

# NVIDIA CORPORATION FROM SUPER PHONES TO SUPER CARS



NVIDIA awakened the world to computer graphics when it invented the GPU in 1999. From its roots in visual computing, the company expanded into parallel computing and mobile computing. Today, its processors power a broad range of products from smart phones to supercomputers. NVIDIA's mobile processors are used in 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 computers. The company holds more than 2,300 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

technology to create and enjoy beautiful, interactive experiences. NVIDIA has shipped over one billion GPUs.

## A CULTURE OF REINVENTION

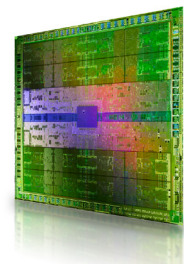
Founded in 1993, NVIDIA has continuously reinvented itself to delight users and shape the industry. From our beginnings in PC graphics, we expanded into professional graphics to become the standard bearer in visual computing. We later harnessed the parallel computing capabilities of the GPU to advance 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
- ▶ Jen-Hsun Huang is co-founder, president and CEO
- ▶ Headquartered in Santa Clara, Calif.
- ▶ Listed with NASDAQ under the symbol NVDA in 1999
- ▶ Invented the GPU in 1999 and has shipped more than 1 billion to date
- ▶ 7,000 employees worldwide
- ▶ \$4 billion in revenue in FY12
- ▶ 2,300+ patents worldwide
- ▶ Ranked #10 "greenest" company in America by Newsweek in 2011



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

“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

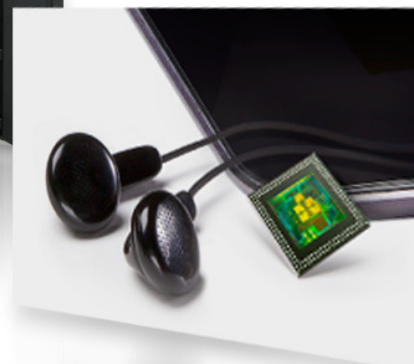
► **NVIDIA offers four powerful brands of processors: GeForce®, Quadro®, Tesla™, and Tegra®.**

#### **GEFORCE: HELPING GAMERS ENJOY GAMES**

Our heritage is in PC graphics, and our GeForce processors deliver amazing visual experiences to the thriving gaming community around the world. The PC gaming market is expected to reach \$25B in 2016. Millions of gamers attend events like Gamescom, Dreamhack, Blizzcon and China Joy every year. And gaming is one of the most popular activities in China's 160,000+ cafes. 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.

#### **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. And on the November 2011 list of Top500 supercomputers, the number of NVIDIA GPU-powered systems more than tripled in just a year, to 35.



#### **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. And with NVIDIA Maximus technology, designers and engineers can do graphics-intensive work and compute-intensive work at the same time, on the same machine. 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. In film, Quadro GPUs were behind all of the "Best Visual Effects" Oscar nominees for the past three years running.

#### **TEGRA: THE MOBILE SUPER CHIP**

With deep experience in visual and parallel computing, 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. The Tegra 2 chip firmly established NVIDIA as a major player in mobile computing. With Tegra 3, NVIDIA is building on its technology leadership. Tegra 3's 4-PLUS-1™ quad-core architecture provides both exceptional processing power and great battery life. It does this by using four powerful CPU cores to handle demanding tasks, such as gaming, and a fifth low-power, battery-saver core to manage less strenuous tasks—like processing e-mail or operating in standby mode.

To learn more about NVIDIA, go to [www.nvidia.com](http://www.nvidia.com)

© 2012 NVIDIA Corporation. All rights reserved. NVIDIA and the NVIDIA logo, CUDA, GeForce, NVIDIA 3D Vision, PhysX, Quadro, Tegra, TegraZone, and Tesla are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Other company and product names may be trademarks of the respective companies with which they are associated. Features, pricing, availability, and specifications are subject to change without notice.

