



nVISION 08

THE WORLD OF VISUAL COMPUTING

Welcome to the Next PC Revolution

Michael Rayfield, General Manager Mobile

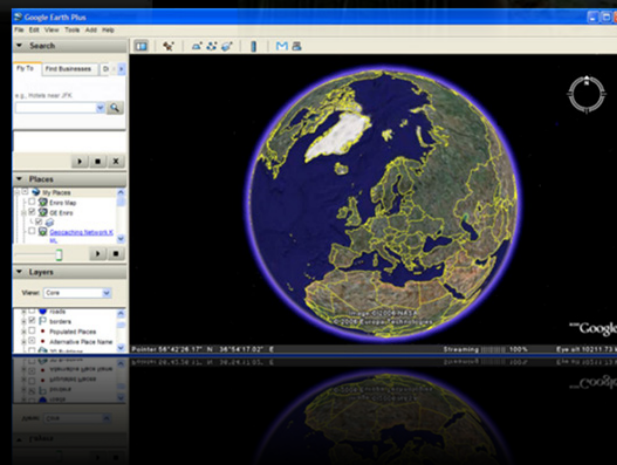
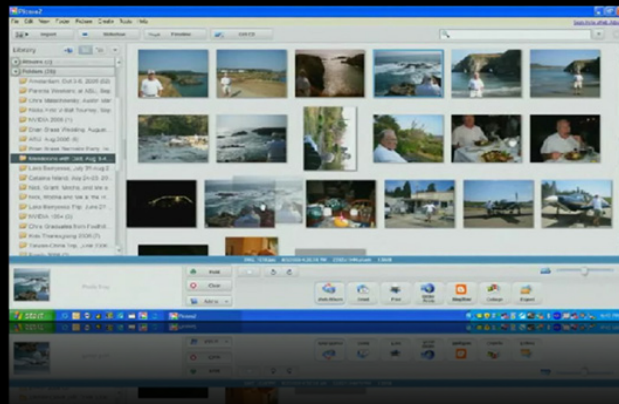
Visual Computing is Ubiquitous



Mobile Computers Evolved



The PC defines Expectations





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DEMOS 3D UI

Content is King

12,000,000,000

142,000,000

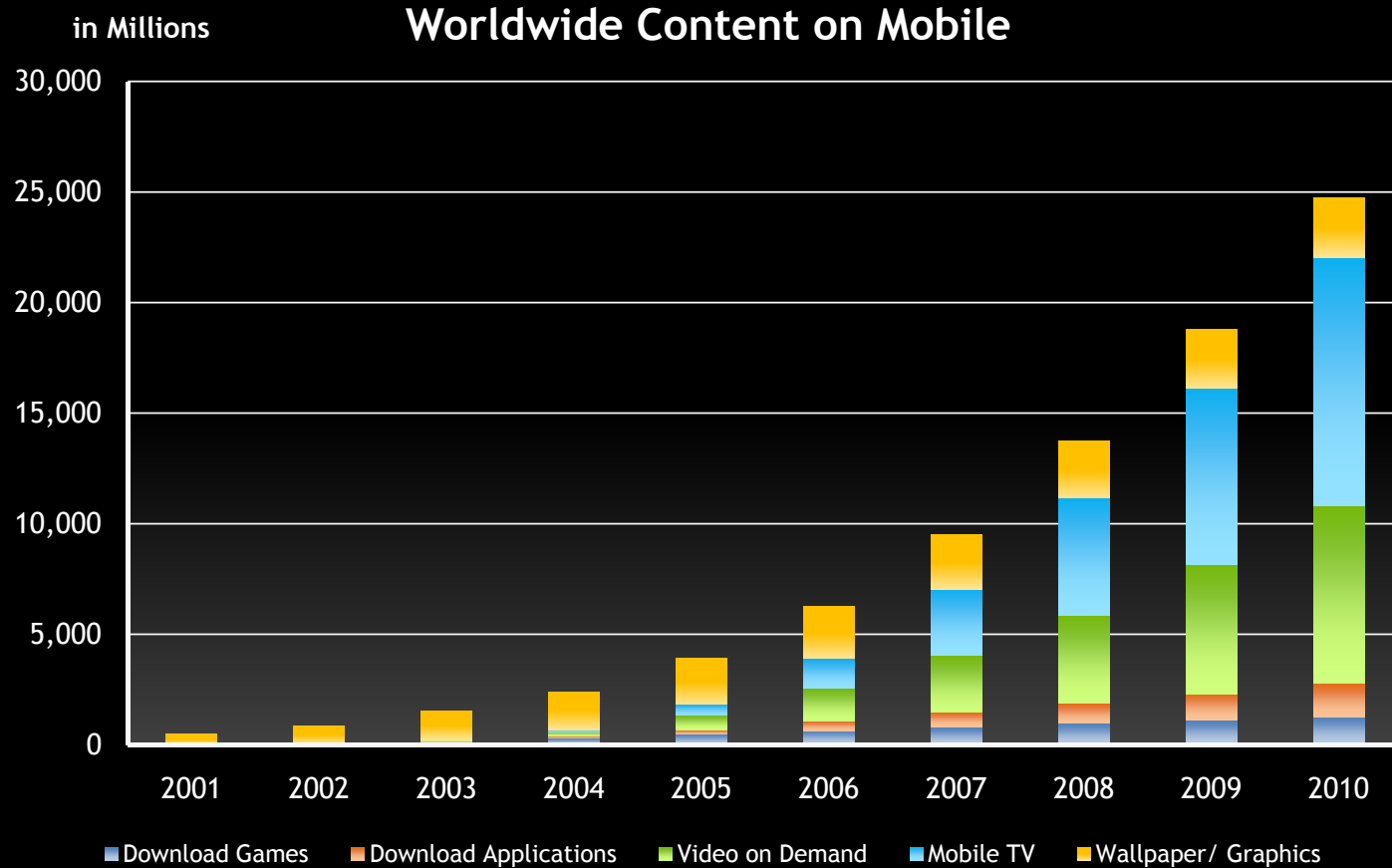
60,000,000

80+%

500



Mobile Content's Explosive Growth



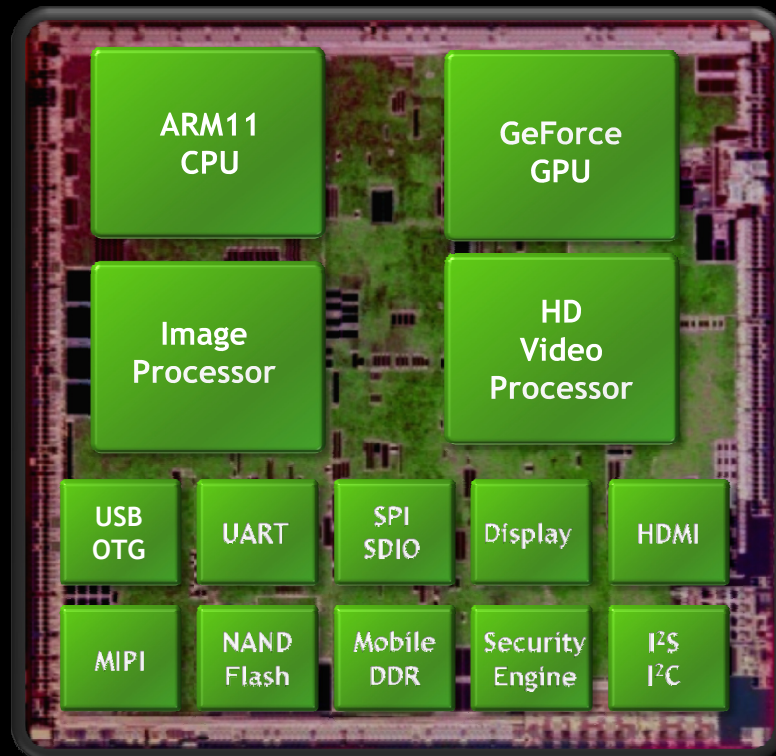
Source: Strategy Analytics April-2008



Enabling the 2nd PC Revolution!

Tegra™ Architecture...

Complete Computer on a Chip



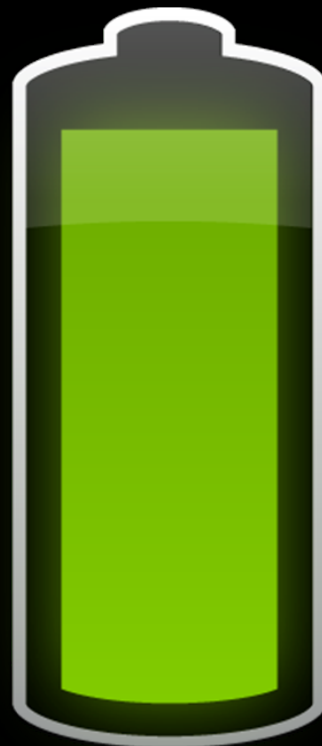
The Challenge: Power

- A good cell-phone battery holds 1400 mAh
- Provides ~ 5Whr
- Improves only 5% per year



MP3 playback

- With 5 Whr battery....
- Tegra can provide over 100 hours of MP3



Video playback



- With 5 Whr battery....
- Tegra can provide 10 hours of HD video



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DEMOS HD video

Gaming: Ultra Low Power GeForce



- With 5 Whr battery....
- Tegra can provide over 10 hrs of gaming



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DEMOS

Quake 3

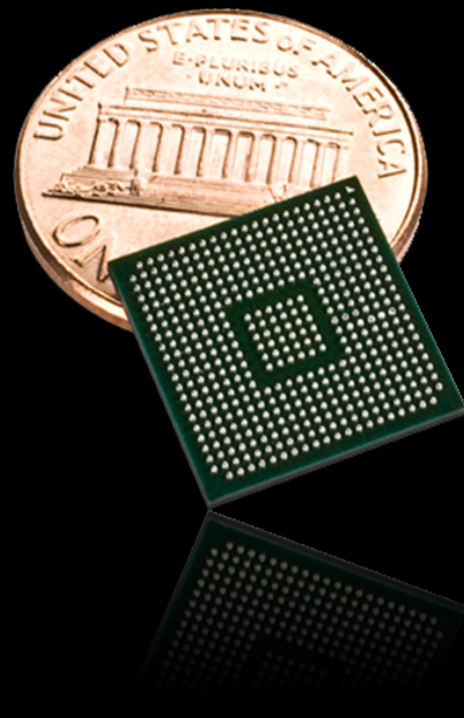
Doing nothing?



- With 5 Whr battery...
- Tegra will wait in standby for you next adventure....for weeks

NVIDIA Tegra

- Built by a computer company
- Most advanced ultra-low power computer ever built
- 15 years of innovation in visual computing technologies



The Foundation of the 2nd PC Revolution

- The most advanced computer on a chip
- The most complete mobile operating system



Use Your Imagination.....

