



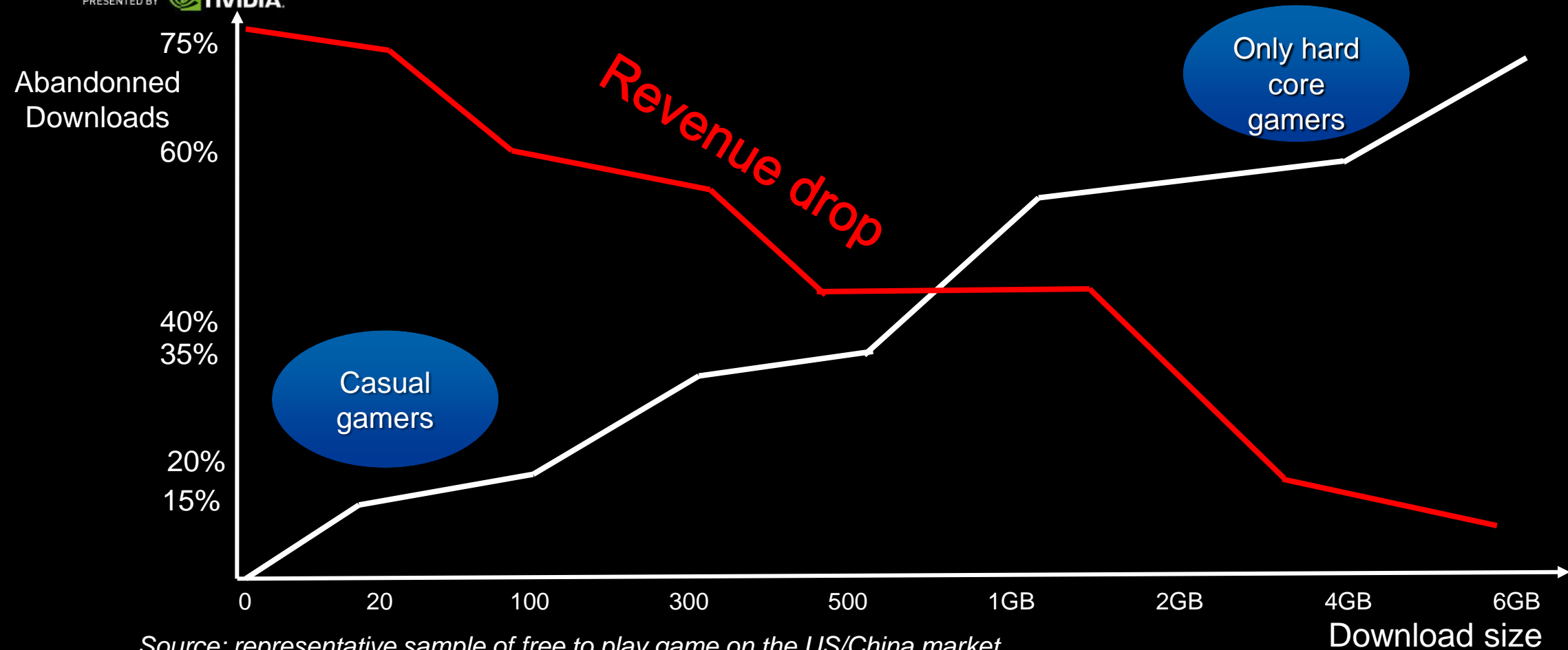
# GPU TECHNOLOGY CONFERENCE

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

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

PRESENTED BY  NVIDIA.

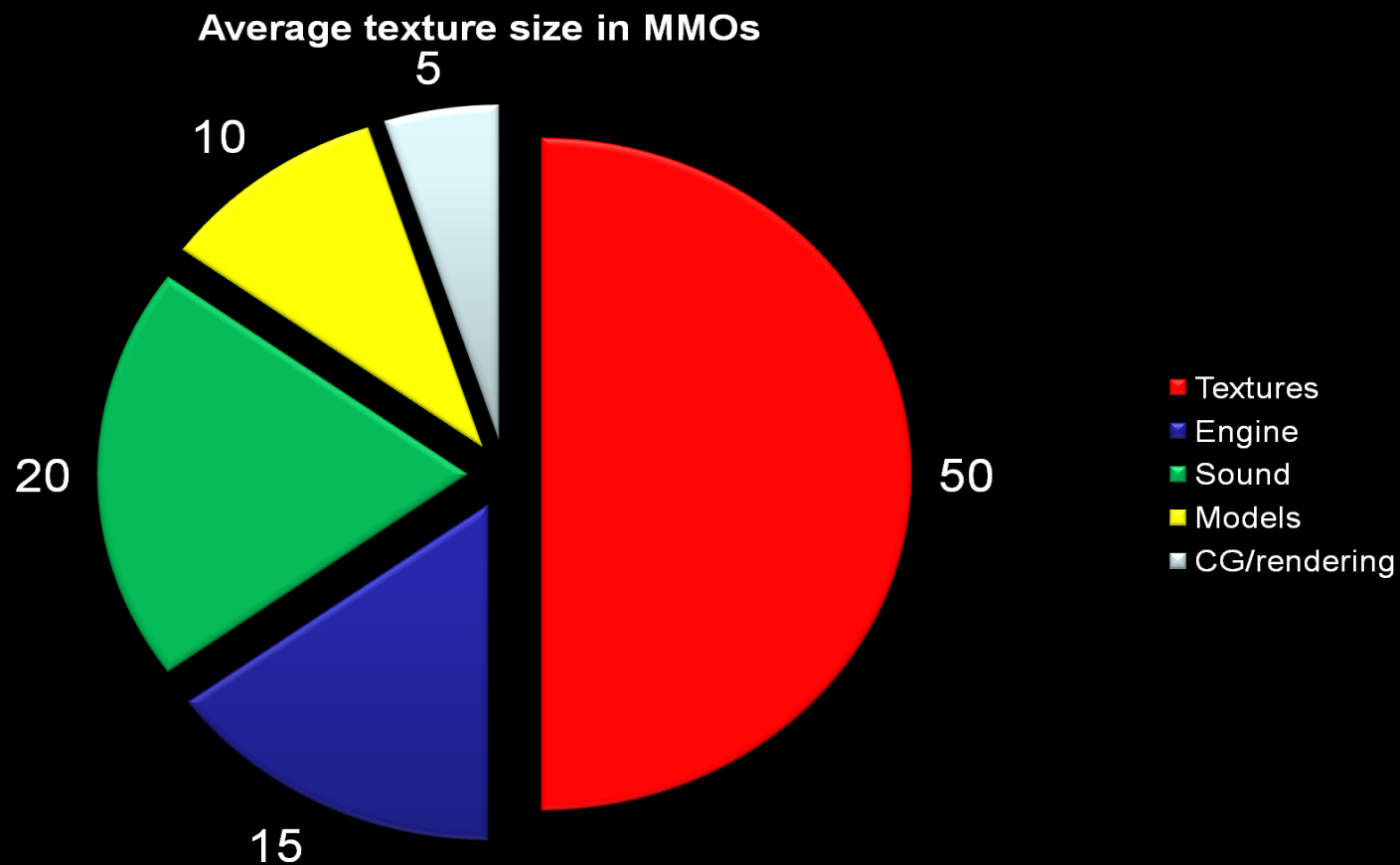
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Source: representative sample of free to play game on the US/China market



Textures  
=  
50% of download



## 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



**GPU**  
TECHNOLOGY  
CONFERENCE



EMERGING  
COMPANIES SUMMIT







350MB of Textures generated from 300KB

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



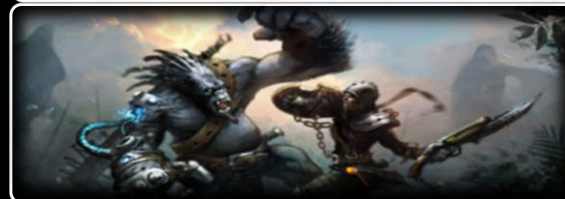


# GPU

TECHNOLOGY  
CONFERENCE

# EMERGING COMPANIES SUMMIT

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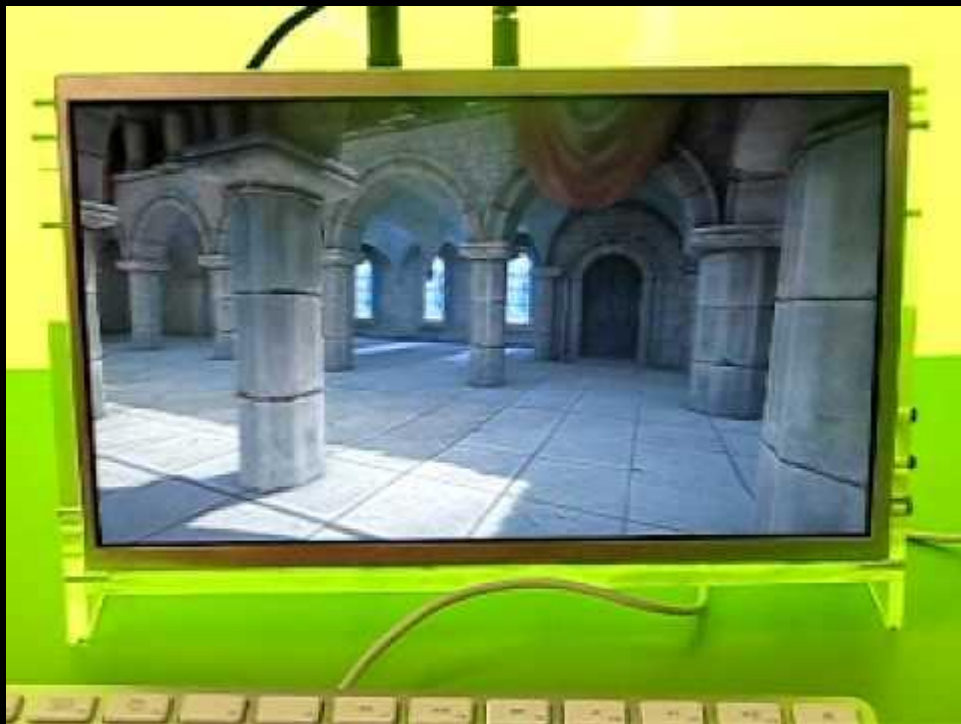


## Same Problem on Mobile



- 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:

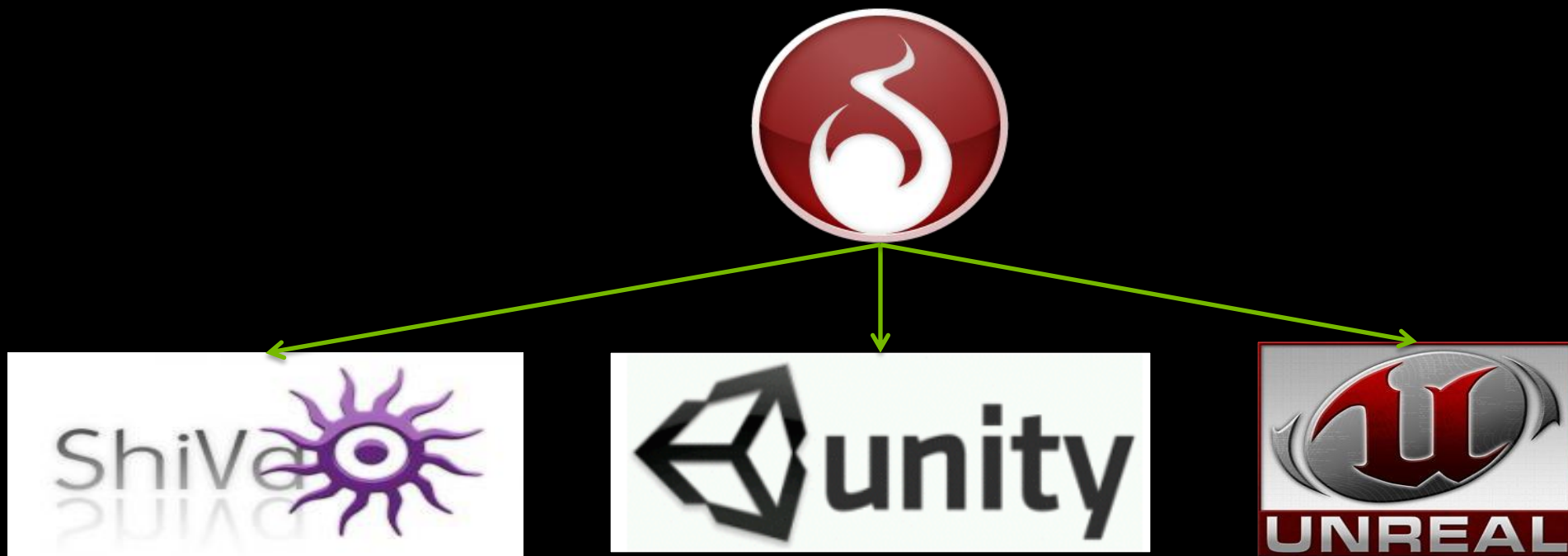
- 3G Modem uses as much power as CPU
- **GPU uses about 6x less power**



## 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!

## Substance Integrated Into Major Engines





## Substance: Texturing Just Got Smarter

Substance helps:

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



allegorithmic

2K textures in 2KB

[www.allegorithmic.com](http://www.allegorithmic.com)