NVIDIA Propels Applications to New Heights With NVIDIA Fermi-Optimized Application Acceleration Engines

Developers Quickly and Easily Tap Into the Power of Fermi

LOS ANGELES, CA -- SIGRRAPH 2010 -- NVIDIA (Booth #717) announced today new releases of its Application Acceleration Engines (AXE), optimized for the newest Quadro® graphics processing units (GPUs) based on the company's new NVIDIA® Fermi architecture, which were launched today.

These latest versions, designed for the professional software development community, include: NVIDIA SceniX™ 6, NVIDIA Cg Tooklit™ 3, and NVIDIA OptiX™ 2. Also on display today is the iray® renderer from mental images®, a wholly-owned subsidiary of NVIDIA, being shown in commercial applications as well as a breakthrough GPU cloud-based rendering solution.

"These new Engine releases enable groundbreaking applications to come to market far faster than before," said Jeff Brown, general manager, Professional Solutions Group, NVIDIA. "And they open the door to a new generation of software which combines advanced visualization with high performance computing and simulation."

NVIDIA Accelerates the Pace of Development
SceniX 6, Cg Toolkit 3, OptiX 2 technology, and iray rendering solutions from mental images, offer application developers a host of new features and benefits that they can offer to end-users across a broad range of markets, including medical imaging, automotive styling, architectural design and energy exploration. New features and benefits include:

NVIDIA SceniX 6

- New Bezier Patch geometry class, using Cg tessellation programs for the smoothest of surfaces on NVIDIA Fermi architecture class GPUs;
- OptiX 2 support for faster, interactive ray tracing;
- Continued improvements in overall performance and fidelity, and;
- Future support for iray by mental images.

NVIDIA Cg Toolkit 3

- New tessellation programs, allowing displacement and procedural surfaces to dynamically adapt their tessellation in real-time on the latest NVIDIA Fermi architecture class GPUs, and;
- OpenGL 4 and DirectX 11 level of programmability for the latest in portable, cross platform effects.

NVIDIA OptiX 2

- Optimizations for new NVIDIA Fermi architecture class GPUs, delivering up to 4X performance over previous generation (GT200) GPUs and > 10X over G92;
- Support for all NVIDIA CUDA™ architecture-capable NVIDIA GPUs (G92 or later) on Windows, Linux and Mac OSX, and;
- Direct3D and fast interoperability in Direct3D and OpenGL; for flexible compositing and hybrid rendering opportunities.

iray from mental images

- Physically correct and fully deterministic global illumination rendering;
- Superb scaling between multiple NVIDIA Fermi architecture class GPUs on the same machine, and;
- Distributed rendering support for efficiently leveraging multiple Quadro and Tesla™ GPUs in a network.

Development Community Enthusiastic About New Engines
"We have found that our customers are very interested in how GPU acceleration will improve their rendering experiences, and NVIDIA engines are powering our development process to bring them compelling, new Lightworks solutions," said Dave Hutchinson, Product Director at Lightwork Design Limited. "We found the OptiX ray tracing engine straightforward to implement, and have seen very impressive rendering speed-ups compared with traditional CPU implementations."

"SceniX has been a foundation for our industry-leading Delta Gen styling and visualization product since its beginning," said Ludwig Fuchs, CEO of Real Time Technologies Inc. "Each version of SceniX has enabled us to quickly provide important new functionality and performance to our highly discriminating customer base of automotive companies, and we see version 6 doing so once again."

"iray has allowed us to easily add a rendering solution to our new Bunkspeed SHOT software, making it truly state of the art in both photorealism and speed," said Philip Lunn, CEO of Bunkspeed. "The breakthrough new Quadro GPUs, in combination with Bunkspeed SHOT is poised to revolutionize the creative process for our customers in design and advertising."

Availability
NVIDIA Application Acceleration Engines are available immediately to developers for download. OptiX, SceniX and the Cg Toolkit are free to acquire and deploy. For more information, please visit: http://www.nvidia.com/object/application_acceleration_engines.html. iray is licensed from mental images for commercial use. For more information, please visit: http://www.mentalimages.com/products/iray.html.

Graphics professionals can experience these new Engines at SIGGRAPH 2010 in the NVIDIA booth #717, South Hall, at the Los Angeles Convention Center, from July 27-29, 2010. To learn more, visit: www.nvidia.com/quadro. Follow NVIDIA Quadro on YouTube, and Twitter: @NVIDIAQuadro.

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 1,100 U.S. patents, including ones covering designs and insights which are fundamental 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, impact and capabilities of NVIDIA Application Acceleration Engines, SceniX 6, Cg Toolkit 3, OptiX 2 technology, and iray rendering solutions from mental images 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: 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 May 2, 2010. Copies of reports filed with the SEC are posted on NVIDIA'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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