

GPU TECHNOLOGY
CONFERENCE

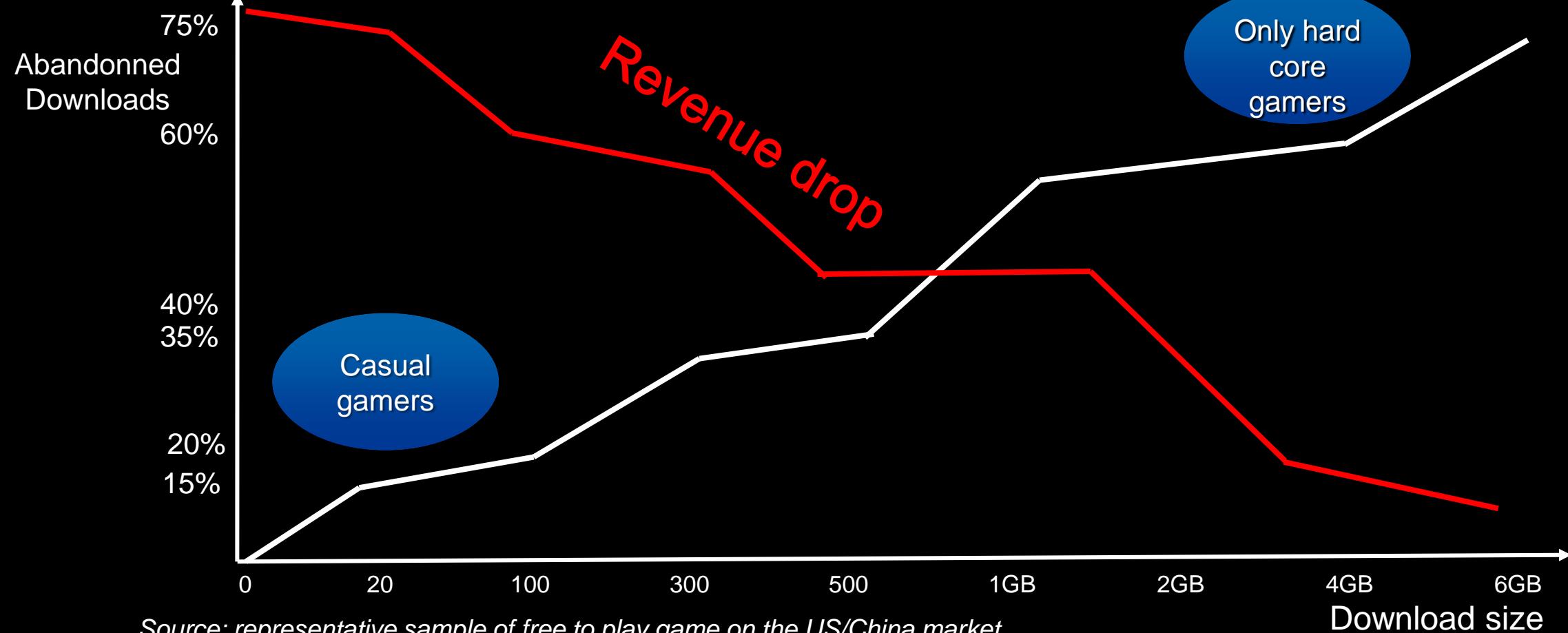
Allegorithmic
Dr. Sébastien Deguy - Founder & CEO
2K Textures in 2KB

GTC, San Jose Convention Center, CA | Sept. 20-23, 2010

PRESENTED BY



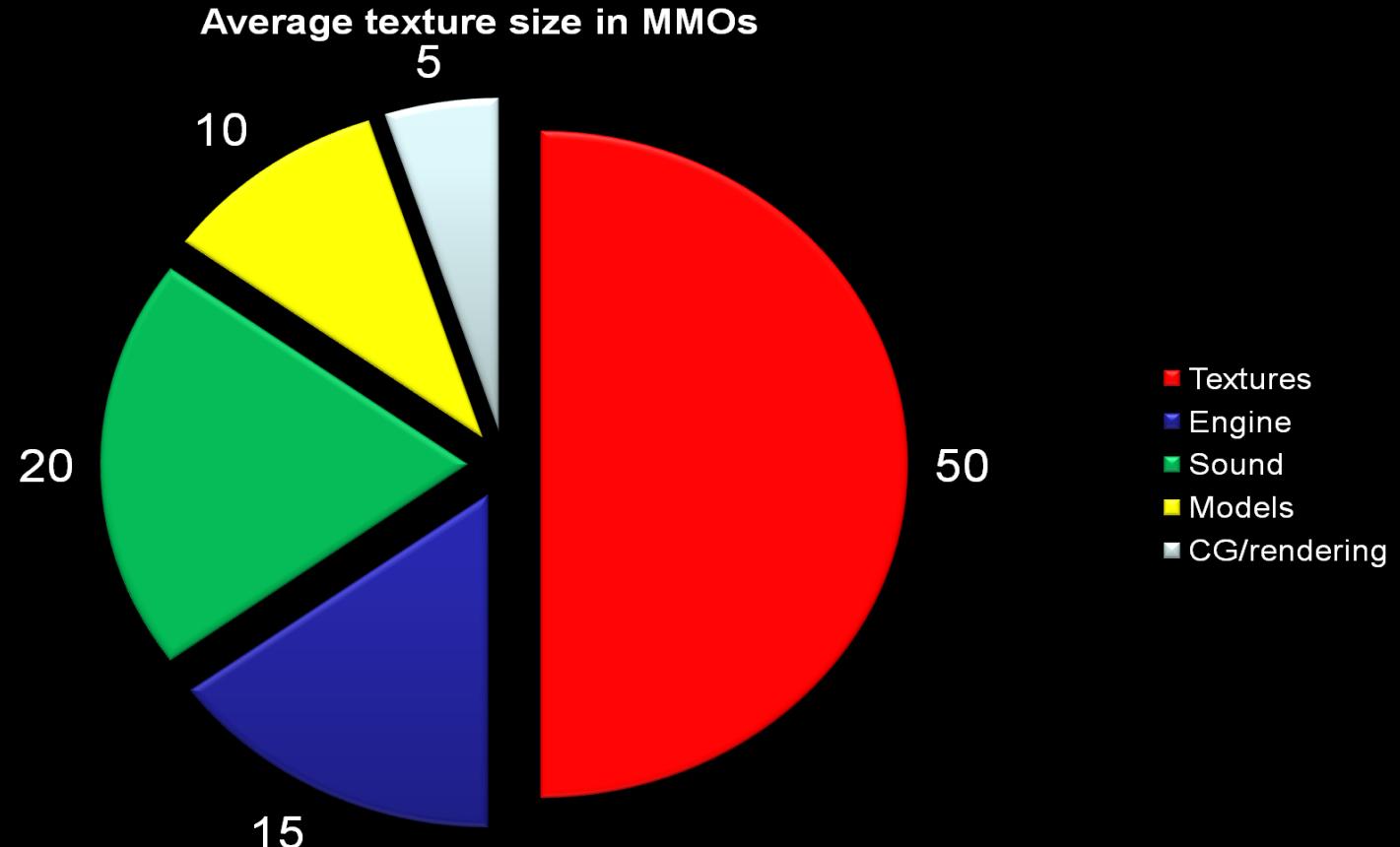
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Textures
= 50% of download





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Substance: A Range of Products Dedicated To Smart Texturing



Allegorithmic's
Substance
Redux

Compress
existing textures



Allegorithmic's
Substance
Designer

Create smart
textures



Allegorithmic's
Substance
Air

Generate smart
textures at
runtime

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EMERGING
COMPANIES SUMMIT



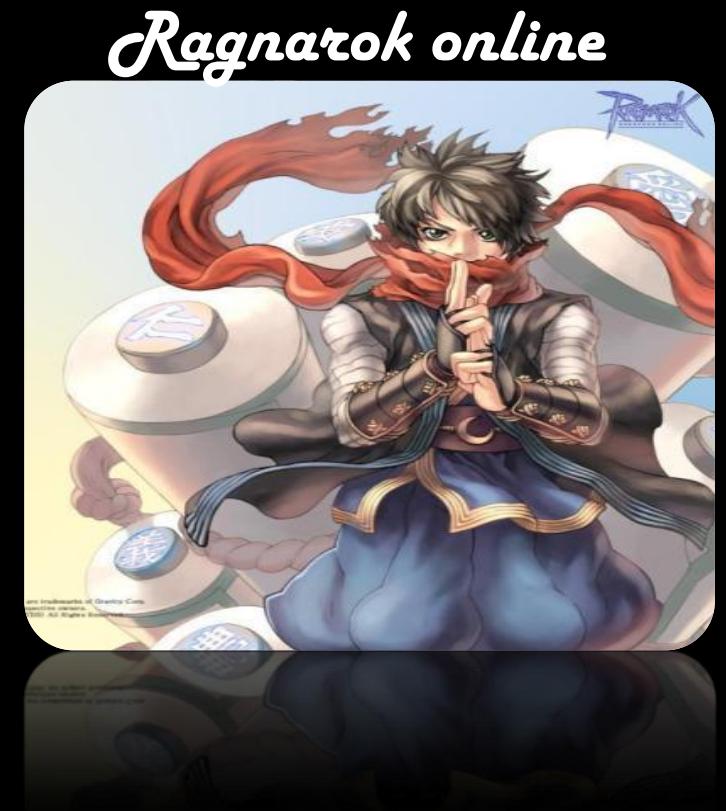


350MB of Textures generated from 300KB



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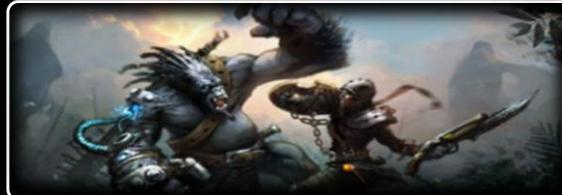
SIZE OF DOWNLOADABLE CLIENT	1.2 GB	900 MB
NUMBER OF REGISTERED Vs NUMBER OF PLAYERS	16%	26%
INCREASE IN REVENUE	-	38%



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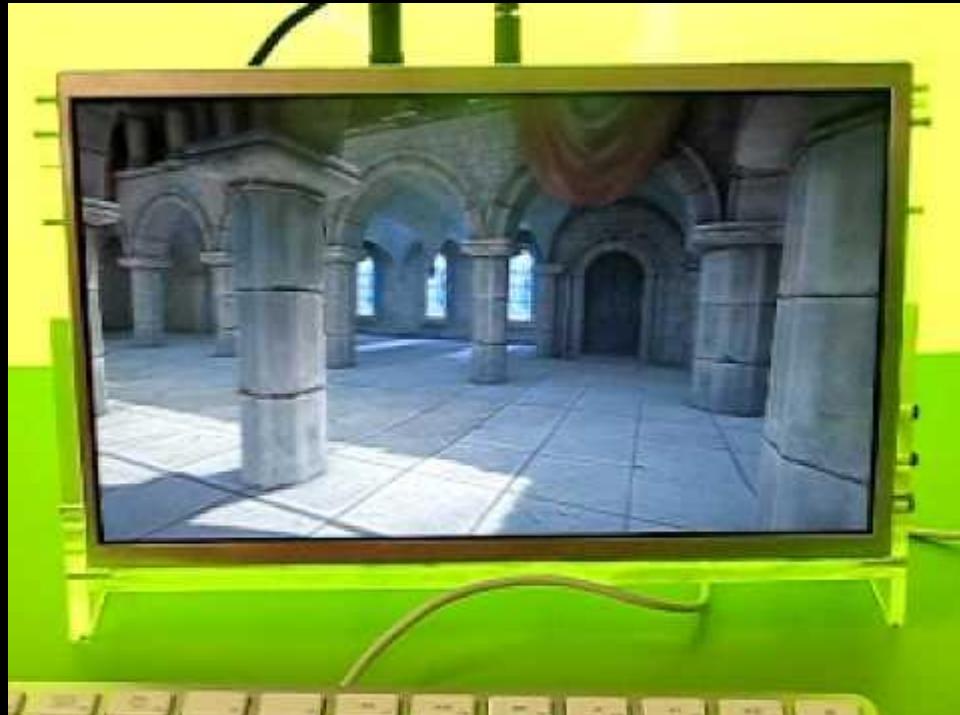


Same Problem on Mobile



- Plausible game client size : **100 MB**
- Real world 3G DL speed: ~ **0,35 Mb/s**
- Time to DL the game: ~ **38 min**
= **Showstopper**

Same Problem on Mobile + Battery Usage!



On Tegra:

- 3G Modem uses as much power as CPU
- **GPU uses about 6x less power**



Substance For Tegra

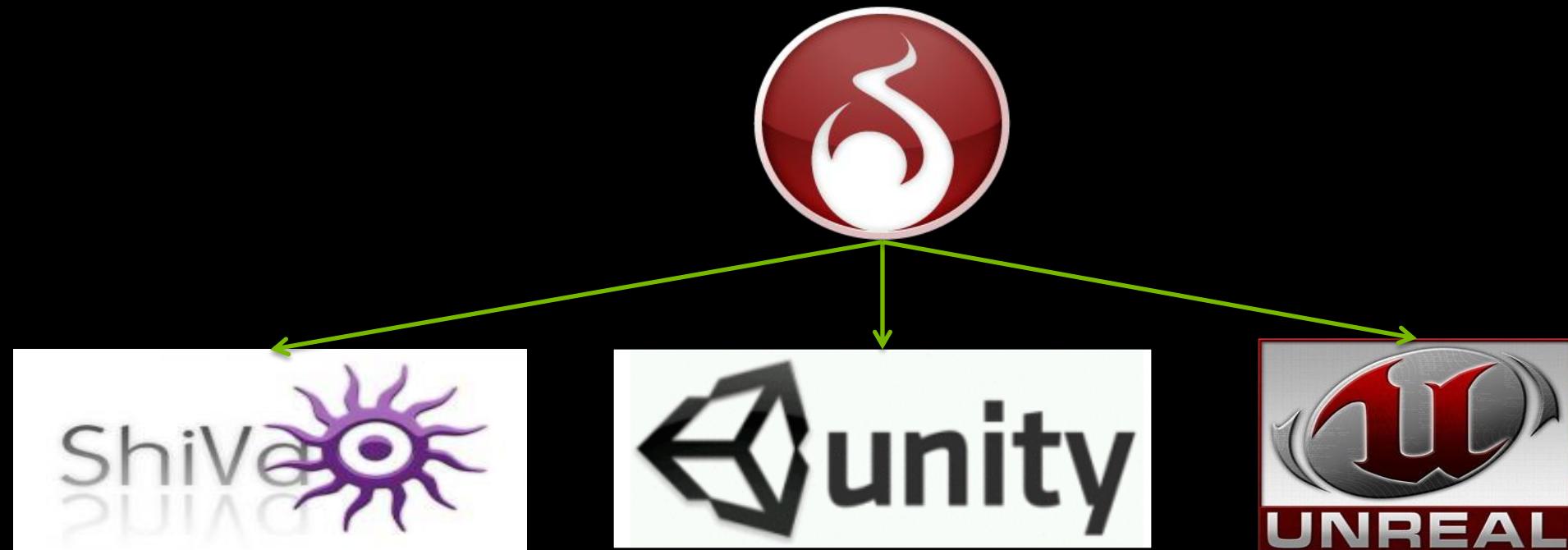
- GPU accelerated runtime engine for Tegra
- Time of generation << time of download

- Instead of downloading huge amount of texture data, compute it!



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Substance Integrated Into Major Engines





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Substance: Texturing Just Got Smarter

Substance helps:

- Downloading less data: **faster access to the game**
- Using less battery while downloading: **longer gaming experience**

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allegorithmic

2K textures in 2KB

www.allegorithmic.com