NVIDIA Extends 3D Leadership at CES

Entire 3D Vision Ecosystem on Display in NVIDIA Booth, Including World's Only Consumer 3D Multi-Display Solution Running on NVIDIA GeForce GPUs and the First Sneak Peek of YouTube 3D

LAS VEGAS, NV -- 2010 INTERNATIONAL CONSUMER ELECTRONICS SHOW (South Hall 4 - Booth #35912) -- It's clear that 2010 is poised to be the year of 3D and NVIDIA is leading the charge to bring 3D to the computing masses. At this year's CES show in Las Vegas, NVIDIA is showcasing a host of new products and technologies that show how PCs based on GeForce® GPUs along with the NVIDIA 3D Vision™ hardware and software ecosystem are the platforms best suited to make 3D pervasive for all PC entertainment, including Blu-ray 3D movies, games, photos, and even the Web.

On display in the booth, NVIDIA is demonstrating 3D Vision technology running on:

- Desktop PCs using new 3D Vision-Ready, 1080p, 120Hz LCD panels from leading display companies, including Acer, Alienware, and others.
- New 3D-Vision-ready notebooks from leading notebook manufacturers, all equipped with new state-of-the-art 120Hz 3D capable displays.
- NVIDIA 3D Vision Surround, the world's first consumer, multi-display 3D solution which allows users to span 3D content across 3 high definition monitors or projectors for a truly breathtaking and immersive gaming experience! NVIDIA 3D Vision Surround does for 3D PC gaming just like what IMAX® 3D does for movies.

In addition to the great 3D hardware, there is also a ton of cool, compelling content on display, all viewed in 3D when used with the 3D Vision active-shutter glasses. Of note:

- New Blu-ray 3D software players, including Arsoft's TotalMedia Theatre 3 and Cyberlink's PowerDVD Ultra
- Blu-ray 3D content, including 3D movie trailers for Disney's "Toy Story 3," "A Christmas Carol," "Alice in Wonderland," and more.
- The hottest PC games running in full 1080p stereoscopic 3D, including James Cameron's Avatar: The Game, Batman: Arkham Asylum, Dark Void, Just Cause 2, Need for Speed: Shift, and more.

Plus,

- The world's first sneak peek of YouTube 3D, running on a 3D technology demonstration version of the Adobe® Flash® Player software that is viewable with NVIDIA 3D Vision glasses in full color.

For those able to come to CES, NVIDIA will also be hosting a 3D photo booth. Come by and have your picture taken in 3D with the new Fujifilm FinePix REAL 3D W1 digital camera. Pictures from the show will be made available online for viewing.

Also, get a truly immersive, hands-on gaming experience with NVIDIA 3D Vision Surround which can be seen in NVIDIA's CES booth in the South Hall 4 #35745, running on DepthQ HD 3D projectors and Acer GD245HQ 1080p LCD displays.

For more information about NVIDIA 3D Vision technology and the 3D Vision ecosystem, please visit: www.nvidia.com/3DVision.

Note to editors:

3D Vision Surround will also be on display at this week's press-only events, Pepcom and Showstoppers.

For a full listing of the more than 400 games compatible with 3D Vision technology, please visit: http://www.nvidia.com/object/3D_Vision_3D_Games.html

For more information on viewing 3D photographs with 3D Vision technology, including support for the new Fujifilm FinePix REAL 3D W1 digital camera, please visit: http://www.nvidia.com/object/3D_Vision_3D_Pictures.html

To download a sampling of 3D movies compatible with 3D Vision technology, please visit: http://www.nvidia.com/object/3D_Vision_3D_Movies.html

For a full listing of 3D Vision-ready displays, including notebook PCs, DLP TVs, projectors, and LCDs, please visit: http://www.nvidia.com/object/3D_Vision_Requirements.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.

Certain statements in this press release including, but not limited to, statements as to: the benefits, features, impact, performance and capabilities of NVIDIA 3D Vision technology; and 2010 as the year of 3D; 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 our 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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