




nVISION 08
THE WORLD OF VISUAL COMPUTING

Welcome to the Next PC Revolution
Michael Rayfield, General Manager Mobile


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The slide features a background of glowing, branching structures in shades of green and blue. A green banner at the top right contains the event title. A dark horizontal band across the middle contains the main text. The bottom right corner includes the copyright notice and the NVIDIA logo.



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DEMOS
Dawn

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The slide has a black background. On the left, there is a vertical green banner with the event title. The text 'DEMOS Dawn' is centered in a large, light green font. The bottom right corner contains the copyright notice and the NVIDIA logo.

Visual Computing is Ubiquitous

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Mobile Computers Evolved

Entertainment (Perf/W)

Mobile Computing Devices

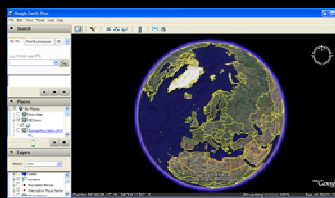
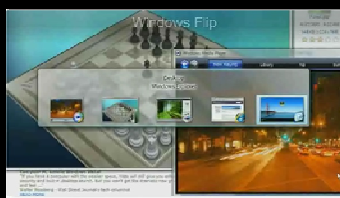
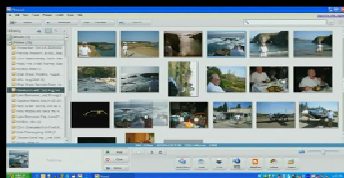
Productivity (Perf/W)

Notebook


UMPC

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The PC defines Expectations




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DEMOS 3D UI

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Content is King

12,000,000,000

142,000,000

60,000,000

80+%

500

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Mobile Content's Explosive Growth

Worldwide Content on Mobile

in Millions

Year	Download Games	Download Applications	Video on Demand	Mobile TV	Wallpaper/ Graphics
2001	0	0	0	0	0
2002	0	0	0	0	0
2003	0	0	0	0	0
2004	0	0	0	0	0
2005	0	0	0	0	0
2006	0	0	0	0	0
2007	0	0	0	0	0
2008	0	0	0	0	0
2009	0	0	0	0	0
2010	0	0	0	0	0

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Source: Strategy Analytics April-2008

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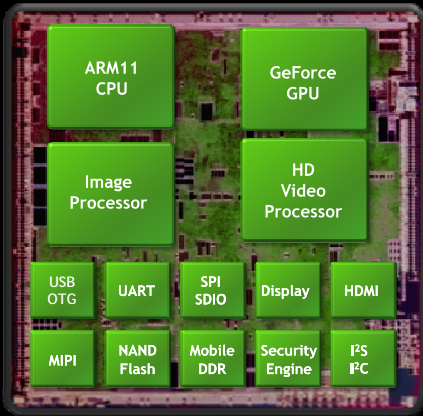


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Enabling the 2nd PC Revolution!


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Tegra Architecture... Complete Computer on a Chip




The diagram shows a central chip with various components highlighted in green boxes:

- ARM11 CPU
- GeForce GPU
- Image Processor
- HD Video Processor
- USB OTG
- UART
- SPI SDIO
- Display
- HDMI
- MIPI
- NAND Flash
- Mobile DDR
- Security Engine
- IPS I²C


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The Challenge: Power

- A good cell-phone battery holds 1400 mAh
- Provides ~ 5Whr
- Improves only 5% per year



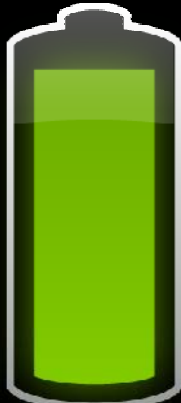


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MP3 playback

- With 5 Whr battery....
- Tegra can provide over 100 hours of MP3



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Video playback




- With 5 Whr battery...
- Tegra can provide 10 hours of HD video

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DEMOS HD video

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Gaming: Ultra Low Power GeForce



- With 5 Whr battery...
- Tegra can provide over 10 hrs of gaming

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DEMOS Quake 3

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Doing nothing?



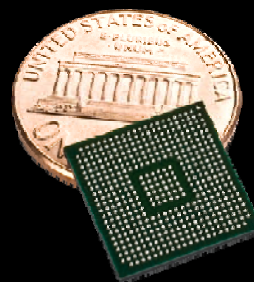
- With 5 Whr battery...
- Tegra will wait in standby for you next adventure....for weeks

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NVIDIA Tegra

- Built by a computer company
- Most advanced ultra-low power computer ever built
- 15 years of innovation in visual computing technologies



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The Foundation of the 2nd PC Revolution

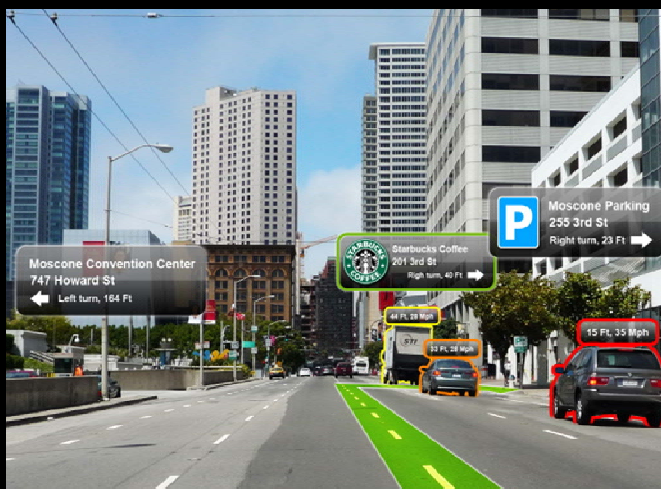
- The most advanced computer on a chip
- The most complete mobile operating system



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Use Your Imagination.....



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