

## New NVIDIA ION Netbooks Deliver 10x Faster Graphics and Up to 10 Hours of Battery Life Thanks to Acclaimed NVIDIA Optimus Technology

### Acer, ASUS and Lenovo Among Leading Vendors to Introduce Next-Generation ION PCs

HANOVER, GERMANY -- CeBIT -- NVIDIA introduced the Next-generation NVIDIA® ION™ graphics processor today, which will supercharge netbooks with 10 times the graphics performance of standard netbooks(1) and enable up to 10 hours of battery life(2) thanks to NVIDIA® Optimus™ technology.

The new ION graphics processing unit (GPU) vastly outperforms basic netbook graphics by delivering rich HD media in games, movies, and Internet-based video. Unlike netbooks with Intel integrated graphics, ION netbooks have the power to play amazing HD video smoothly from sites like YouTube and support popular PC games like World of Warcraft.

The new ION netbooks also feature NVIDIA's highly acclaimed Optimus technology, which automatically selects the best graphics processor for running any given application -- seamlessly routing the workload to either an NVIDIA discrete GPU or Intel integrated graphics. The result is great battery life and superior performance when you need it.

More than 30 products featuring the new ION GPU are expected to launch by this summer including netbooks, small form factor desktops, "barebones" systems, motherboards, and discrete add-in cards. The Acer Aspire One 532G (10-inch) and ASUS 1201PN (12-inch) are expected to be the first new ION netbooks to be introduced. New all-in-one PCs powered by next-generation ION will include the ASUS EeeTop 2010PNT and Lenovo C200. Channel partners including AOpen, AsRock, Asus, Foxconn, Giada, J&W, Jetway, Pegatron, POV, Shuttle, and Zotac also plan to introduce new ION-based products soon.

Facts about Next-generation NVIDIA ION graphics:

- It's a discrete GPU (graphics processing unit) with dedicated memory that attaches to an Intel Atom Pine Trail CPU via PCI Express.
- It supports streaming HD video on sites like YouTube HD, and smooth gaming performance on titles like World of Warcraft and Spore.
- ION netbooks feature NVIDIA Optimus technology, which automatically assigns processing chores to the NVIDIA ION GPU or integrated graphics. Optimus powers down the GPU for basic tasks like web surfing, further extending battery life. When more graphics horsepower is needed for playing 3D games, running videos, or using GPU compute applications, Optimus automatically enables the ION GPU.
- It will be available starting in April with the Acer Aspire One 532G netbook.
- It accelerates a growing list of media-rich applications including Muvee Reveal for making home movies, Badaboom for media conversion, Total Media Theater and PowerDVD 9 for watching HD video or instantly upscaling standard definition video to near-HD quality.

Quotes:

"Most netbooks have lousy performance, but ION changed all that. ION netbooks let you do all of the things people expect from a notebook. Now, with Optimus they give you super long battery life too. It's the best of both worlds."

-- Rob Enderle, President and Principal Analyst of the Enderle Group, one of the most influential technology experts in the world

"With Adobe Flash Player 10.1 support for GPU acceleration of video, consumers with NVIDIA ION netbooks can enjoy smooth, high definition video from sites like YouTube, Hulu and millions of other web sites. It's amazing to see flawless 1080p video streaming live from the web on ION PCs."

-- David Wadhvani, general manager and vice president, Platform Business at Adobe

"CyberLink applications are optimized to run faster on ION netbooks. This makes ION netbooks with CyberLink software incredibly useful multimedia devices. You'll enjoy faster video file conversion with MediaShow Espresso and smooth video playback with PowerDVD on ION netbooks."

-- Alice H. Chang, CEO of Cyberlink

"ION systems are a great way to enjoy Internet-based video from a PC. ION PCs with Boxee deliver flawless entertainment from a small, low-powered, and affordable PC."

-- Avner Ronen, CEO, Boxee

"ASUS recognizes that not all consumers are satisfied with the basic netbook experience. Our Eee PC with ION graphics raised the bar for netbook performance, and now it's getting even better with Optimus. EeePC netbooks with ION graphics are perfect for users who want great media capabilities and all-day battery life."

-- by S.Y. Shian, Vice President and General Manager of Notebook Business Unit, System Business Group, ASUS Corp

"If you want a netbook with the horsepower to play HD video and PC games, your only choice is ION. The new ION netbooks deliver an unbeatable combination of performance and battery life. We continue to raise the standard for what a netbook should be."

-- Drew Henry, General Manager of GeForce and ION GPUs

Links:

[Video of the Next-generation NVIDIA ION GPU](#)

[NVIDIA ION Channel on YouTube](#)

Tags / Keywords:

Netbook, laptop computers, battery life, NVIDIA, ION, GPU, mobile graphics solutions, Optimus, gaming netbook, Atom, Pine Trail, nettop, all-in-one

About NVIDIA

NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the graphics processing unit (GPU) in 1999. Since then, it has

consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from portable media players to notebooks to workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. Fortune magazine has ranked NVIDIA #1 in innovation in the semiconductor industry for two years in a row. 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, features, impact and capabilities of the next generation NVIDIA ION graphics processor and NVIDIA Optimus technology, 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) Tested with 3D Mark 06 using a Next-generation NVIDIA ION GPU, Atom N450 CPU, and 1GB DDR2 memory versus Intel GMA 3150 graphics with an Atom N450 and 1GB DDR2 memory.

(2) Based on MobileMark 2007 productivity mode with a 6-cell battery pack. Battery life varies by system, model, configuration, applications, power management settings, operating conditions, and utilized features.

#### **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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