# Pioneering Genomics Researcher, Chrysler Group Product-Design Visionary to Give Keynote Addresses at GPU Technology Conference

### GTC 2013 to Showcase GPU-Enabled Advances in Graphics, Cloud Computing, Design Engineering, Entertainment, Science and More

Editorial Note: Baylor and Rice University were incorrectly listed as CUDA Centers of Excellence. They are CUDA Research Centers. Release copy has been updated accordingly.

SANTA CLARA, CA -- GTC 2013 -- NVIDIA today announced its lineup of world-class keynote speakers for the fourth-annual GPU Technology Conference (GTC), which will be held at the McEnery Convention Center in San Jose, Calif., March 18-21.

NVIDIA CEO and co-founder Jen-Hsun Huang will discuss the profound and growing impact of GPU technology in gaming, science, industry, media and entertainment, design and other fields in an opening keynote address on Tuesday, March 19 at 9 a.m. PT.

On Wednesday, March 20, Erez Lieberman Aiden, a pioneering genomics researcher, will discuss his work sequencing the human genome in 3D, which allows scientists to gain deep insights into gene behavior and fundamental biological processes of life. Aiden will reveal how his team harnesses GPUs to accelerate the analysis of massive amounts of genomic information and simulate the physical process of genome folding, uncovering insights into gene expression that can now be used by thousands of researchers.

The keynote address on Thursday, March 21, will feature Ralph V. Gilles, senior vice president of Product Design, president and CEO of SRT (Street and Racing Technology) Brand and Motorsports at Chrysler Group LLC, and the mind behind some of the company's most innovative products. Providing a behind-the-scenes look at the auto industry, Gilles will review how GPUs are used to advance every step of the automobile development process -- from the initial conceptual designs and engineering phases, through product assembly and marketing. He will also discuss how Chrysler Group uses GPUs and the latest technologies to build better, safer cars and reduce time to market.

"GTC has become the single most important event for professionals who use GPUs to advance their work," said Ujesh Desai, vice president of corporate marketing at NVIDIA. "Our vision for creating this show was to give experts a platform to share their research with their peers -- and GTC 2013 promises to be the best ever."

About the GTC 2013 Guest Keynote Speakers
Erez Lieberman Aiden is an assistant professor in the Department of Genetics at Baylor College of Medicine and in the Department of Computer Science of Computational and Applied Mathematics at Rice University. He is also the principal investigator at the CUDA Research Centers at Baylor and Rice University, and a fellow at the Harvard Society of Fellows. He recently invented a method for 3D genome sequencing, working with a team that created the first three-dimensional map of the human genome in 2009.

His research has won numerous awards, including: one of the top 20 "Biotech Breakthroughs that will Change Medicine," by Popular Mechanics; the Lemelson-MIT prize for the best student inventor; the American Physical Society's Award for the Best Doctoral Dissertation in Biological Physics; and membership in Technology Review's 2009 TR35, recognizing the top 35 innovators under 35.

Ralph V. Gilles is senior vice president of Product Design, and president and CEO of SRT Brand and Motorsports for Chrysler Group LLC. Since joining the former Chrysler Corporation in 1992, Gilles has put his extensive academic background in industrial design and business administration to use at various positions within the company. He serves as executive sponsor of the Chrysler African American Network, in addition to playing a leading role with The Chrysler Global Diversity Council.

Gilles has earned numerous academic and industry awards, including: the Michigan State University Eli Broad Graduate School of Management Young Alumni Achievement Award; the Automotive Hall of Fame Young Leadership & Excellence Award; NV Magazine Innovation Award; Black Engineer of the Year President's Award; and the N'Digo Foundation's "N'Design" Award. He holds an MBA from Michigan State University, and a Bachelor of Fine Arts in industrial design from the College for Creative Studies, in Detroit.

About the GPU Technology Conference
GTC is the world's most important event showcasing breakthroughs in science and industry made possible with GPU technology. GTC 2013 will provide hundreds of hours of keynotes, presentations, research posters, tutorials, and instructional sessions from top experts. It also features the Emerging Companies Summit, where some of the world's most innovative startups showcase new technologies. GTC includes networking events throughout the week, enabling experts to share information.

Sponsors for GTC 2013 include: Dell, HP, Cooley, IBM, IGI, Lenovo, Microsoft, Cisco, PNY, Supermicro, Synnex Corporation, Acer, TSMC, Accelereyes, Acceleware, Adobe, Cray, Dassault Systemes, Exxact Corporation, GE Intelligent Platforms, Mellanox Technologies, Penguin Computing, PGI, Quantel, RTT, and SK Hynix.

For the latest GTC 2013 news and updates subscribe to the NVIDIA blog, visit the GPU Technology Conference Facebook page, and follow @NVIDIA and @GPUComputing on Twitter using the #GTC13 hashtag.

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.

Certain statements in this press release including, but not limited to, statements as to: the impact of GPU technology in gaming, science, industry, media and entertainment, design and other fields; 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.



**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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