

NVIDIA CORPORATION FROM SUPER PHONES TO SUPERCOMPUTERS



NVIDIA awakened the world to the power of computer graphics when it invented the GPU in 1999. These multi-core processors enable PC gamers to enjoy fully immersive worlds, and professionals to design everything from shampoo bottles to airplanes. Their parallel processing capabilities provide researchers and scientists with the ability to efficiently run high-performance applications, and they are deployed in supercomputing sites around the world. More recently, NVIDIA has moved into the fast-growing mobile computing market, where its processors power phones and tablets, as well as auto infotainment systems. The company holds more than 2,100 issued patents worldwide, including ones covering ideas essential to modern computing.

GPUS: THE ENGINES OF COMPUTER GRAPHICS

One of the most complex processors ever created, the GPU is the engine of computer graphics: the science and art of using computers to create and enjoy beautiful,

interactive experiences. NVIDIA has shipped over one billion GPUs. And the rising importance of computer graphics is fueling growth. It's estimated that by 2015, two billion computers a year will ship with GPUs.

A CULTURE OF REINVENTION

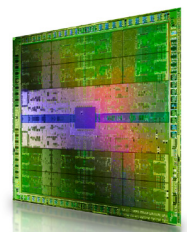
Founded in 1993, NVIDIA has continuously reinvented itself to delight users and shape the industry. From our roots in PC graphics, we expanded into professional graphics and high-performance computing. Our recent move into mobile computing puts us at the center of one of the industry's fastest-growing segments.

A PASSIONATE FOLLOWING

The passionate drive that fuels our company is most powerfully reflected back from our users. The devotion to our brand is truly rare and is expressed in deeply personal ways—including artwork, tattoos and even in fans naming their children "NVIDIA".

NVIDIA IN BRIEF

- ▶ Founded in 1993
- ▶ Headquartered in Santa Clara, Calif.
- ▶ 6,800 employees in 20 countries
- ▶ Fastest semiconductor company to reach \$1 billion in revenue
- ▶ \$3.5 billion in revenue in FY11
- ▶ 1,900 patents
- ▶ 1 billion GPUs shipped
- ▶ 10 million Tegra shipped



- ▶ NVIDIA's latest class of GPUs have up to 3 billion transistors.

- **NVIDIA offers four powerful brands of processors: GeForce®, Quadro®, Tesla™, and Tegra®.**

GEFORCE: AMAZING VISUAL EXPERIENCES

Our heritage is in PC graphics, and our GeForce processors deliver amazing visual content, whether in the latest DirectX 11 game or 3D movie. Gamers can enjoy fully immersive worlds with innovations that complement GeForce, such as NVIDIA® PhysX® for thrilling, realistic effects, and the NVIDIA® 3D Vision™ suite of technologies, including active-shutter glasses, for stereo 3D. Users can experience the best in mobile PCs with NVIDIA® Optimus™ technology, which automatically manages the GPU to balance battery life and performance.



QUADRO: THE STANDARD FOR PROFESSIONAL GRAPHICS

In the early 2000s, our invention of a programmable processor expanded NVIDIA's reach into professional graphics. Today, animators, broadcasters, visual-effects artists and industrial designers overwhelmingly use Quadro. The majority of the world's cars and planes, as well as a host of consumer products like tennis shoes and shampoo bottles, are designed using Quadro solutions. For on-air broadcast, GPUs enable real-time digital content, touch displays, and virtual sets. In film, Quadro GPUs were behind all of the "Best Visual Effects" Oscar nominees for the past two years running.



"What NVIDIA is helping to create is a world only limited by our imaginations, where dreams can blend with reality, where our hopes can be realized."

— Rob Enderle, Enderle Group

TESLA: ACCELERATING SCIENCE

NVIDIA's expertise in programmable GPUs led to breakthroughs in parallel processing. Scientists and researchers around the world are using Tesla GPUs to tackle the most complex challenges, from climate modeling to quantum physics to finding a cure for cancer. NVIDIA® CUDA® architecture enables GPUs to work not just with the pixels of an image, but with numerical data. NVIDIA Tesla processors harness CUDA to make supercomputing more efficient and more accessible. Three of the top five supercomputers are powered by Tesla GPUs.



TEGRA: THE MOBILE SUPER CHIP

With deep experience in visual and parallel processing, NVIDIA is well positioned to drive the mobile computing revolution. Today, the most personal computers are mobile computers. Tegra, a mobile super chip, is powering the next generation of mobile devices, as well as in-car safety and infotainment systems. A thumbnail-size processor with eight specialized processors, Tegra incorporates a dual-core CPU as well as a GeForce GPU so users can enjoy unprecedented multitasking capabilities, stunningly rich visual experiences and console-quality gaming.

To learn more about NVIDIA, go to www.nvidia.com