

## NVIDIA Releases Technology Enabling Websites to Stream Stereoscopic 3D Video

### How-To-Guide and Microsoft Media Platform Player Framework Plug-In Allows Content Owners to Easily Distribute 3D Video via the Web

LAS VEGAS, NV -- NAB 2011-- NVIDIA today announced that it is making its industry-leading NVIDIA® 3D Vision™ video player technology available for free to Web developers, enabling them to easily build websites for streaming high-quality 3D video to 3D Vision-equipped PCs.

NVIDIA is the first company to deliver a 3D video plug-in for the [Microsoft Media Platform \(MMP\) Player Framework v2.5](#) (F.K.A. Silverlight Media Framework) with support for active-shutter 3D glasses. The plug-in is based on the same technology that powers NVIDIA's popular 3D Web community, [www.3DVisionLive.com](#). The MMP Player Framework is open-source code that enables developers to quickly deploy robust, scalable, customizable media-player applications for the Web, based on Microsoft Silverlight and with full support for IIS Smooth Streaming and Microsoft PlayReady DRM.

"With NVIDIA's new 3D video plug-in, developers can now take full advantage of the stereoscopic 3D video streaming support available in the latest version of Microsoft Media Platform Player Framework," said David Sayed, senior product manager at Microsoft Corp. "Microsoft is delighted to work with NVIDIA to deliver exciting functionality and capabilities to help developers build the next wave of websites powered by the Microsoft Media Platform."

NVIDIA is also releasing a how-to-guide outlining the key steps and additional components necessary for developers to integrate 3D streaming video capabilities into websites. The 3D video player plug-in and guide are available today at [www.3DVisionLive.com/apps](#).

NVIDIA is demoing the 3D Vision video player and other technologies this week at NAB (Booth #SL2728, South Hall), at the Las Vegas Convention Center, April 11-14, 2011.

"The Web is enabling an entirely new market for creating and delivering compelling, innovative 3D content," said Jon Barad, senior business development manager at NVIDIA. "Our 3D Vision technology now makes it easy for web developers to integrate world-class stereo 3D video capabilities into all types of sites."

#### About NVIDIA 3D Vision

NVIDIA is the worldwide leader in 3D technology for personal computers. The NVIDIA 3D Vision technology, which includes 3D Vision software and advanced active shutter glasses, delivers breathtaking stereoscopic 3D images for gamers, movie-lovers and photo enthusiasts when configured with NVIDIA GPUs and a 3D display or projector. NVIDIA 3D Vision technology supports the richest array of 3D content available, including 500 3D games, Blu-ray 3D movies, 3D photos and streaming Web video. It also enables users to upload, share and view full-resolution 3D photos, as well as enjoy 3D movies at NVIDIA's [3DVisionLive.com](#), the world's first 3D Vision online community. In addition, the NVIDIA [3DTV Play](#)™ software enables consumers to attach their PC or notebook to 3D HDTVs and HDMI 1.4-capable audio/video receivers and enjoy all the latest 3D content in the comfort of their living rooms in full HD 3D, and with HD surround sound audio.

#### About NVIDIA

NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the GPU in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from tablets and portable media players to notebooks and workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. The Company holds more than 1,800 patents worldwide, including ones covering designs and insights that are essential to modern computing. For more information, see [www.nvidia.com](#).

Certain statements in this press release including, but not limited to statements as to: the benefits, features and impact of NVIDIA 3D Vision technology, NVIDIA's 3DVisionLive.com, and NVIDIA 3DTV Play software, and the effects of the company's patents on modern computing are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission, or SEC, including its Form 10-K for the fiscal year ended January 30, 2011. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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#### About NVIDIA

Since 1993, [NVIDIA](#) ( NASDAQ : NVDA ) has pioneered the art and science of [visual computing](#). The company's technologies are transforming a world of displays into a world of interactive discovery — for everyone from gamers to scientists, and consumers to enterprise customers. More information at [http://nvidianews.nvidia.com/](#) and [http://blogs.nvidia.com/](#).

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