

## NVIDIA 3DTV Play Software Now Available, Bringing 3D Games, 3D Photos and Blu-ray 3D Movies to 3D HDTVs

**Available Now With New Dell XPS Laptops and as Free Upgrade for Existing 3D Vision Customers; Soon to Be Available for Purchase by Others at [NVIDIA.com](http://www.nvidia.com)**

SANTA CLARA, CA -- NVIDIA today announced the availability of its highly anticipated NVIDIA® 3DTV Play™ software, which allows users to connect NVIDIA 3D Vision™-enabled notebooks and desktops to 3D HDTVs for the ultimate high-definition, big-screen entertainment experience.

With NVIDIA 3DTV Play software, any compatible NVIDIA GeForce® GPU-powered system can be connected to a HDMI 1.4 3D HDTV. The combination enables users to view 3D photos and videos, and play nearly 500 games in breathtaking 3D environments, including StarCraft II: Wings of Liberty, Mafia II, and Call of Duty: Black Ops. When using compatible video playback software<sup>1</sup>, NVIDIA 3DTV Play software users can watch Blu-ray 3D blockbusters on 3D HDTVs in full 1080p stereoscopic 3D, enjoying rich, HD digital surround sound through an HDMI connection to a compatible audio/video receiver<sup>2</sup>.

NVIDIA 3DTV Play software is bundled with a new family of Dell [XPS laptops](#) announced today, which also includes high-performance NVIDIA GeForce 400M GPUs and battery-friendly NVIDIA Optimus™ technology. The new systems, which come in 14-, 15- and 17-inch screen sizes, provide a powerful multimedia system for consumers to enjoy their 3D content on 3D HDTVs.

"The new family of XPS systems provides the best sound and video ever offered in Dell laptops," said Sam Burd, vice president, Dell Consumer & SMB Product Group. "And now with the addition of NVIDIA's 3DTV Play software, we can bring the thrilling 3D experience to an entirely new market by enabling consumers to enjoy life-like, 3D entertainment in the comfort of their living rooms."

Starting today, NVIDIA 3DTV Play software is available to consumers in three convenient ways:

Free upgrade to NVIDIA 3D Vision PCs - NVIDIA 3DTV Play software is available as a free upgrade for all 3D Vision PCs via the latest Release 260 GeForce drivers for desktop GPUs, and Release 260 Verde Notebooks drivers for notebook GPUs. Download the latest drivers at <http://www.nvidia.com/drivers>.

Available on 3DTV Play PCs - NVIDIA 3DTV Play software is bundled on preconfigured PCs and notebooks. This includes select Dell XPS notebook models, and home theater PC (HTPCs) models from ASRock and Zotac. NVIDIA 3DTV Play software will also be bundled with a variety of new computer systems that will be announced in the coming months.

Available for Purchase in November 2010 - NVIDIA 3DTV Play software will be available for sale next month at [NVIDIA.com](http://www.nvidia.com) as an upgrade for existing PCs that include an NVIDIA GeForce GPU and Microsoft Windows 7.

"3D Games, video and photos on a big screen 3D HDTV is an amazing experience," said Phil Eisler, general manager of 3D Vision at NVIDIA. "GeForce PCs with 3DTV Play software enable users to play nearly 500 games on a 3D TV. That's far more than any other platform."

NVIDIA 3DTV Play software, a feature of NVIDIA's award-winning 3D Vision technology, is designed and supported by NVIDIA to ensure the highest standards of quality, delivering industry-leading performance, capabilities and reliability. It supports industry-standard HDMI 1.4 3D HDTVs and compatible 3D glasses from all major TV manufacturers, and runs on Microsoft Windows Vista and Windows 7 PCs. With the addition of compatible playback software and A/V receivers, NVIDIA Fermi architecture-based GeForce GPUs users can experience HD 24-bit multi-channel audio at up to 192 KHz, or lossless DTS-HD Master Audio and Dolby TrueHD audio bit streaming.

A complete list of NVIDIA 3DTV Play software-supported 3D HDTVs and A/V receivers can be found at: [www.nvidia.com/3dtvplay](http://www.nvidia.com/3dtvplay).

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<sup>1</sup> Such as CyberLink's PowerDVD 10 MKII software

<sup>2</sup> Blu-ray 3D DVD movie and HD audio playback do not require 3DTV Play; capabilities are available on HDMI 1.4-enabled GeForce GPUs with the latest NVIDIA desktop and notebook drivers and compatible third-party movie player software, such as CyberLink PowerDVD 10 MKII. Please refer to the [3D Vision System Requirements](#) for list of HDMI 1.4 enabled NVIDIA GPUs and compatible third-party movie players.

### About NVIDIA 3D Vision

[3D Vision](#) is the worldwide leader in 3D technology for personal computers. It delivers breathtaking stereoscopic 3D images for gamers, movie-lovers and photo enthusiasts when configured with NVIDIA 3D Vision software and advanced active shutter glasses, NVIDIA GPUs, and a 3D display or projector. 3D Vision supports the richest array of 3D content available, including nearly 500 games, Blu-ray 3D movies, 3D photos and video files. 3D Vision also enables users to view 3D video trailers, videos, sports, shorts, and more at NVIDIA's [3D Vision Live](#), the world's first 3D streaming Web channel.

### 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](http://www.nvidia.com).

Certain statements in this press release including, but not limited to, statements as to: the benefits and availability of NVIDIA 3DTV Play software; 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: 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 August 1, 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.

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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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