

## NVIDIA Achieves Record Number of Design Wins for Intel 'Sandy Bridge' PC Platform

### More Than 200 PC Models Will Feature NVIDIA GeForce GPUs With Sandy Bridge CPUs Next Year

SANTA CLARA, CA -- PC manufacturers are poised to launch a record 200 new products in the first half of 2011 that feature NVIDIA® GeForce® graphics processing units (GPUs), paired with the new generation of Intel Sandy Bridge CPUs.

The designs are expected to span a variety of notebook and desktop systems from leading OEMs including Acer, Alienware, ASUS, Dell, Fujitsu-Siemens, HP, Lenovo, Samsung, Sony, Toshiba and more.

Demand for graphics processing power continues to grow, and computer makers are increasingly turning to NVIDIA GeForce GPUs to deliver higher levels of performance not possible with integrated graphics on applications such as games, video editing, web browsing, and 3D movies. Unlike basic graphics integrated into Sandy Bridge CPUs, GeForce GPUs provide advanced features and increased compatibility for the latest PC games including those based on Microsoft DirectX 11.

David Lee, associate vice president of Acer's Mobile Computing Business Unit said: "Consumers are increasingly using their notebooks for content consumption and creation -- anytime and anywhere. GeForce graphics with Optimus turbocharge Acer notebooks with excellent performance when you need it, and longer battery life when you don't."

"Demand from OEMs for discrete graphics solutions remains strong and above historic levels," said Dean McCarron of Mercury Research. "We are projecting healthy growth in the years ahead for discrete GPU solutions for both notebook and desktop. Based on the current attach rate for GPU shipments, Mercury Research forecasts that discrete GPU shipments will double between 2009 and 2014."

"With the explosion in digital content and entertainment, it's no wonder that consumers love GeForce notebooks," said Jeff Fisher, vice president of the GeForce business unit at NVIDIA. "Our momentum reflects the overwhelming need for a better PC experience."

(Please see additional quote page.)

Only NVIDIA GeForce GPUs offer differentiated features such as:

- NVIDIA 3D Vision™ support, for eye-popping immersive 3D environments
- PhysX™ physics engine support, for experiencing games with realistic physics effects
- CUDA™ architecture support, for GPU computing applications
- NVIDIA Verde™ notebook drivers, for system stability and optimal performance
- Support for NVIDIA 3DTV Play™ software, for connecting 3D Vision-based notebooks and desktops to a 3D TV.

#### 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.geforce.com](http://www.geforce.com) or [www.nvidia.com](http://www.nvidia.com).

#### Additional partner and analyst quotes:

##### Adobe

"Performance is critical for creative professionals today, which is why many Adobe Creative Suite customers have embraced NVIDIA GPUs," said Bill Roberts, director of professional video and audio product management at Adobe. "The Adobe Mercury Playback Engine in Adobe Premiere Pro CS5 is GPU-accelerated to provide dramatic performance improvements and fluid real-time editing."

##### ASUS

"Our customers are increasingly asking for enhanced graphics capabilities on their new PCs, which is why GPUs are an essential part of our lineup," said SY Shian, corporate vice president and general manager of the notebook business unit of ASUSTek. "GeForce GPUs with Optimus enable us to serve a broader variety of users who demand faster performance, better gaming support, longer battery life, and delightful features like 3D Vision."

##### DFC Intelligence

"PC gaming is a huge part of the video games industry, with annual software sales of more than US \$15 billion worldwide. By 2015 PC gaming software revenue will grow to \$22 billion. It's clearly an important market for both hardware and software companies," said David Cole, principal at DFC Intelligence.

##### Enderle Associates

"Integrated graphics solutions have always performed poorly versus discrete GPUs. Each year, the graphics performance of discrete GPUs increases by leaps and bounds ahead of integrated graphics. In a market increasingly defined by ever more visual high definition products the value to consumers for discrete GPUs has never been greater and will only increase from here."

##### Toshiba

"Toshiba laptops with GeForce graphics deliver an exceptional computing experience," said Hidehito Murato, Chief Marketing Executive at Toshiba Corporation, Digital Products and Network Company. "We look forward to introducing Toshiba laptops next year that feature NVIDIA technologies like 3D Vision, Optimus and PhysX."

Certain statements in this press release including, but not limited to, statements as to: the timing of the launch of products featuring NVIDIA GPUs paired with Sandy Bridge CPUs; the span of notebook and desktop systems; demand for graphic processing power and NVIDIA GPUs; benefits of GeForce graphics with Optimus; demand for and growth of discrete GPU solutions; the number of discrete GPU shipments between 2009 and 2014; our momentum; and the impact 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: worldwide economic conditions; development of more efficient or faster technology; design, manufacturing or software defects; the impact of technological development and competition; changes in consumer preferences and demands; customer adoption of different standards or our competitor's products; 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 including its Form 10-Q for the fiscal period ended October 31, 2010. Copies of reports filed with the SEC are posted on our 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. Design wins are not guaranteed to translate into revenues.

© 2010 NVIDIA Corporation. All rights reserved. NVIDIA, the NVIDIA logo, GeForce, CUDA, 3D Vision, 3DTV Play, PhysX, Quadro, Tesla and Verde are trademarks or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Other company and product names may be trademarks of the respective companies with which they are associated. Features, pricing, availability, and specifications are subject to change without notice.

#### **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/>.

---

© 2014 NVIDIA Corporation. All rights reserved. NVIDIA and the NVIDIA logo are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Other company and product names may be trademarks of the respective companies with which they are associated. Features, pricing, availability, and specifications are subject to change without notice.

#### **Media Contacts**

Ken Brown  
+1 408 486 2626  
[kebrown@nvidia.com](mailto:kebrown@nvidia.com)