NVIDIA Tegra Super Chip Kicks Up Next Wave of Super Phones

World's First Mobile Processor With Dual-Core CPU Enables Super Phones From LG and Others, Creating New Mobile Experiences and Never-Before-Seen Content

LAS VEGAS, NV -- CES 2011 -- NVIDIA announced today the arrival of the next wave of super phones, powered by NVIDIA® Tegra™ 2, the world's first mobile super chip.

These new super phones go beyond today's smartphones, delivering unprecedented multimedia experiences that take fuller advantage of faster network download speeds and higher bandwidth.

Smartphones start with four-inch-plus screens, single-core 1 GHz mobile processors, five-plus megapixels cameras, and multiple microphones -- which enable a decent video and gaming experience. The new super phones use powerful multi-core CPU processors, lightning-fast GPUs and ultralow power requirements -- which create magical video and gaming experiences.

"Real super phones require real super chips," said Ben Barjarin, Principal at Creative Strategies Inc. "The new super phones being unveiled at CES will become an essential mobile computing device. And Tegra delivers these mobile computing capabilities for super phones better than anything else on the market."

Their seamless multitasking and support for hardware-accelerated Adobe® Flash® Player begin the process of merging the smartphone, with a game console and multimedia device. The result is a mobile web experience capable of console-quality, multi-player, cross-platform gaming, as well as enormous flexibility in terms of carrying out multiple tasks at once.

One of the first devices in this next wave of super phones is the new LG Optimus 2X powered by Tegra 2.

Tegra 2 Highlights:

- The Tegra 2 super chip turbocharges the super phone category and brings a new wave of devices to life with never-before-seen experiences. It features:
  - Dual-core ARM Cortex-A9 CPU -- The world's first mobile dual-core CPU for faster Web browsing, snappier response time and better overall performance.
  - Ultra-low powered (ULP) NVIDIA® GeForce® GPU -- the ULP GeForce GPU delivers outstanding mobile 3D game playability and a visually engaging, highly responsive 3D user interface
  - 1080p Video Playback Processor -- Watch 1080p HD movies stored on your mobile device on your HDTV, without compromising battery life.
- Tegra 2 enables new mobile media and gaming capabilities:
  - For the first time, consumers will be able to game with multiple players using different types of devices. For example, a Tegra 2-powered super phone or tablet can be used to play with players on a desktop PC.
  - NVIDIA demonstrated a prototype of Skype HD video calling on an Android tablet at its CES 2011 press conference. NVIDIA developed a reference implementation of HD video conferencing on Tegra 2-based tablets using SkypeKit. SkypeKit is a collection of software and APIs that allows virtually any Internet connected device to offer Skype voice and video calls.
  - NVIDIA introduced the Tegra Zone app. It allows consumers to find Tegra-optimized games for their super phone or tablet, along with professional game reviews, high-res screenshots, HD video trailers, gameplay videos, and behind-the-scenes featurettes. Consumers can complete their purchase of Tegra Zone games on the Android Market.
- The LG Optimus 2X is the fast and hyper performance super phone:
  - The Optimus 2X delivers faster performance, seamless multi-tasking, full HDMI and true visual gaming for a better user experience.
  - Key specifications include
    - 4-inch WVGA screen
    - 8GB memory (up to 32GB via microSD)
    - 1,500 mAh battery
    - 8 megapixel rear camera and 1.3 megapixel front camera
    - HDMI mirroring
    - 1080p MPEG-4/H.264 playback and recording
  - For more information and product images, please visit LG's online press kit at www.lgnewsroom.com/CES2011.

Details can't yet be provided for other super phones that will be announced shortly at CES.

Quotes:

"We've entered the super phone era. People are looking at their mobile device as a computer first and a phone second. Tegra's brought the super phone to another level with new mobile experiences that haven't been possible before." -- Michael Rayfield, General Manager of the Mobile business at NVIDIA

"We are very excited about the trusted partnership with NVIDIA, and also very proud of the result of the collaboration: the LG Optimus 2X. This Tegra 2-powered dual-core super phone will set the new standard in the smartphone industry, delivering users a new-dimensional smartphone experience. LG also looks forward to future partnerships with NVIDIA that will further promote our shared passion for innovation." -- Yongseok Jang, Vice President of Business Strategy team, LG Electronics Mobile Communications Company

"As a close and longtime partner of NVIDIA, we are excited to see how rapidly the performance of mobile phones is advancing. With Tegra 2, NVIDIA continues to push the boundaries and delivers a chip that offers amazing content experiences for next generation devices." -- Danny Winokur, Vice President,

Flash Runtime at Adobe

"We are excited that NVIDIA has leveraged SkypeKit to build a reference implementation of HD video calling on Android Tablets. In the near future, consumers will be able to make video calls from their Tegra-powered Tablets to anyone else using Skype, whether it's on a PC, Mac, TVs, or phones." -- Manrique Brenes, Director of Business Development at Skype

"Netflix is using the Tegra 2 development platform to bring the Netflix experience to Android super phones and tablets. We're working closely with NVIDIA to ensure Netflix takes full advantage of Tegra's outstanding acceleration and security capabilities." -- Greg Peters, Vice President, Product Development at Netflix

"It's time for the next gaming revolution. Tegra 2 holds the power of a console in the palm of your hands. Games like Dungeon Defender are in true HD, and more realistic, interactive and challenging on devices with Tegra 2." -- Jeremy Stieglitz, Co-Founder of Trendy Entertainment

Useful Links:
www.nvidia.com/tegra
http://www.nvidia.com/object/tegra-2.html
http://www.nvidia.com/object/tegra-smartphones-tablets.html
http://tegradeveloper.nvidia.com/tegra/
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Tags / Keywords:
NVIDIA, Tegra, super phone, tablet, mobile computing, LG, Flash, dual core, smartphone, gaming, super chip, video conferencing

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 1,600 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 the Tegra processor; 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 faster or more efficient technology; 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 31, 2010. 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/.

Media Contacts

Bruce Chan
+1 408 562 7596
bchan@nvidia.com