What did NVIDIA announce at Mobile World Congress 2008?

NVIDIA made 2 announcements at Mobile World Congress 2008

1. We have announced the APX 2500, the world's first 720p HD capable applications processor.

2. NVIDIA also announced the industry's first OpenKODE implementation on the same day as this new standard was released from Khronos – and is using it as the foundation for an innovative user interface SDK and concept demo,

Q. What does NVIDIA do in the mobile market?
A. NVIDIA designs low power, media rich applications processors for mobile devices, including mobile phones, personal media players and personal navigation devices.

NVIDIA is the worldwide leader in visual computing technologies and has, for the last 15 years, been focused on delivering the richest possible visual experience on computing and consumer electronics devices. Our focus on performance/watt and flawless execution has enabled us to handle the most visually intensive applications within the constraints of the given platform.

We are committed to equipping the mobile device with the richest multimedia features, so that it becomes our most important and most personal of computers.

Q. Is this NVIDIA's first applications processor?
A. We regard the APX 2500 as the first applications processor from NVIDIA as it is the first to come from the combined engineering expertise of both Portal Player and NVIDIA, leveraging Portal Player's extensive expertise in low power audio solutions (from iPod experience) and NVIDIA's rich heritage in delivering visual computing and multimedia solutions for a range of platforms.

Q. What are the key features of APX 2500?
A. The NVIDIA APX 2500 applications processor delivers:
- The industry's first HD (720p) playback and capture capability for handheld devices.
- A new ultra-low power (ULP) GeForce$^®$ core, fully OpenGL ES 2.0 and Microsoft$^®$ Direct3D$^®$ Mobile compliant and the lowest power 3D hardware solution available for the acceleration of intuitive 3D user interfaces
- NVIDIA nPower technology, enabling 10 hours of high-definition video playback and up to 100 hours of audio – more than 4 times the audio playback of the latest touch-screen phones.

Q. What core does it use?
A. The APX 2500 uses an ARM 11 MP core running at up to 750MHz

Q. What OS do you support?
A. The APX 2500 supports Windows CE and Windows Mobile

Q. Are there other products in the APX family?
A. Yes, the APX 2500 is the first of a number of products that NVIDIA will bring to market to satiate the needs of the device manufacturers and their differing market segments

Q. When you do you expect to be able to announce customers?
A. There are 3 different product segments where we have already secured designs for the APX 2500, namely mobile phones, personal navigation devices (PND) and personal media players (PMP). We expect devices to ship in the PND and PMP space by the end of this year and into the beginning of 2009. We expect to see phones shipping from the ODMs using APX 2500 around the middle of 2009 and phones from the larger OEMs towards the end of 2009 as these manufacturers have longer qualification periods for new technologies.

Q. What key strengths do you bring to this market?
A. NVIDIA has been driving the category of visual computing since it was founded 15 years ago, and as such we have a great deal of experience and knowledge in delivering compelling visual experiences to a wide range of devices. As the smartphones of today become increasingly visual, no one is better equipped to deliver on this demand than us. We are the only application processor vendor with all media IP in house which lets us deliver unmatched, seamless integration of all media acceleration and drivers.

Q. Your announcement spoke of a close relationship with Microsoft around the launch of this product – can you elaborate?
A. Yes, NVIDIA has worked closely with Microsoft on the development of APX 2500 and this marks a significant milestone in a long term relationship that has seen the companies share a similar passion for making interaction with technology more visual and instinctive across multiple platforms. The combined engineering efforts of the two companies will ensure that next generation versions of the Windows Mobile operating system will harness the capabilities of the APX 2500 applications processor across challenging multimedia use cases.

"Microsoft is dedicated to providing people true mobile freedom, so that they only need to carry one device for both communication and entertainment," said Todd Warren, corporate vice president of the mobile communication business, Microsoft Corp. "We are delighted to work with NVIDIA to offer our users an amazing visual experience on the next-generation Windows Mobile phones."