

NVIDIA Powers Digital Dashboard in New Tesla Motors Electric Sedan

When the highly anticipated Tesla Motors Model S electric sedan makes its debut Friday, so will the NVIDIA® Tegra® Visual Computing Module (VCM).

Based on the same powerful Tegra processor used in smartphones and tablets, the Tegra VCM will power the vehicle's 17-inch touchscreen infotainment and navigation system -- the largest ever in a passenger car -- as well as its all-digital instrument cluster.

Tesla Motors is the first company to ship the Tegra VCM, enabling intuitive, interactive, high-resolution visuals inside its vehicles. For drivers, the system provides larger, more readable maps and a beautifully rendered instrument cluster that can be personalized from the multifunction steering wheel.

The Tegra VCM is a complete computing platform that delivers superb 3D graphics and multimedia capabilities as well as exceptional energy efficiency, a critical feature for all types of cars. The module provides automakers a highly cost-effective way to rapidly incorporate into vehicles the advanced technology customers are using in their consumer devices, but with a focus on safer operation by reducing the inherent driver distraction of handheld devices.

"To capture the interest of today's consumer, automakers must innovate well beyond the traditional transportation benefits of a car," said Thilo Koslowski, vice president and automotive practice leader at Gartner. "Automakers have to impress drivers with superior in-vehicle connectivity and interface experiences that leverage the best technology innovations available."

The Tegra VCM features the world's first mobile superchip, which integrates a multicore ARM CPU, an ultra-low-power NVIDIA GeForce® GPU and dedicated audio, video and image processors.

One Tegra VCM will power the Model S infotainment system, which features a 17-inch touchscreen with a customizable and intuitive user interface for music, phone, navigation, connected services and climate control.

A second Tegra module will drive the all-digital instrument cluster, which features a high-resolution, 12.3-inch LCD display and advanced 3D graphics that can be personalized based on each driver's preferences.

"Tesla has created a premium electric vehicle that is raising the bar on value, performance and efficiency while getting people excited about cars again," said J.B. Straubel, chief technology officer at Tesla Motors. "With the power of NVIDIA Tegra, we are able to deliver a visually stunning in-vehicle experience to our customers and put rich content at their fingertips."

"On the outside, Model S is a stunning blend of beauty, high performance and energy efficiency. On the inside, it's one of the most sophisticated consumer electronics devices ever built," said Dan Vivoli, senior vice president at NVIDIA. "Tesla Motors is at the forefront of innovative automakers that are delivering an enhanced driving experience based on NVIDIA's advanced processors."

Since forming its automotive business unit in 2004, NVIDIA has shipped processors in or won future designs in more than 20 brands of vehicles across 100-plus models. More information is available at www.nvidia.com/automotive.

About NVIDIA

[NVIDIA](http://www.nvidia.com) (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 [smartphones](#) 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 [3D graphics](#) and visual effects in movies and to design everything from golf clubs to jumbo jets. And researchers utilize GPUs to advance the frontiers of science with [high performance computing](#). The company has more than 5,000 patents issued, allowed or filed, including ones covering ideas essential 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 impact and benefits of NVIDIA Tegra and 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 April 29, 2012. 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](http://www.nvidia.com) (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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