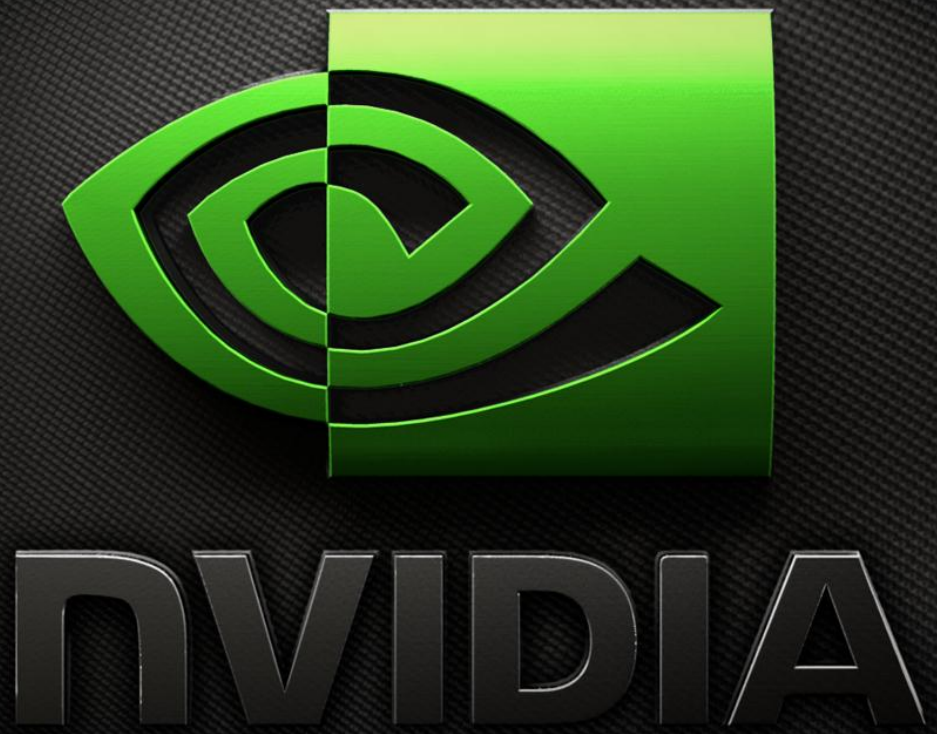
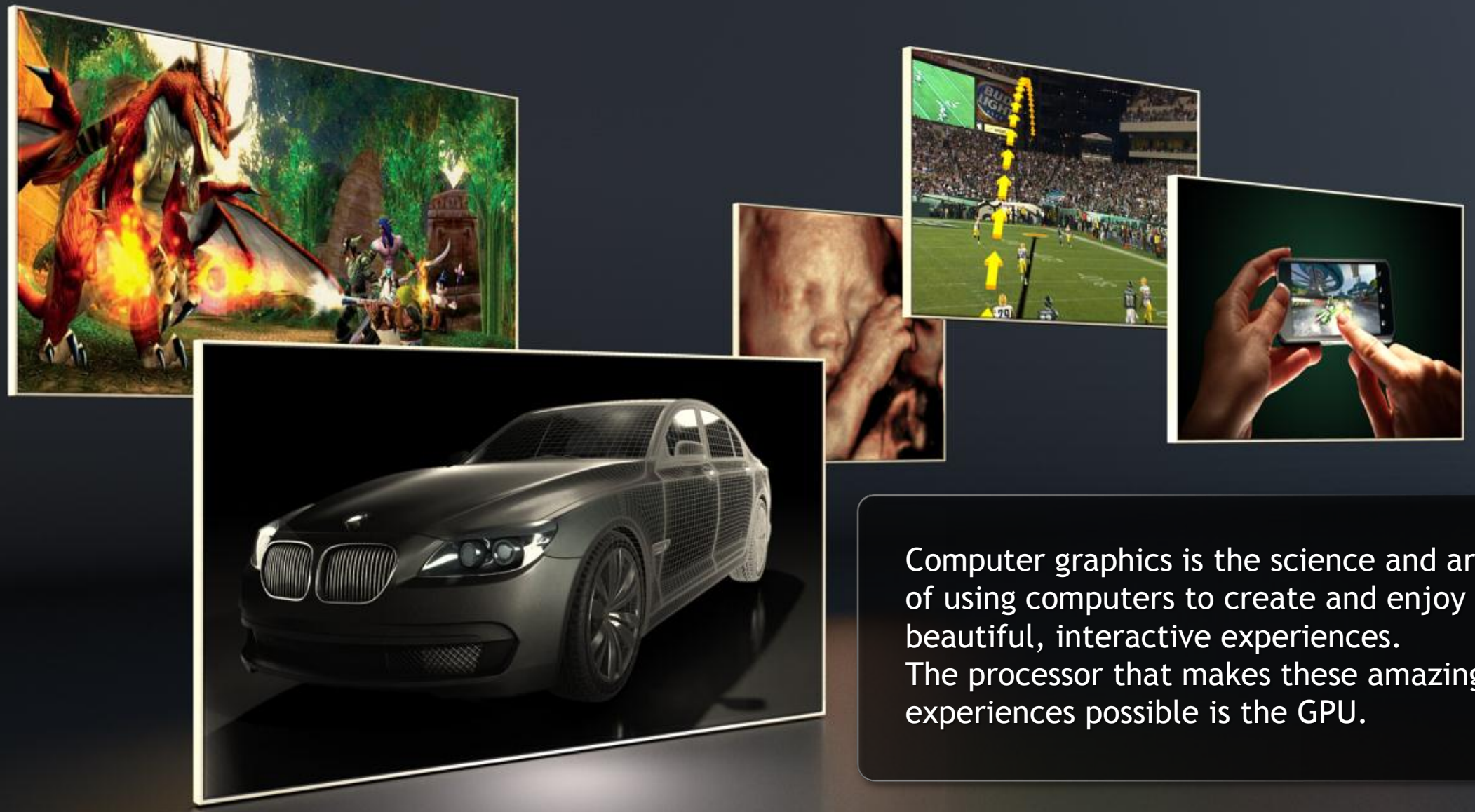


Making a Difference

NVIDIA awakened the world to computer graphics when it invented the GPU. Today, its processors power a broad range of products from smart phones to supercomputers. NVIDIA's mobile processors are used in cell phones, tablets and auto infotainment systems. PC gamers rely on GPUs to enjoy spectacularly immersive worlds. Professionals use them to create visual effects in movies and design everything from golf clubs to jumbo jets. And researchers utilize GPUs to advance the frontiers of science with high-performance computing. Founded in 1993, NVIDIA has 6,800 employees in 20 countries.



Computer graphics is the science and art of using computers to create and enjoy beautiful, interactive experiences.
The processor that makes these amazing experiences possible is the GPU.

The GPU is one of the most complex processors ever created, with more than 3 billion transistors. NVIDIA has shipped over 1 billion GPUs.

NVIDIA GPU

GPU

GeForce®, Quadro®, Tesla™

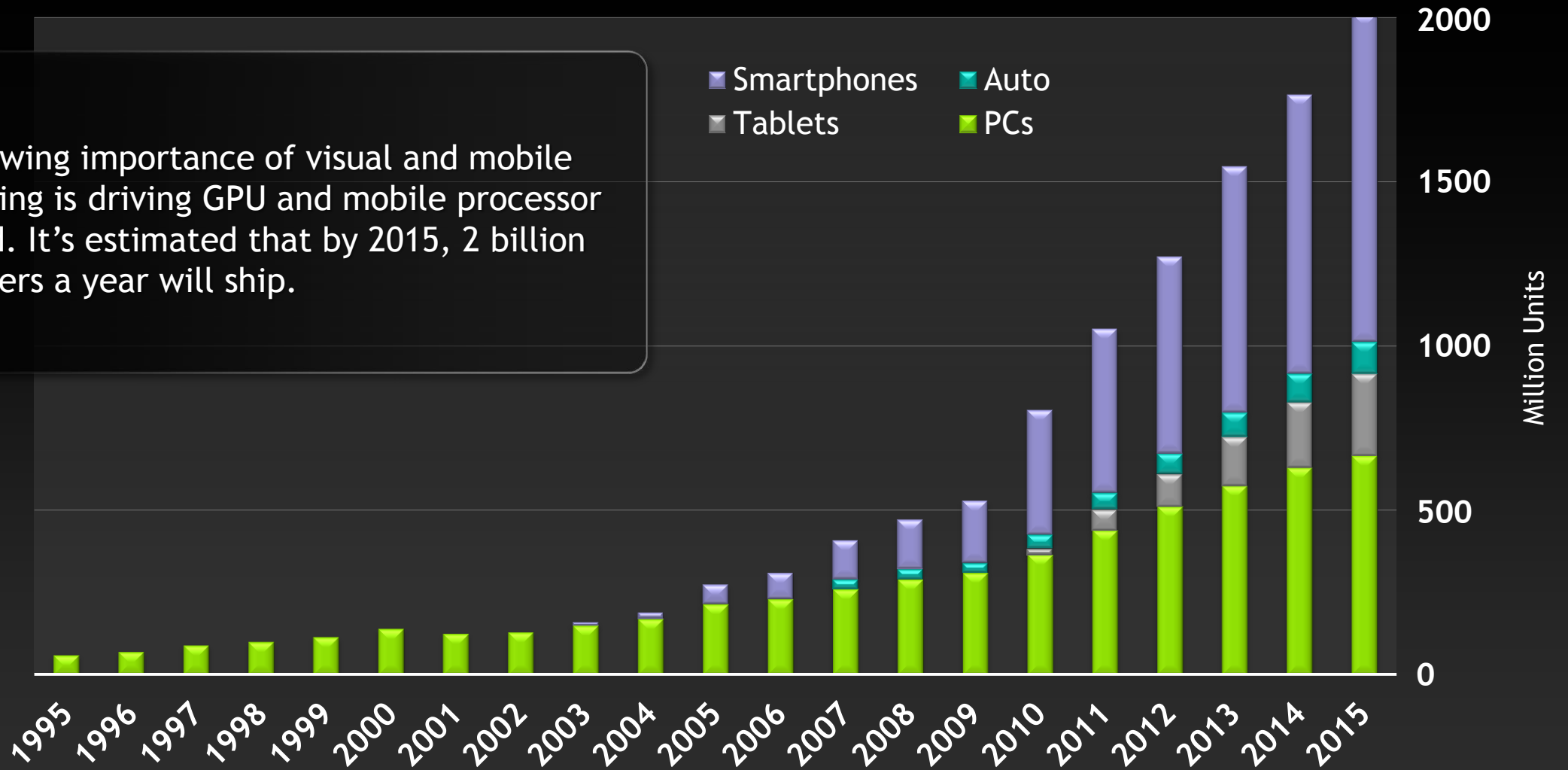
VISUAL COMPUTING

Mobile Processor

Tegra®

MOBILE COMPUTING

The growing importance of visual and mobile computing is driving GPU and mobile processor demand. It's estimated that by 2015, 2 billion computers a year will ship.

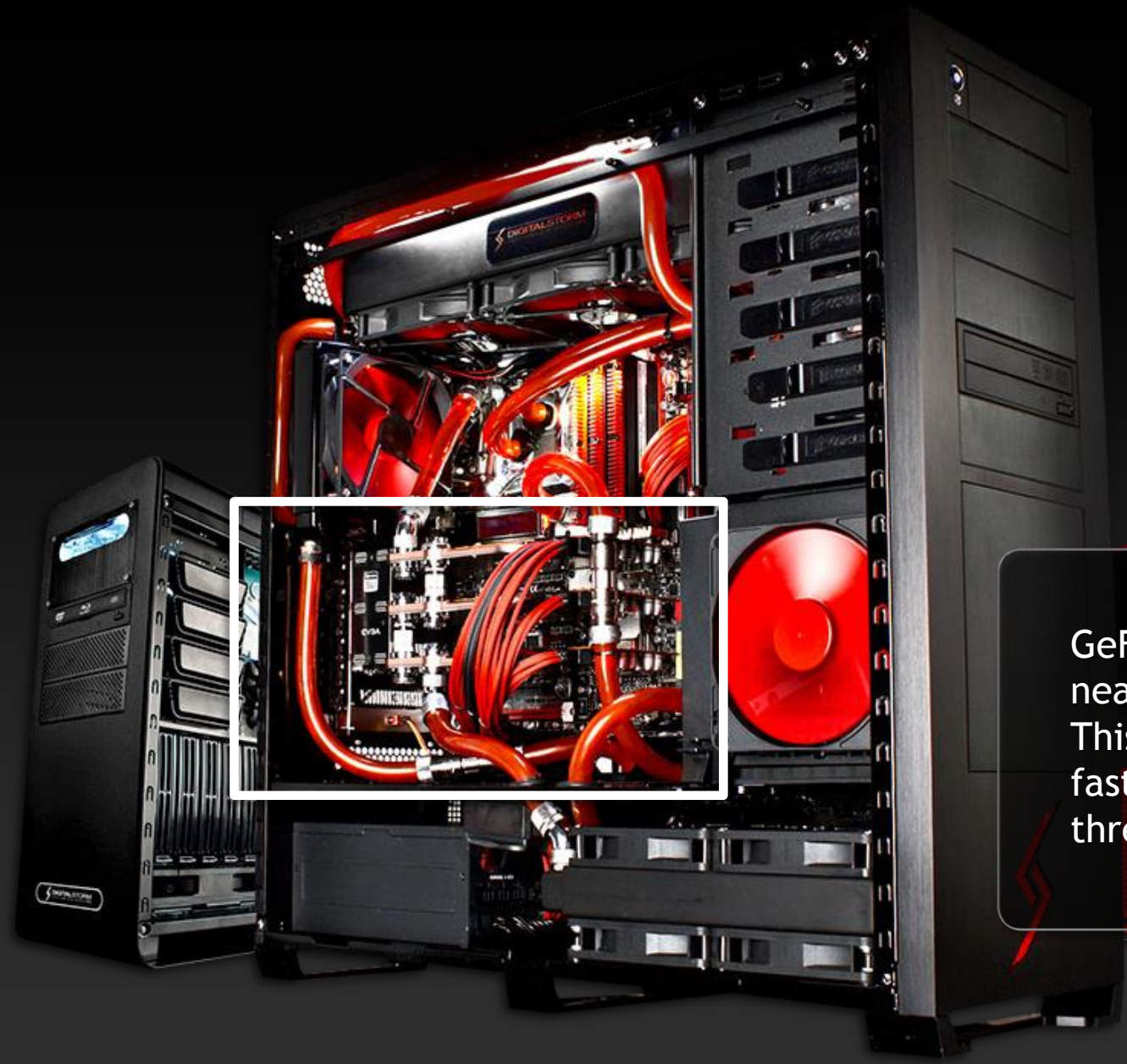


Source: IDC, Gartner, Morgan Stanley

By 2016, the PC gaming market is estimated to reach nearly $25 billion. In fall 2011, blockbuster games such as Battlefield 3 (pictured here), Batman: Arkham Asylum, and Call of Duty MW3 will set new standards for realism and gameplay. NVIDIA GPUs are the engines behind the creation and enjoyment of this thriving market.

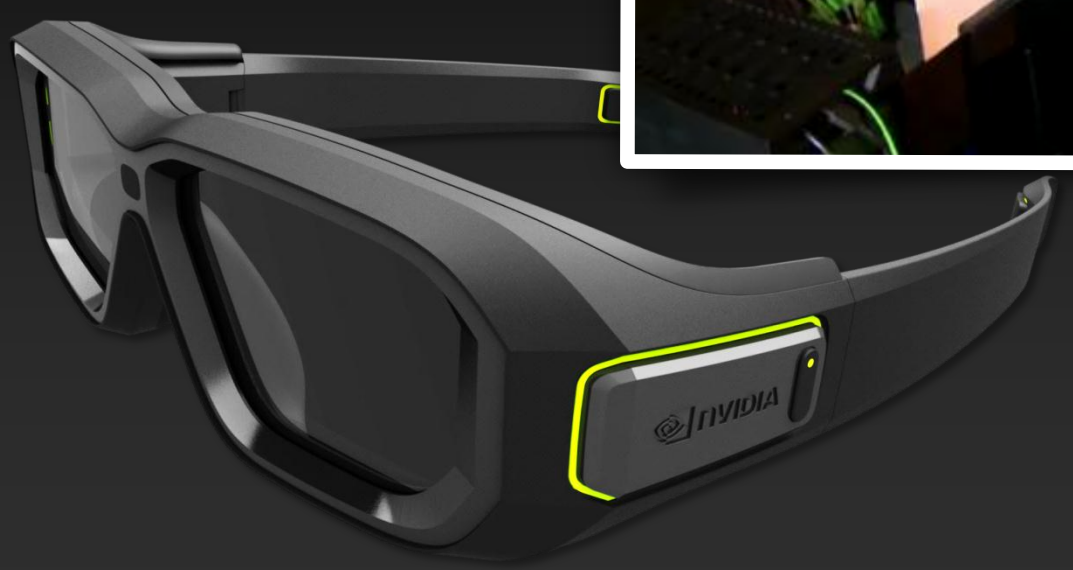
275,000 people attended Gamescom, the world's largest gaming event, held in Cologne, Germany, in 2011. Every year, millions of gamers attend similar events around the globe like DreamHack (pictured here), BlizzCon, Major League Gaming and China Joy.

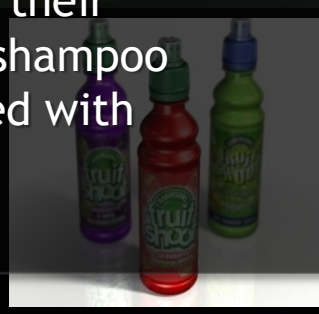
Gaming is one of the most popular activities in China's 160,000+ icafes. Over 95% of the 17 million PCs in icafes have a discrete GPU, and NVIDIA enjoys about a 90% share of this market. Throughout China, NVIDIA GPUs are attached in 80% of PCs sold.

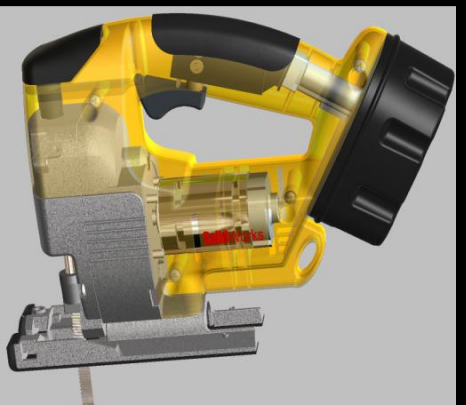


GeForce GPUs power two-thirds of the nearly 100 million gaming PCs worldwide. This Digital Storm gaming PC is among the fastest systems on the market, powered by three GeForce GTX 580 GPUs.

It’s estimated that 40 million 3D PCs will be shipped in 2015. NVIDIA’s 3D Vision suite of technologies is at the forefront of this market. The 3D Vision 2 glasses were launched at the GeForce LAN event (pictured here) held on the historic *U.S.S. Hornet* aircraft carrier on Oct. 14, 2011.





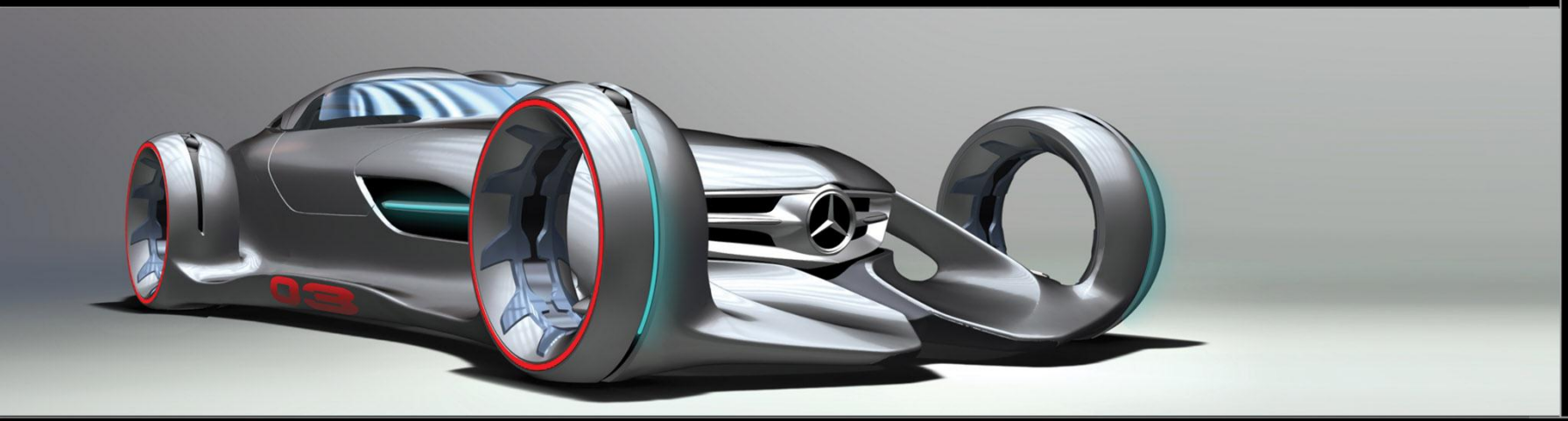


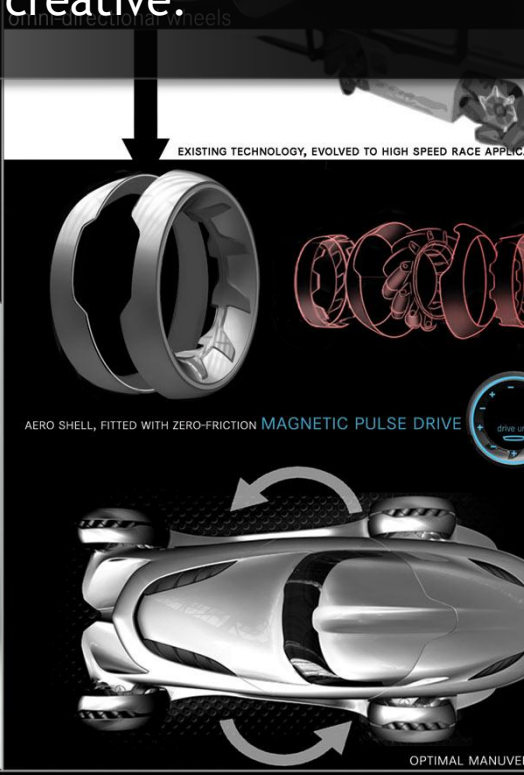
Most of the world's industrial designers rely on NVIDIA Quadro GPUs to bring their visions to life. Everything from shampoo bottles to jumbo jets are created with software that runs on Quadro.

NVIDIA’s Maximus technology is revolutionizing the workstation market. For the first time, designers and engineers can do graphics-intensive work and compute-intensive work at the same time, on the same machine. With the combination of Quadro and Tesla GPUs, what once required banks of servers and hours of waiting can now be done on a desktop, in real time.

SILVER ARROW

For the LA Auto Show Design Challenge, Mercedes-Benz used NVIDIA Maximus technology to design its Silver Arrow concept car. Mercedes designer Alan Barrington said, “With our Maximus-powered setup, it’s like having a render farm with just two machines. We can now be 10 times more creative.”





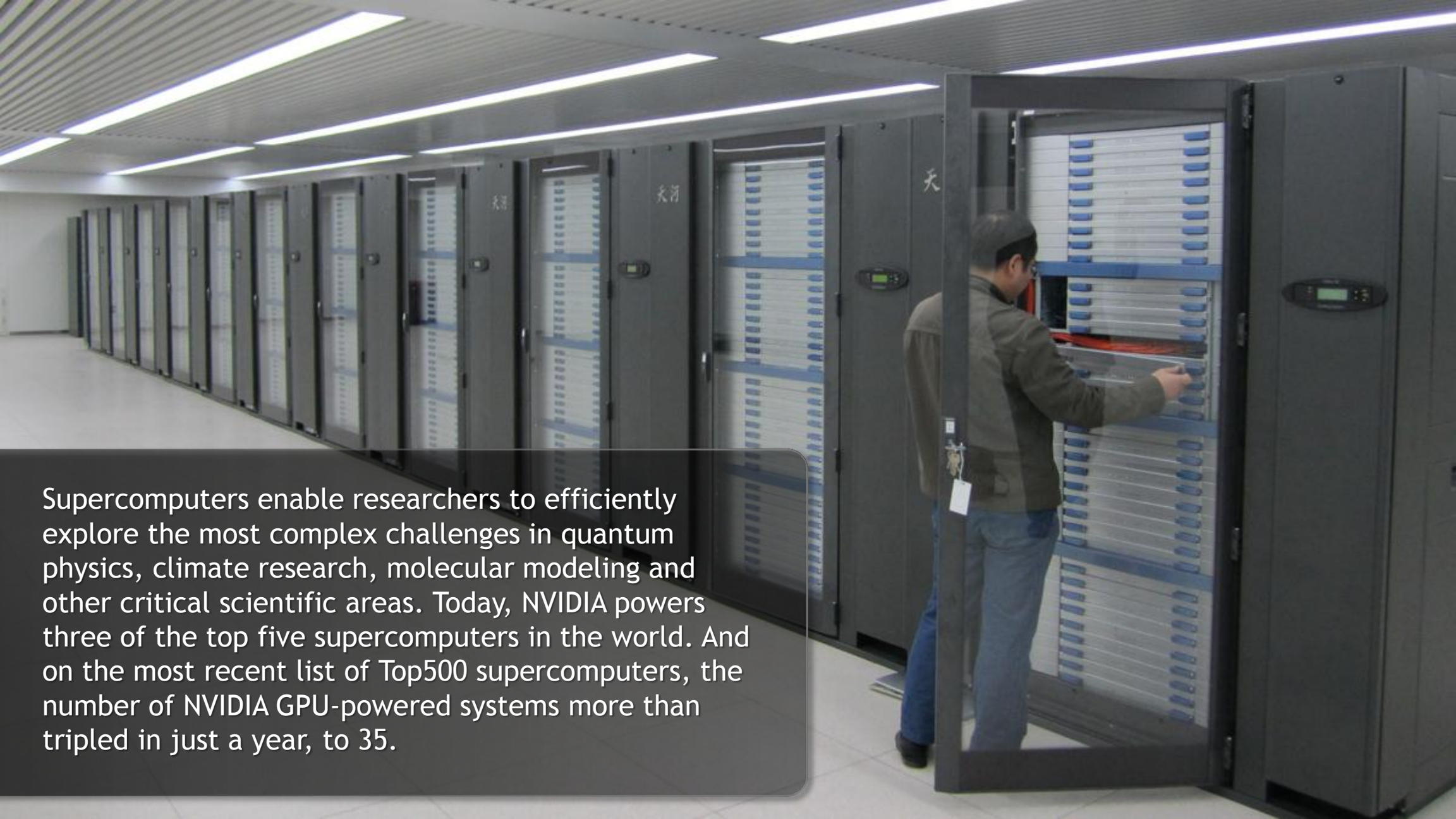
Hollywood is another key market for NVIDIA. 2011 marked the second year in a row when all films nominated for the Best Visual Effects Oscar were created on Quadro.

Image courtesy of Paramount Pictures ©

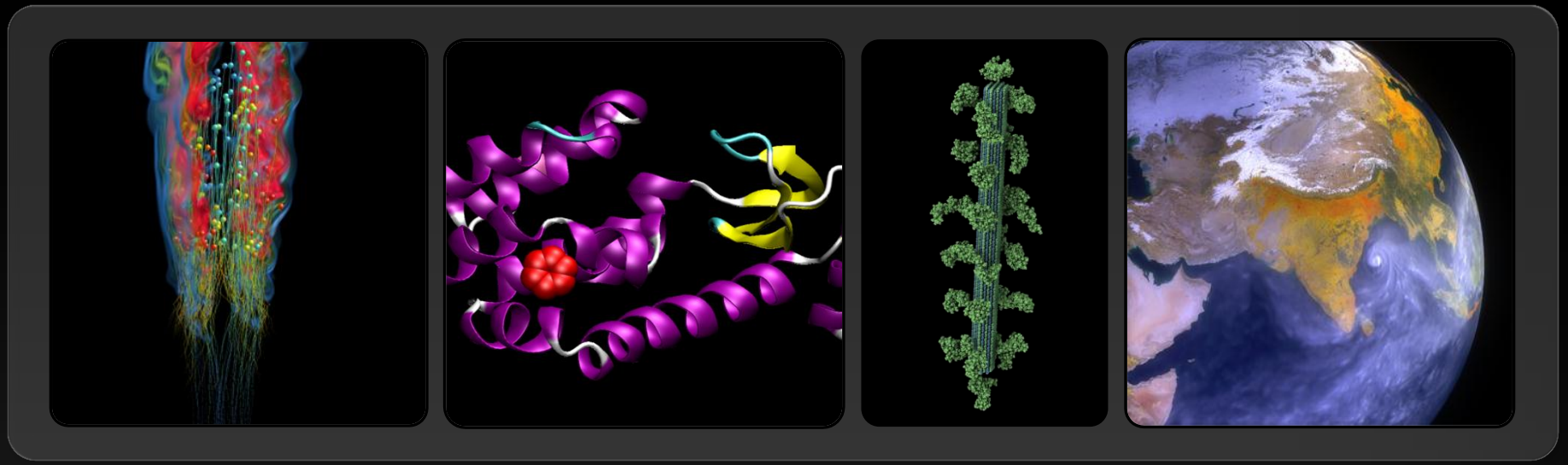
IRON MAN 2

double negative visual effects

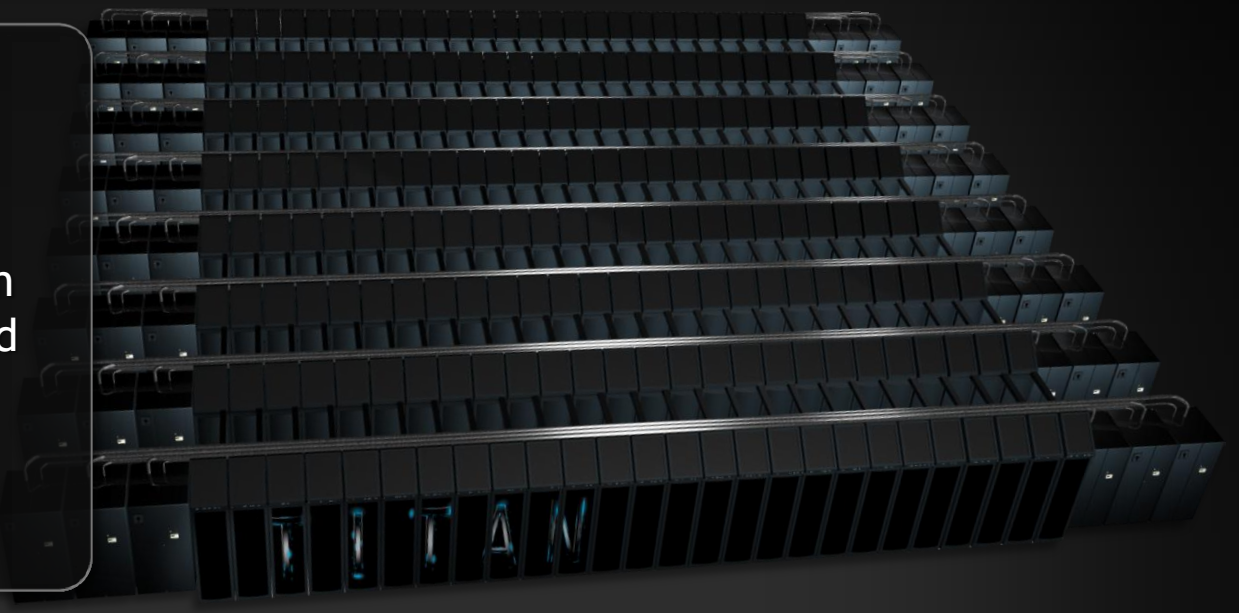
U2’s 360 Tour is the highest grossing concert tour of all time, with over $700 million in sales. Workstations equipped with Quadro GPUs streamed live video and visual graphics over its unique stage - nicknamed “the claw” - to create dynamic and unforgettable experiences.



Supercomputers enable researchers to efficiently explore the most complex challenges in quantum physics, climate research, molecular modeling and other critical scientific areas. Today, NVIDIA powers three of the top five supercomputers in the world. And on the most recent list of Top500 supercomputers, the number of NVIDIA GPU-powered systems more than tripled in just a year, to 35.



In October 2011, Oak Ridge National Labs announced that it would use up to 18,000 NVIDIA Tesla GPUs to develop the world's fastest supercomputer. Called "Titan," when complete the machine is expected to exceed 20 petaflops, 2x as fast as Japan's "K", the current leader. Titan will be a fundamental tool in the advancement of science.



The Chinese Academy of Sciences uses GPU supercomputers to conduct some of the largest scale molecular simulations in the world. Recently the Academy became the first to model a complete H1N1 virus. The approach marked a new supercomputer-centric way of dealing with the problems of epidemiology and virology that wasn't possible just a few years ago.

中国科学院
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For investment banks, the ability to calculate risks across a range of complex variables quickly is critical to success. With NVIDIA Tesla GPUs, J.P. Morgan achieved a 40x speedup of its risk calculations.

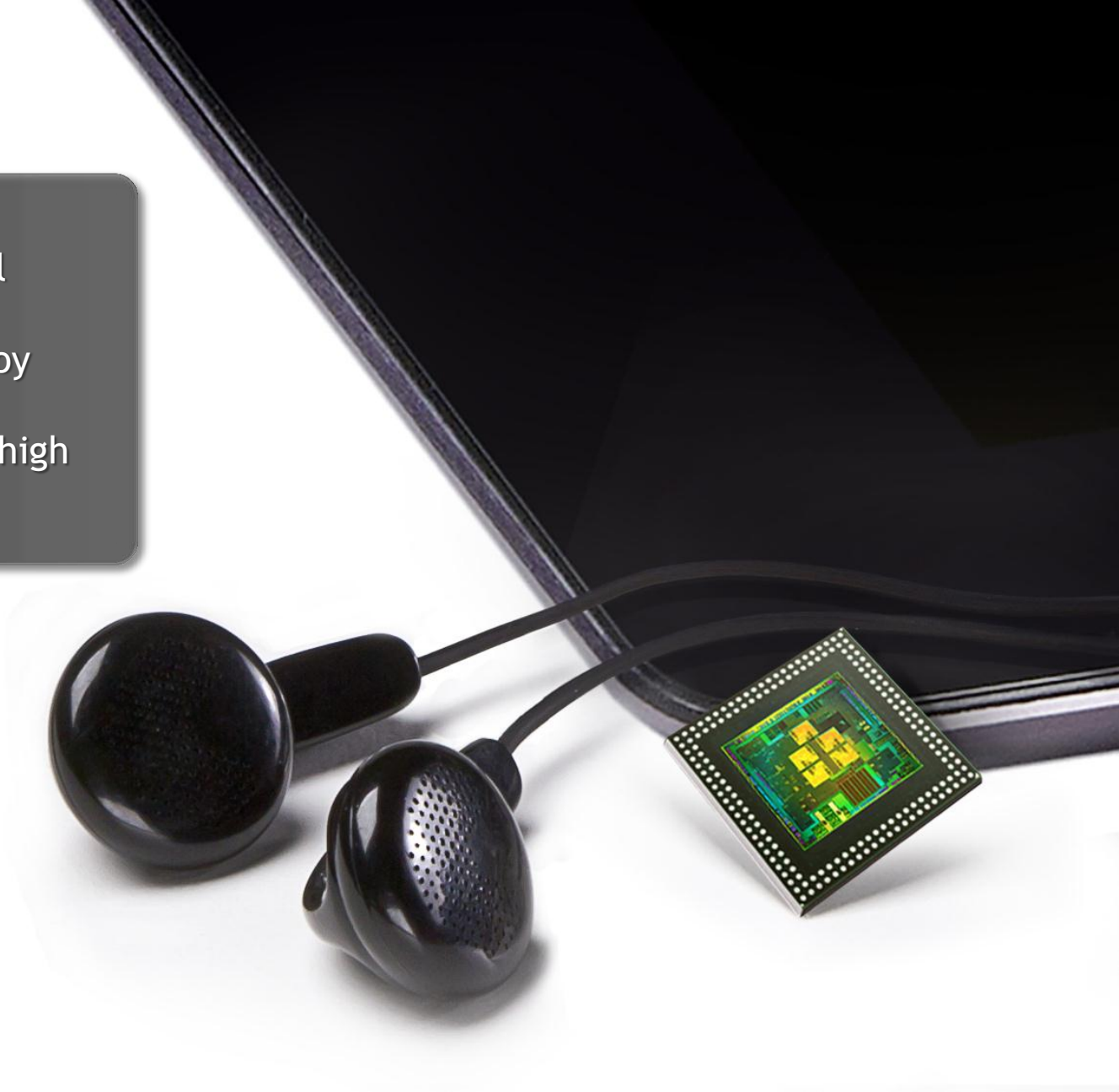
JPMorgan

Performing beating heart surgery is risky and can be done by only 2% of surgeons. Medical researchers at France's LIRMM use Tesla GPUs to 'virtually' still a beating heart, enabling surgeons to treat patients by guiding robotic arms that predict and adjust for movement.

Laboratoire d'Informatique de Robotique et de Microelectronique de Montpellier

LIRMM

Today, mobile devices are our most personal computers. NVIDIA’s Tegra processor allows consumers to use phones and tablets to enjoy the full web, movies and games. Tegra is a complete computer-on-a-chip that delivers high performance and extreme power efficiency.



Tegra has taken the market by storm. Today, more than 20 tablets and 60 phone SKUs are powered by the super chip. More than a billion mobile computing devices are expected to ship annually by 2015.

Powered by the new Tegra 3 processor, the Asus Transformer Prime was launched as the world's first quad-core tablet. Tegra 3 uses a unique fifth "companion" core and a Variable SMP architecture that optimizes the balance of battery life and performance to deliver the best possible mobile experience.

In the U.S., nearly 50% of smartphone users and 85% of tablet users regularly play games on their devices. With Tegra, users can have a console-quality experience wherever they are. And the Tegra Zone app curates the best in mobile games.

Computer graphics are increasingly playing a role in auto safety and infotainment. All Audi and BMW models will soon utilize NVIDIA GPUs to power features that make driving safer and more enjoyable.


From super phones to supercomputers and beyond, NVIDIA GPUs are used in the world’s most advanced products.

NVIDIA users are uniquely passionate about our products, which they express in deeply personal ways — including artwork, tattoos and even in naming their children “NVIDIA”. Very few companies make this connection with their users.

With 6,800 employees in 20 countries our people are bound together by common vision and values. NVIDIA's high-performance, creative, one-team spirit starts from a culture of giving. Each year, we forego our holiday parties and dedicate our financial and human resources to help our communities. We call this Project Inspire.

“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. For the company and its growing base of customers, the best is yet to come.”

Rob Enderle
Enderle Group