

## NVIDIA Tegra 3 Processor to Power Audi's Next-Gen Infotainment and Digital Instrument Clusters

### World's First Quad-Core Mobile Processor to Help Audi Deliver Safer, More Intuitive Driving Across Its Full Line-Up of Vehicles, Beginning in 2013

LAS VEGAS, NV -- NVIDIA today announced that Audi AG has selected the NVIDIA® Tegra® 3 mobile processor to power in-vehicle infotainment systems -- as well as new digital instrument clusters that replace traditional dashboard gauges -- across its full line of vehicles worldwide, beginning in 2013.

The tight integration of these systems with the vehicle, as well as their simple user-interface and realistic graphics, will enable safer, more intuitive driving by providing critical information that can be easily understood with a quick glance.

Both the infotainment and the instrument-cluster systems will utilize "Visual Computing Modules" (VCMs) powered by Tegra 3. VCMs are computer subsystems equipped with Tegra processors, memory and IO controllers, designed specifically for automotive applications. By utilizing VCMs, Audi can quickly and easily incorporate the newest Tegra visual computing technologies into their vehicles, enabling it to offer the most cutting-edge visual computing capabilities in the marketplace.

"Audi has long been at the forefront of automotive design, integrating state-of-the-art technology into our vehicles," said Ricky Hudi, chief executive engineer, electrics/electronics, at Audi. "Our deep relationship with NVIDIA demonstrates how we have consistently stayed ahead of the competition."

"Last year, we introduced the first live Google Earth experience in a car. This year, we are shipping vehicles featuring the Tegra 2 mobile processor. And next year, we will again break new ground with Tegra 3, delivering beautiful, rich visual experiences through the dashboard and the infotainment system. NVIDIA is the clear choice to power our next generation systems."

Dan Vivoli, senior vice president at NVIDIA, said, "Audi and NVIDIA are radically narrowing the gap that has existed between consumer electronics and automotive electronics. By leveraging technology from the very latest smart phones and tablets, Audi is leading the market with innovations that enhance safety and make driving more enjoyable."

Tegra 3 processor is a complete system-on-a-chip that incorporates a quad-core ARM CPU, an NVIDIA GeForce® GPU and dedicated audio, video and image processors. This highly energy efficient, integrated design enables ultra-fast application processing and vibrant 3D graphics, while placing fewer demands on vehicles' electrical systems.

#### About NVIDIA

[NVIDIA](#) (NASDAQ: NVDA) awakened the world to computer graphics when it invented the [GPU](#) in 1999. Today, its [processors](#) power a broad range of products from [smart phones](#) to [supercomputers](#). NVIDIA's [mobile processors](#) are used in [cell phones](#), [tablets](#) and [auto infotainment systems](#). [PC gamers](#) rely on GPUs to enjoy spectacularly immersive worlds. Professionals use them to create visual effects in movies and design everything from golf clubs to jumbo jets. And researchers utilize GPUs to advance the frontiers of science with [high-performance computing](#). The company holds more than 2,200 patents worldwide, including ones covering ideas essential to modern computing. 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 use of NVIDIA Tegra mobile processors in vehicles produced by Audi AG; the impact and benefits of NVIDIA Tegra mobile processors in automotive applications; the effects of the company's patents on modern computing 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: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners products; design, manufacturing or software defects; changes in consumer preferences or demands; 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, or SEC, including its Form 10-Q for the fiscal period ended November 22, 2011. Copies of reports filed with the SEC are posted on the company'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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#### 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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