

## Audi to Globally Roll Out NVIDIA Tegra Visual Computing Module This Year

LAS VEGAS, NV -- CES -- NVIDIA today announced that Audi's newest auto-infotainment system featuring [NVIDIA® Tegra®](#) technology will be rolled out globally in select vehicles this year.

The innovative Audi MIB modular infotainment system introduces a new powerful computing module, MMX, which is based on the NVIDIA [Tegra Visual Computing Module](#) (VCM). The new MIB high-end system is currently available in Europe in the all-new Audi A3. Beginning with major markets in Asia, the system will reach further regions this year and come to the United States and Canada by 2014.

The connected Audi MIB system powers Audi connect, which enables live updates of Google Earth imagery complete with Google Maps Street View 360 degree panoramas. It also facilitates the delivery of other online information, such as real-time gas prices, weather forecasts and points of interest search powered by Google Local Search.

The innovative MIB architecture received the "Best Global OEM Infotainment Solution Award" at the 10th Annual Telematics Update ceremony in Novi, Mich.

"The start of production of the Tegra-based MIB infotainment system was a major milestone for Audi," said Mathias Halliger, head of architecture, MMI system at Audi. "The new modular approach allows us an independent evolution of automotive-cycle and consumer-electronics-cycle multimedia systems so that we can implement the latest and greatest innovations that allow the best possible customer experience with infotainment in the vehicle."

The new MIB system approach is planned for all new upcoming Audi cars, generations and further facelifts. It is also empowering the high-end navigation systems of VW group brands Volkswagen and Skoda.

At the heart of the MIB system is the NVIDIA VCM based on the NVIDIA Tegra mobile processor. The modular design of the VCM enables automakers to separate the rapidly advancing processor technologies from the slower to update electronics in vehicles. This can save automakers significant development time and cost by enabling rapid implementation of in-vehicle systems across diverse vehicle models.

"NVIDIA's modular VCM approach lets companies like Audi quickly move from a Tegra 2 processor, to a Tegra 3 and beyond," said Taner Ozcelik, general manager of automotive, NVIDIA. "Never before has an automaker been able to deliver a new generation of consumer electronics technology within such a short time."

NVIDIA works with the most forward-thinking automakers to deliver advanced mobile technology to drivers and their passengers. More information about NVIDIA solutions for the automotive market is available at [www.nvidia.com/automotive](http://www.nvidia.com/automotive).

### About AUDI

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. Audi was a top-performing luxury brand in Europe during 2011, and broke all-time company sales records in the U.S. Through 2016, AUDI AG will invest about \$17 billion on new products and technologies. Visit [www.audiusa.com](http://www.audiusa.com) or [www.audiusanews.com](http://www.audiusanews.com) for more information regarding Audi vehicle and business issues.

### About NVIDIA

[NVIDIA](#) (NASDAQ: NVDA) awakened the world to computer graphics when it invented the [GPU](#) in 1999. Today, its [processors](#) power a broad range of products from [smartphones](#) to [supercomputers](#). NVIDIA's [mobile processors](#) are used in [cell phones](#), [tablets](#) and [auto infotainment systems](#). [PC gamers](#) rely on GPUs to enjoy spectacularly immersive worlds. Professionals use them to create [3D graphics](#) and visual effects in movies and to design everything from golf clubs to jumbo jets. And researchers utilize GPUs to advance the frontiers of science with [high performance computing](#). The company has more than 5,000 patents issued, allowed or filed, including ones covering ideas essential to modern computing. For more information, see [www.nvidia.com](http://www.nvidia.com).

Certain statements in this press release including, but not limited to, statements as to: the use of NVIDIA Tegra technology in Audi vehicles; the impact and benefits of NVIDIA Tegra Visual Computing Module in automotive applications; 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-Q for the fiscal period ended October 28, 2012. 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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