NVIDIA Business Platform Frequently Asked Questions

1) What is the NVIDIA Business Platform?

The NVIDIA Business Platform™ offers a comprehensive stable image business PC solution for IT managers. By certifying systems, components, and software down to the motherboard and chip level, NVIDIA delivers superior hardware and software quality out-of-the-box. NVIDIA Business Platform PCs are built with industry-leading graphics and media & communications processors from NVIDIA along with high-performance Cool'n'Quiet AMD processors that will run the most demanding business applications today and have the capacity and expandability to run the most demanding applications in the future. IT managers who choose the NVIDIA Business Platform will have the confidence that their investment will be protected over the entire PC lifecycle. When considering new stable image PCs for your organization, trust NVIDIA.

2) Who is NVIDIA?

NVIDIA Corporation (NASDAQ: NVDA) is a worldwide leader in graphics and digital media processors. NVIDIA GeForce™ graphics processing units (GPUs) and nForce™ media and communications processors (MCPs) have broad market reach and are incorporated into a variety of platforms, including business PCs, notebooks, workstations, and enterprise servers. NVIDIA's customers include OEMs, add-in card manufacturers, system builders, and consumer electronics companies worldwide who choose NVIDIA technology as a core component for their products.

With record revenues of over $2 billion in fiscal year 2005, NVIDIA is the fastest semiconductor company in history to reach $1 billion and $2 billion in annual revenue. Deeply committed to innovation, NVIDIA has invested over $1 billion in research & development over the last three years and owns more than 600 patents & filings in graphics, digital media, and networking. Headquartered in Santa Clara, California, NVIDIA employs more than 2,200 people worldwide.

3) What are the benefits of the NVIDIA Business Platform?

<u>Only certified business PC solution for channel customers</u>

The NVIDIA Business Platform delivers the only certified stable image PC through the system builder and value-added reseller (VAR) channel. NVIDIA conducts an exhaustive certification process with motherboard manufacturers and system builders to guarantee that each NVIDIA Business Platform PC meets the highest standards of quality for your business.

<u>Only stable image program spanning integrated and discrete graphics segments</u>

With top-to-bottom NVIDIA stable image support across all PC configurations including both integrated and discrete graphics, IT managers can reap the benefits of stable image support for all PCs in the enterprise and all classes of business users.

<u>Patented NVIDIA Unified Driver Architecture provides forward and backward hardware and software compatibility</u>

Built on a foundation of forward and backward compatibility, current and future generations of NVIDIA Business Platform PCs will work seamlessly with NVIDIA Stable Image Program drivers, even from past years. Choose to upgrade your PC environment on your schedule, not your vendors' schedule.

<u>NVIDIA hardware-based ActiveArmor™ Firewall protects PCs from malicious spyware and hacker attacks</u>

Hardware-based firewall technology protects PCs at the network layer from virus, worm, and spyware attacks. Unlike software-based firewall solutions, ActiveArmor cannot be disabled by malicious code.

Designed around AMD64 processors, offering industry-leading performance, lower power consumption, cooler thermals, and a whisper-quiet computing environment

Superior performance in industry benchmarks and lower thermal requirements position AMD processors as a compelling alternative to the competition.

4) How does the NVIDIA Business Platform relate to AMD's Commercial Stable Image Platform?

At the foundation of the NVIDIA Business Platform are AMD Athlon processors in the Commercial Stable Image (CSIP) family. The NVIDIA Business Platform and AMD CSIP processors are synchronized on a yearly cadence, providing superior performance with processors guaranteed to be available for at least a 12-month IT purchase cycle.

The NVIDIA Business Platform adds additional value to the AMD CSIP program through its leading processors, stable image program, comprehensive certification program, and close software partnerships:

- NVIDIA GeForce™ Graphics
- NVIDIA nForce™ Media and Communications Processors
- NVIDIA Stable Image Program
- NVIDIA Business Platform ODM Certification Program
- NVIDIA Business Platform System Builder Certification
- Remote Management Software Partnerships with leading software vendors

5) How does the NVIDIA Business Platform compare against the competition?

Like competitive offerings, the NVIDIA Business Platform offers stable technology released on a yearly cadence with at least one year of production availability. The NVIDIA Business Platform distinguishes itself from the competition with the comprehensiveness of the program and unique value only NVIDIA can deliver. As the only certified business PC solution for channel customers, each NVIDIA Business Platform PC meets the highest standards for quality, stability, longevity, security, and manageability. The NVIDIA Business Platform is designed around AMD processors, for industry-leading performance and Cool'n'Quiet technology. Because NVIDIA software powers the complete PC driver stack, the NVIDIA Business Platform supports PC's with both integrated and discrete graphics configurations. NVIDIA offers the only hardware-based firewall solution for its stable platform, with unique anti-hacking technology that secures each PC from network intrusion. By offering two years of support beyond each generation's NVIDIA Business Platform production life, NVIDIA stands fully behind each system it certifies. Leading technologies like GeForce™ Graphic Processors with DirectX 9 and Shader Model 3.0 support, and SATA2 high-bandwidth storage deliver investment-protection for your PC assets.

6) How can NVIDIA help me with my business?

NVIDIA technology powers a number of commercial products. In addition to graphics processors built into top desktops, notebooks, workstations, cell phones, and PDAs, you can find NVIDIA media and communication processors (MCPs) in enterprise server offerings from HP and Sun Microsystems. As the clear market leader in supplying NVIDIA Quadro™ graphics cards and Quadro chipsets to the professional workstation market, NVIDIA has a built a reputation with its business customers as a technology leader with strong execution ability. NVIDIA built its strong position in the marketplace through partnerships with industry leaders like AMD, Dell, HP, Intel, Microsoft, and Sony. In designing the NVIDIA Business Platform, NVIDIA took a similar route, partnering with leading motherboard manufacturers, system builders, and software vendors.

7) What is the NVIDIA Stable Image Program?

The NVIDIA Stable Image Program defines the software foundation of the NVIDIA Business Platform. It combines drivers for graphics, audio, networking, storage, and other media & communication processor (MCP) functionality. NSIP guarantees a single binary image deployment across all platforms regardless of integrated or discrete graphic configurations. NVIDIA built a dedicated testing lab for the NVIDIA Business Platform where the stable image drivers are put through tens of thousands of hours of attended and stress testing to deliver a leading stable image experience.

Each year, NVIDIA will release a new NVIDIA Stable Image. Following a three month evaluation period, NVIDIA's motherboard and system builder partners have committed to produce the qualified NVIDIA Business Platform PC for at least twelve months. Following production, each NVIDIA Business Platform generation will be supported for an additional 24 months. NVIDIA Business Platform is synchronized with AMD's Commercial Stable Image Platform (CSIP) microprocessor cadence.

8) How do component manufacturers and system builders receive NVIDIA Business Platform certification?

At the motherboard level, NVIDIA partners with manufacturers to specify motherboard design, approved hardware components, approved peripherals, and required software interfaces. To receive NVIDIA Business Platform certification, motherboard manufacturers must pass NVIDIA's extensive certification test suite conducted by NVIDIA which validates all on-board component performance.

System builders run a comprehensive compliance test suite on an NVIDIA Business Platform candidate system to verify appropriate motherboard and motherboard components, NVIDIA GPUs and MCPs, NVIDIA Stable Image software, AMD CSIP Processor, and peripherals. System builders submit results of the compliance test for certification to NVIDIA who will audit all results. If test results are within acceptable levels, the system builder receives an NVIDIA Business Platform certification.

9) How does the NVIDIA Business Platform help reduce IT costs?

By aligning IT purchasing cycles with the NVIDIA Business Platform's yearly cadence, IT managers can qualify a system only once per year within their environment and continue to buy an identical PC image from system builders for at least one year. IT managers will no longer need to re-qualify multiple times per year and per system builder, saving countless person-hours that can be re-assigned to higher value projects.

Through partnerships with leading remote management software vendors, NVIDIA Business Platform certified remote management software solutions allow IT managers to distribute critical software updates and manage security policies across their organization from a central console. Costly desk-side visits are reduced and the organization suffers fewer outages from viruses or spyware attacking software holes.