

NVIDIA Brings a New Dimension to PC Gaming With NVIDIA 3DTV Play for the Big Screen

NVIDIA Joins Panasonic Nationwide Road Trip to Showcase 3D Games, Video, and Photos Running on Next Generation Full HD 3D TVs

SANTA CLARA, CA -- NVIDIA today announced NVIDIA® 3DTV Play™ software technology that allows consumers to connect their GeForce® GPU-powered desktop or notebook computer to new 3D TVs, for the ultimate in big screen 3D gaming action. For the launch of 3DTV Play, NVIDIA is teaming up with Panasonic on its coast-to-coast 2010 "Panasonic Touch the Future Tour," where consumers can test drive 3DTV Play-based PCs running on the new Panasonic® VIERA® Full HD 3D TVs, that just launched this month.

3DTV Play software lets you connect any compatible NVIDIA GeForce GPU-powered PC or notebook to 3D TVs for the ultimate, high-definition, big-screen, 3D entertainment experience. By leveraging the processing power of NVIDIA GeForce GPUs, 3DTV Play software delivers the best the PC has to offer: play hundreds of standard PC games in stunning 3D environments such as World of Warcraft - Wrath of the Lich King, Battlefield Bad Company 2, and James Cameron's Avatar™: The Game. You can also watch upcoming Blu-ray 3D™ Hollywood blockbusters, view digital 3D photographs, and even watch streaming 3D movies for the ultimate viewing party. The active-shutter glasses bundled with each VIERA full HD 3D TV sold work seamlessly with NVIDIA GPUs and off-the-shelf PC gaming titles and other 3D entertainment content.

Facts about NVIDIA 3DTV Play:

- Can be run on GeForce GPU-based desktop or notebook PCs equipped with an HDMI or DVI connector
- Full support for all HDMI 1.4-compatible 3D TVs, including Panasonic VIERA Plasma full HD 3D TVs
 - Enables 1080p24, 720p60, and 720p50 3D formats
 - Supports any type of 3D TV including active-shutter TV glasses or passive polarized glasses
- Advanced NVIDIA software and graphics drivers automatically convert more than 400 games to stereoscopic 3D in real time, without the need for special patches.
- Enjoy full HD Blu-ray 3D playback with real-time GPU accelerated decoding and playback on GeForce GPUs(1)
- Watch streaming 3D movies
- View 3D photographs directly on the 3D TV
- NVIDIA 3DTV Play software will be available later this spring and sold separately with an anticipated U.S. MSRP of \$39.99. It will also be available for free for current NVIDIA 3D Vision™ customers.

Quotes:

"NVIDIA is a premier choice for gamers, and 3DTV Play delivers an easy way for them to game on the big screen, for the ultimate, immersive experience," said Bob Perry, Senior Vice President, Panasonic Consumer Electronics Company. "We're pleased that NVIDIA shares our commitment to providing awesome technology to savvy consumers, and we are happy to offer NVIDIA the opportunity to highlight their 3D solution as part of our nationwide road show."

"NVIDIA is all about raising the bar of PC gaming, and gamers are going to love playing in 3D on one of the new Panasonic VIERA 50-inch full HD 3D TVs," said Phil Eisler, general manager of 3D Vision technology at NVIDIA. "This is truly one of those 'must experience to believe it' moments, and we are ecstatic that consumers will have the chance to try it for themselves on any of our 15 stops across the US."

About the Panasonic Touch the Future Tour

The 2010 Panasonic Touch the Future Tour will give consumers the chance to experience hands-on demos of exciting new Panasonic products, including its first full HD 3D home theater system. The tour will spend three days at popular venues in 15 national markets between March 15-April 17, and one lucky sweepstakes winner in each market will receive a complete Panasonic full HD 3D home theater system -- featuring a Panasonic VIERA® 50" full HD 3D TV, a Panasonic 3D Blu-ray Disc player, and a pair of Panasonic 3D Eyewear. Visit www.panasonic.com/future for tour locations and details.

Tour dates and locations are:

3/15 - 3/17 New York	Penn Pavilion	401 7th Ave at 33rd St
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3/15 - 3/17 Chicago	Tribune 445	445 S. Michigan Avenue
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3/15 - 3/17 Los Angeles	Hollywood and Highland	801 Hollywood Boulevard
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3/20 - 3/22 Boston	Copley Place	2 Copley Place
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3/22 - 3/24 Detroit	Detroit Opera House	1526 Broadway
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3/22 - 3/24 Scottsdale	Fashion Square Mall	7014 East Camelback Road
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3/25 - 3/27 Philadelphia	King of Prussia Mall	North Gulph Road
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3/29 - 3/31 Minneapolis	IDS Tower	80 8th Street South
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3/29 - 3/31 San Francisco	One Market Plaza	1 Market Street

3/31 - 4/2	Washington, DC	Union Station	50 Massachusetts Ave, NE
			3000 Grapevine Mills
4/6 - 4/8	Dallas	Grapevine Mills Mall	Parkway
4/6 - 4/8	Seattle	Top of the Market	93 Pike Street, Suite 307
4/7 - 4/9	Atlanta	595 North	595 North Ave, NW Atlanta
4/12 - 4/14	Houston	The Warehouse	4108 Dupont Street
4/15 - 4/17	Miami	Ice Palace	59 Northwest 14th Street

Useful Links:

<http://www.nvidia.com/3Dtv>

<http://www.panasonic.com/promos/touch-the-future-tour/>

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 the NVIDIA 3DTV Play software, 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 October 25, 2009. 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.

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(1) Blu-ray 3D support requires the purchase of a compatible video playback software application from Corel, CyberLink, ArcSoft, or Roxio.

About NVIDIA

Since 1993, [NVIDIA](http://www.nvidia.com) (NASDAQ : NVDA) has pioneered the art and science of [visual computing](http://www.nvidia.com). 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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Media Contacts

Bryan Del Rizzo

+1 408 486 2772

bdelrizzo@nvidia.com