NVIDIA GPUs Provide Edge to 3D Animators Utilizing Autodesk Softimage 2011

Integration of NVIDIA PhysX Engine and CUDA Enables Artists to Create Realistic Water, Lifelike Characters and Dynamic Explosions With Reactive Debris

SANTA CLARA, CA and STUTTGART, GERMANY -- FMX 2010 -- With 3D moving squarely into the mainstream, game developers and animators can now create more compelling and realistic imagery by utilizing the new Autodesk Softimage 2011 digital content creation solution, which integrates two key NVIDIA® (NASDAQ: NVDA) technologies; the NVIDIA PhysX® Engine and NVIDIA CUDA™.

This latest release of Autodesk Softimage 3D modeling and animation software enables real-time simulations using NVIDIA PhysX -- a powerful physics application programming interface (API), or 'engine', accelerated by NVIDIA Quadro® professional graphics processing units (GPUs) -- and NVIDIA CUDA, the architecture behind NVIDIA GPUs. These improved simulations include the ability to create more realistic water-related visual effects, lifelike characters, and explosions that behave with exceptional realism.

"By integrating CUDA and PhysX technologies into the new release of Softimage, Autodesk has opened up a new world of creative options for content creation professionals," said Jeff Brown, general manager, Professional Solutions Group, NVIDIA. "With Quadro professional graphics, artists using Softimage can now achieve a higher level of realism, by adding physical simulations to their work."

Softimage includes the Interactive Creative Environment (ICE), a powerful platform from Autodesk which provides a range of custom tools and visual effects. ICE is designed to help artists explore creative ideas with greater ease without the need of complicated programming. When working with PhysX programming interface rigid bodies, ICE leverages the massively parallel processing power of NVIDIA GPUs to boost interactivity in Softimage 2011.

"The integration of Autodesk Softimage 2011 with PhysX results in one of the best production environments for game developers," said Mark Schoennagel, senior 3D evangelist, Autodesk. "Softimage customers will be impressed by the ability to create more lifelike character animation and believable visual effects, now that NVIDIA's CUDA architecture and PhysX capabilities are integrated in Softimage."

About NVIDIA
NVIDIA 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 CUDA architecture, NVIDIA PhysX and NVIDIA Quadro GPUs; and the benefits of integrating CUDA and PhysX technologies with Softimage, 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: our reliance on third parties to manufacture, assemble, package and test our products; 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-K for the fiscal year ended January 31, 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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