



# NVIDIA Optimus Technology Delivers Perfect Balance of Notebook Performance and Battery Life

SANTA CLARA, CA -- NVIDIA Corp. today announced NVIDIA® Optimus™ technology, a breakthrough for notebook PCs that chooses the best graphics processor for running a given application and automatically routes the workload to either an NVIDIA discrete GPU or Intel integrated graphics -- delivering great performance while also providing great battery life.

"Consumers no longer have to choose whether they want great graphics performance or sustained battery life," said Rene Haas, general manager of notebook products at NVIDIA. "NVIDIA Optimus gives them both -- great performance, great battery life and it simply works."

Just as a Hybrid car chooses between the gas-powered and electric car engine on-the-fly and uses the most appropriate engine, NVIDIA Optimus technology does the same thing for graphics processors. NVIDIA Optimus Technology instantly directs the workload through the most efficient processor for the job, extending battery life by up to 2 times<sup>(1)</sup> compared to similarly configured systems equipped with discrete graphics processors (GPUs). When playing 3D games, running videos, or using GPU compute applications the high-performance NVIDIA discrete GPU is used. When using basic applications, like web surfing or email, the integrated graphics processor is used. The result is long lasting battery life without sacrificing great graphics performance.

"The genius of NVIDIA Optimus is in its simplicity," said Dr. Jon Peddie, President of Jon Peddie Research, a pioneer of the graphics industry and a leading analyst. "One can surf the web and get great battery life and when one needs the extra horsepower for applications like Adobe Flash 10.1, Optimus automatically switches to the more powerful NVIDIA GPU."

Notebooks with NVIDIA Optimus technology will be available shortly, starting with the Asus UL50Vf, N61Jv, N71Jv, N82Jv, and U30Jc notebooks. For more information on NVIDIA Optimus technology visit the NVIDIA Website at [http://www.nvidia.com/object/optimus\\_technology.html](http://www.nvidia.com/object/optimus_technology.html).

## 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 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) R840 is approximately 8 watts at idle + FB is approximately 9.6 watts at idle, for a total of 17.6 watts. Optimus CULV+GT215, is a total 8 watts at idle, as GT215 is electrically off. 8 watts compared to 17.6 watts is more than 2x power savings.

Brian Burke  
GameWorks  
NVIDIA Corp.  
+1-512-401-4385

[bburke@nvidia.com](mailto:bburke@nvidia.com)