Visual Computing is Ubiquitous
Mobile Computers Evolved

Entertainment (Perf/W)

Mobile Computing Devices

Productivity (Perf/W)

Notebook

UMPC
The PC defines Expectations
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
DEMOS
HD video
Gaming: Ultra Low Power GeForce

- With 5 Whr battery....
- Tegra can provide over 10 hrs of gaming
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 2\textsuperscript{nd} PC Revolution

• The most advanced computer on a chip
• The most complete mobile operating system
Use Your Imagination..................