PASSION FOR INNOVATION

NVIDIA is passionate about innovation across all aspects of our business, from circuit and user interface design to business models and manufacturing processes. Our goal is not only to push technology boundaries, but to anticipate how people will use the products built on our technologies. We want to help users experience rich digital media the way it was meant to played, seen, heard, and shared. Our products are designed to inspire and ignite the imagination.

Recent industry-shaping technologies developed by NVIDIA include **NVIDIA® SLI™** technology, a revolutionary platform innovation that intelligently scales performance by combining multiple NVIDIA SLI-Ready graphics solutions with an SLI-Ready motherboard in a single system; and **NVIDIA® PureVideo™** technology, which brings high-definition video to life and makes standard definition video crisp, clear, smooth and vibrant on any PC.

NASA scientists can drive the Mars rovers up to 40 meters per day, guided by 3D terrain maps rendered by NVIDIA technology.

Celestia is an astronomy program that relies on NVIDIA technology for high-resolution images, such as the Cassini spacecraft.

The character shown above is courtesy of Epic Games, a developer of cutting-edge computer and video games. Epic is the creator of the Unreal Engine, the underlying technology for a wide range of best-selling games.

WORLDWIDE BRANDS

The NVIDIA product families are recognized and respected worldwide for their quality and performance, and are market leaders across numerous industries. NVIDIA products have a reputation for compatibility, stability, and reliability and are integrated into a wide variety of form factors, from game consoles to mobile phones.

- **NVIDIA® GeForce®**

  Desktop and notebook PCs equipped with NVIDIA GeForce graphics processing units (GPUs) deliver crisp photos, high-definition video playback, ultra-realistic games, and unparalleled performance. GeForce Go GPUs are designed for notebook PCs, offering the features of GeForce desktop GPUs as well as advanced power management for extended battery life.

- **NVIDIA Quadro®**

  Professional desktop and mobile solutions are engineered for performance and quality, and certified for all leading workstation applications. Business desktop and notebook solutions deliver reliable hardware and software for a stable business environment, and compatibility for the latest business applications.

- **NVIDIA® GoForce®**

  NVIDIA GoForce handheld GPUs provide mobile phones with true, fluid digital TV, console-class 3D gaming, high-fidelity surround sound, smooth DVD-quality video playback, and sharp, vivid photos — all with longer battery life.

- **NVIDIA nForce®**

  NVIDIA nForce media and communications processors (MCPs) are the world's most advanced core-logic solutions, providing high-speed system performance, advanced networking, storage, and digital media connectivity.

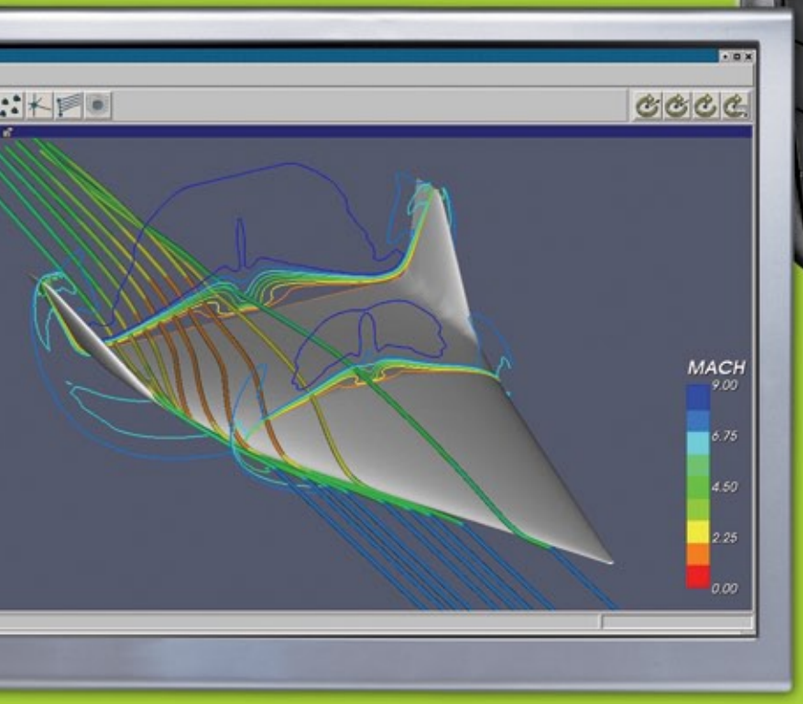
NVIDIA®

FROM THE MOST PERSONAL... TO THE MOST POWERFUL

From mobile phones to professional workstations, the most important products of our times depend on NVIDIA technology.

From the beginning, NVIDIA solutions have enabled unprecedented graphics capabilities. In fact, NVIDIA invented a new product category—the GPU, or graphics processor unit—to mark the beginning of a new era of 3D graphics. The GPU delivered new capabilities and opened up the world of 3D gaming. It is now bringing fundamental change to many industries.

NVIDIA technologies have evolved well beyond the original GPU. Today, NVIDIA delivers a range of processors—for graphics, video, storage, networking, security, and other system-enhancing capabilities—and continues to enable digital media experiences that inspire and delight.



Top: The Motorola E1000 phone, powered by NVIDIA, features a 1.2 megapixel integrated camera and 3G capabilities.

Left: Computational fluid dynamics analysis of the lower stage of the “ELAC” two-stage-to-orbit space transportation system. Courtesy of Penelope Leyland (EPF-Lausanne) and Jean M. Favre (CSCS).

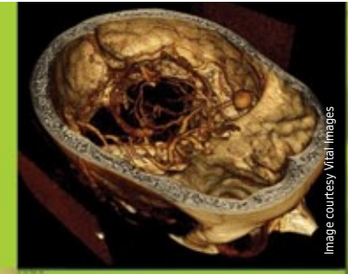


Image courtesy Vital Images


Image courtesy Page Thibodeaux


Image courtesy SolidWorks

Image courtesy Vertigo XMedia

TOUCHING THE LIVES OF MILLIONS

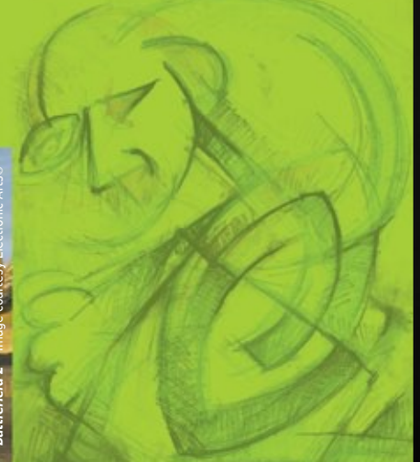
NVIDIA technology is transforming industries and applications:

- **Personal Computing**—3D graphics and high-definition video for consumer PCs, Media Centers, and notebooks
- **Game Consoles**—Next-generation graphics for awesome gameplay
- **Mobile Phones**—High-resolution photos, video, 3D games
- **Animation/Film**—Content creation, editing, and real-time rendering
- **Broadcasting**—High-impact 3D graphics and audio/video streaming
- **Industrial Design and Styling**—Real-time photorealistic design and rendering
- **Financial**—Trading systems; financial modeling
- **Medical**—Advanced imaging techniques; ability to drive high-resolution displays
- **Scientific Visualization**—Real-time rendering; powerwalls
- **Government/Military**—Virtual world creation; interactive simulations; graphical displays of complex systems


Image courtesy PSA Peugeot Citroën

Image courtesy Sportvision


Battlefield 2™ image courtesy Electronic Arts®



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