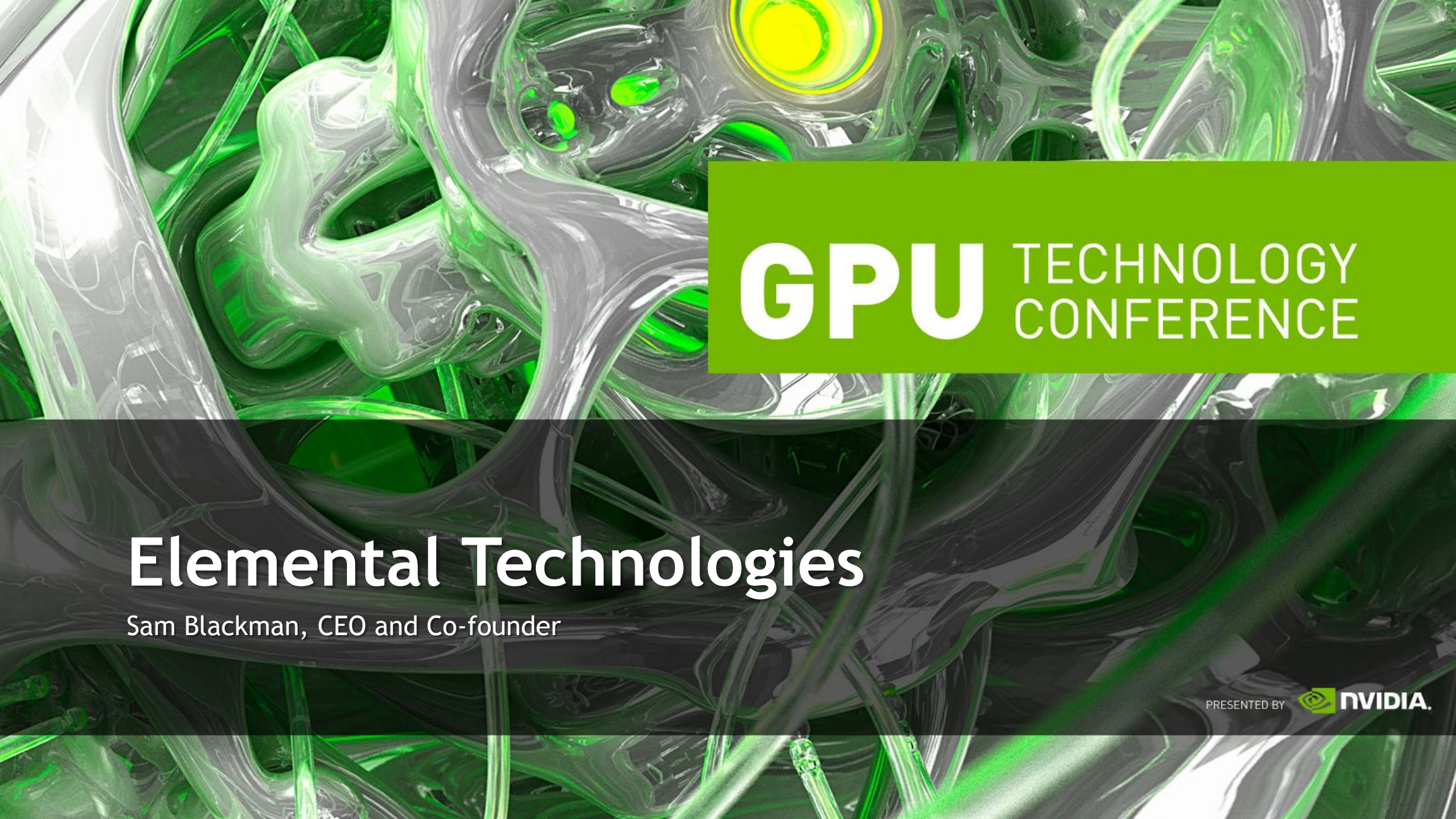




GPU TECHNOLOGY CONFERENCE

Elemental Technologies

Sam Blackman, CEO and Co-founder

PRESENTED BY  NVIDIA.

Company Background

- Financing

- \$14.6M in two rounds from top-tier venture capital firms



General Catalyst
Partners

STEAMBOAT
VENTURES



- Partners

- Adobe, HP, In-Q-Tel, Lenovo, Microsoft, NVIDIA

- Markets

- Online and mobile video distribution
- Broadcast and post-production



Microsoft

lenovo

IQT
IN-Q-TEL



A History of Innovation

- Inventor of GPU-accelerated video encoding



— 2008: World's first consumer GPU-accelerated video transcoder



— 2008: World's first professional GPU-accelerated NLE encoder



— 2009: World's first enterprise GPU-accelerated VOD transcoder



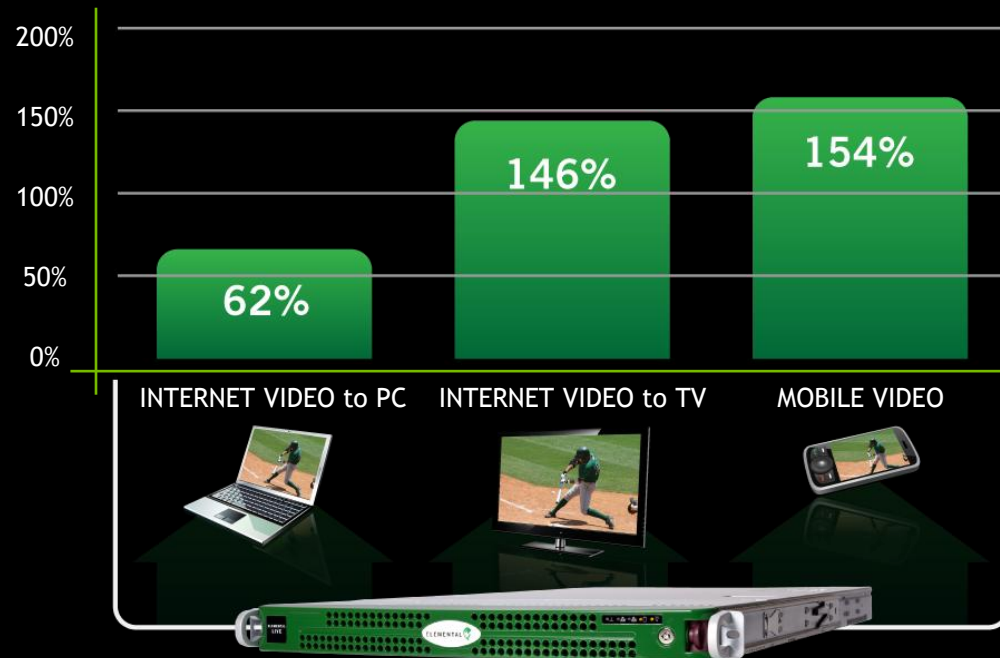
— 2010: World's first enterprise GPU-accelerated live encoder



— 2010: World's first live streaming 1080p HD 3D demonstration

The Video Opportunity

Global Consumer Internet Video
Traffic '08-'13E CAGRs (PB per month)



Challenges

- Formatting video for multi-screen delivery is brutal
 - Current CPU-only solutions require vast numbers of high-TCO servers
 - Consume enormous capex, power, HVAC, and plant footprint
 - Complicated, non-intuitive user interfaces
 - Slow encoding speeds, especially for HD and 3D

Elemental's Solution

- Massively parallel video processing systems

ELEMENTAL  SERVER



Elemental™ Server

Function	File-based transcoding for video data centers
Launch	Q4 '09

ELEMENTAL  LIVE



Elemental™ Live

Function	Live encoding for online and mobile delivery
Launch	Q2 '10

Performance Benefits

- A single Elemental system can perform ...

- 10 concurrent real-time 720p encodes



1 Elemental Live

=



5 CPU-only systems

- 4 concurrent real-time 1080p encodes



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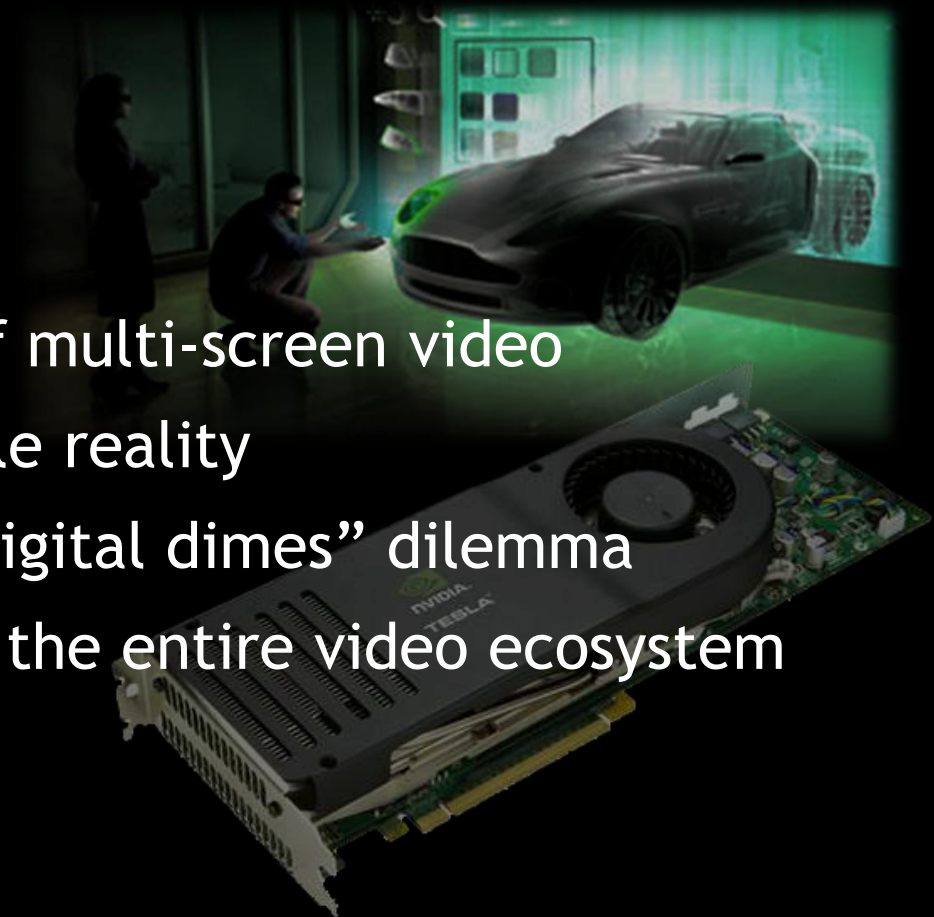
~~1080p~~

Don't Just Take Our Word For It ...



What's on tap?

- Fermi support!
- Enable the next generation of multi-screen video
- Make 3D delivery an affordable reality
- Solve the “analog dollars to digital dimes” dilemma
- Drive parallel processing into the entire video ecosystem



Thank you

ANY VIDEO
ANY SCREEN
ANY TIME
ALL AT ONCE

MEDIA MULTIPLIED™

