

# NVIDIA Expands Omniverse Cloud to Power Industrial Digitalization

## New Platform-as-a-Service Coming Soon to Microsoft Azure, Follows Initial Omniverse Adoption by BMW Group, Geely Lotus and Jaguar Land Rover

**GTC**—NVIDIA today announced that [NVIDIA Omniverse™ Cloud](#), a platform-as-a-service that enables companies to unify digitalization across their core product and business processes, is now available to select enterprises.

NVIDIA has [selected Microsoft Azure](#) as the first cloud service provider for Omniverse Cloud, giving enterprises access to the full-stack suite of [Omniverse](#) software applications and [NVIDIA OVX™](#) infrastructure, with the scale and security of Azure cloud services.

The new subscription offering for Omniverse Cloud on Azure makes it easy for automotive teams — from design and engineering to smart factory to marketing — to digitalize their workflows, whether [connecting 3D design tools](#) to accelerate vehicle development, building digital twins of automotive factories or running closed-loop simulations to test vehicle performance.

“Every manufactured object, from massive physical facilities to handheld consumer goods, will someday have a digital twin, created to build, operate and optimize the object,” said Jensen Huang, founder and CEO of NVIDIA. “NVIDIA Omniverse Cloud is the digital-to-physical operating system for industrial digitalization, arriving just in time for the trillions of dollars of new EV, battery and chip factories that are being built.”

### Omniverse Cloud Delivers Ultimate Flexibility and Scalability

Through Omniverse Cloud, NVIDIA and Microsoft provide customers a [full-stack cloud environment](#) and platform capabilities to design, develop, deploy and manage industrial metaverse applications. Omniverse Cloud also connects with the products that customers use from NVIDIA’s partner ecosystem.

Powered by NVIDIA OVX computing systems, Omniverse Cloud enables enterprise developers to customize foundation applications that are included with the platform-as-a-service:

- **Omniverse USD Composer (formerly Omniverse Create)** — to assemble applications based on the Universal Scene Description ([USD](#)) framework, [compose industrial virtual worlds](#) and create [digital twins](#).
- **Omniverse USD-GDN Publisher** — to publish interactive USD applications such as product configurators to the [NVIDIA Graphics Delivery Network](#), enabling streaming of advanced 3D experiences to any device, anywhere.
- **NVIDIA Isaac Sim™** — to train and simulate [AI-based robots](#).
- **NVIDIA DRIVE Sim™** — to test and validate [autonomous vehicles](#).
- **Omniverse Replicator** — to [generate 3D synthetic data](#) to accelerate the training and accuracy of computer vision AI networks.

### Automotive Makers Adopting Omniverse to Achieve Digitalization

Omniverse Cloud builds on the success of and experience with early [Omniverse Enterprise](#) customers, including BMW Group, Geely Lotus and Jaguar Land Rover.

[BMW Group](#), which was the first carmaker to adopt Omniverse to build a fully digitalized smart factory, today announced that it will [launch the current Omniverse Enterprise platform across its production network worldwide](#).

“NVIDIA Omniverse has given us an unprecedented ability to design, build and test complex manufacturing systems, which means we can plan and optimize a next-generation factory completely virtually before we build it in the physical world,” said Milan Nedeljković, board member for production at BMW AG. “This will save us time and resources, increase our sustainability efforts and improve operational efficiencies.”

Geely Lotus is adopting Omniverse Enterprise to build [digital twins](#) of factories to optimize manufacturing processes.

Jaguar Land Rover is using Omniverse to generate synthetic data to train AI models, as well as validate perception and control algorithms through real-world driving scenarios. The vehicle maker has integrated Omniverse with its state-of-the-art vehicle dynamics models, virtual electronic control units, virtual automotive networks and cloud infrastructure, enabling teams to rapidly iterate software concepts.

### Availability

Omniverse Cloud, powered by [NVIDIA OVX computing systems](#), will be available starting with Microsoft Azure in the second half of the year.

Omniverse Cloud-based services will also be available from a network of leading service providers including WPP, the world's largest marketing and communications company, which is building services to deliver sustainable and automated content supply chains for major brands worldwide.

To learn more about [NVIDIA Omniverse Cloud](#), watch the [GTC keynote](#). [Register free for GTC](#) to attend [Omniverse sessions](#) with NVIDIA and industry leaders.

### **About NVIDIA**

Since its founding in 1993, [NVIDIA](#) (NASDAQ: NVDA) has been a pioneer in accelerated computing. The company's invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined computer graphics, ignited the era of modern AI and is fueling the creation of the metaverse. NVIDIA is now a full-stack computing company with data-center-scale offerings that are reshaping industry. More information at <https://nvidianews.nvidia.com/>.

Certain statements in this press release including, but not limited to, statements as to: the benefits and impact of NVIDIA Omniverse Cloud, Omniverse USD Composer, Omniverse USD-GDN Publisher, the NVIDIA Graphics Delivery Network, NVIDIA Isaac Sim, NVIDIA DRIVE Sim, Omniverse Replicator and NVIDIA's collaboration with Microsoft for Omniverse Cloud; every manufactured object someday having a digital twin; NVIDIA Omniverse Cloud arriving just in time for the trillions of dollars of new EV, battery and chip factories that are being built; customer adoption of Omniverse; BMW's ability to plan and optimize a next-generation factory completely virtually before building it in the physical world, saving time and resources, increasing sustainability efforts and improving operational efficiencies; and the availability of Omniverse Cloud and Omniverse Cloud-based services 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 most recent reports NVIDIA files with the Securities and Exchange Commission, or SEC, including, but not limited to, its annual report on Form 10-K and quarterly reports on Form 10-Q. 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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