

Performance Gaming in the Mobile Space

Unambiguous differentiation
will help drive your sales.



PC & Gaming
GeForce



Mobile Computing
Tegra



Professional Visualization & DCC
Quadro



High Perf. Computing
Tesla



NVIDIA Technology Evolution

650 million GeForce GPUs since 1999

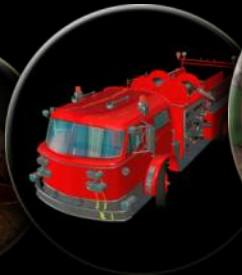
1,000X complexity since 1995

\$10M to \$1B R&D budget



RIVA 128
3M xtors

1995



GeForce® 256
23M xtors

2000



GeForce 3
60M xtors



GeForce FX
125M xtors

2005



GeForce 8800
681M xtors

2010



“Fermi”
3B xtors

NVIDIA Tegra Smartphones



**Tegra accelerated Flash means FULL internet
HD 1080p Movies & TV with HDMI
Incredible Battery Life**



Good at Battery Life, Too!



WiFi Web Browsing Battery Life

Time in Hours - Higher is Better

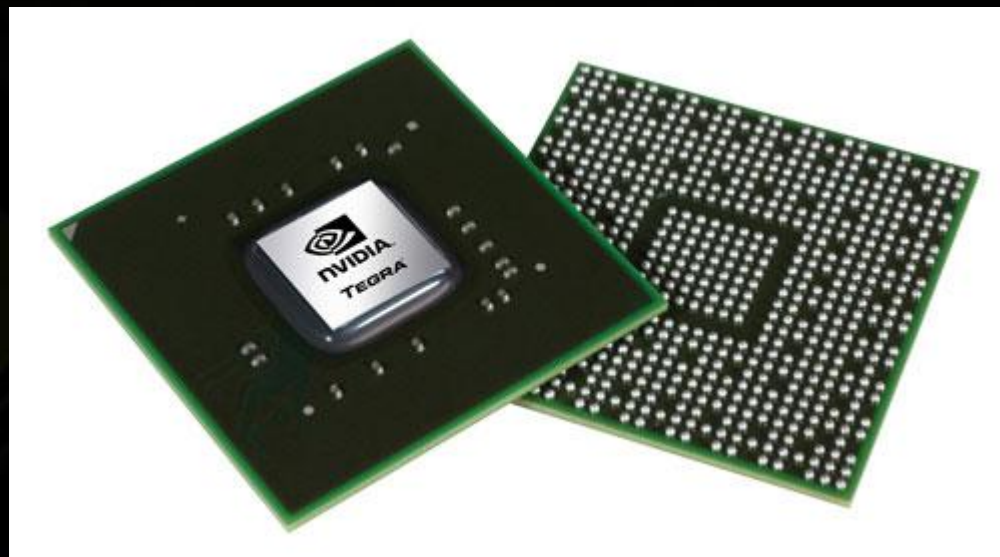


3G Web Browsing Battery Life

Time in Hours - Higher is Better



Tegra 2 At a Glance



Processor and Memory Subsystem



- **Dual-core ARM® Cortex-A9 MPCore™ processor, up to 1.0 GHz**
- **32-bit LP-DDR2, DDR2**

Ultra Power-Efficient NVIDIA Graphics



- **OpenGL ES 2.0 with NVIDIA Driver Support**
- **Programmable pixel shader**
- **Programmable vertex and lighting**
- **2x 3D graphics performance of previous generation Tegra**

Full High Definition Multimedia



- **1080p H.264/VC-1/MPEG-4 Video Decode**
- **1080p H.264 Video Encode**
- **Supports multi-standard audio formats, including AAC, AMR, WMA, and MP3**
- **Upgraded JPEG encode and decode acceleration**

Integrated Image Signal Processing



- **Up to 12 megapixel camera sensor support**
- **Advanced imaging features (AWB, AF, AE, etc.)**

Display Subsystem



- **True dual-display support**
- **Maximum display resolutions supported:**
 - **1080p (1920x1080) HDMI 1.3**
 - **WSXGA+ (1680x1050) LCD**
 - **UXGA (1600x1200) CRT**
 - **NTSC/PAL TV output**

The State of Gaming / Mobile Gaming



KOJIMA: Consoles on the way out



"Gamers should be able to take the experience with them in their living rooms, on the go, when they travel -- wherever they are and whenever they want to play. It should be the same software and the same experience."

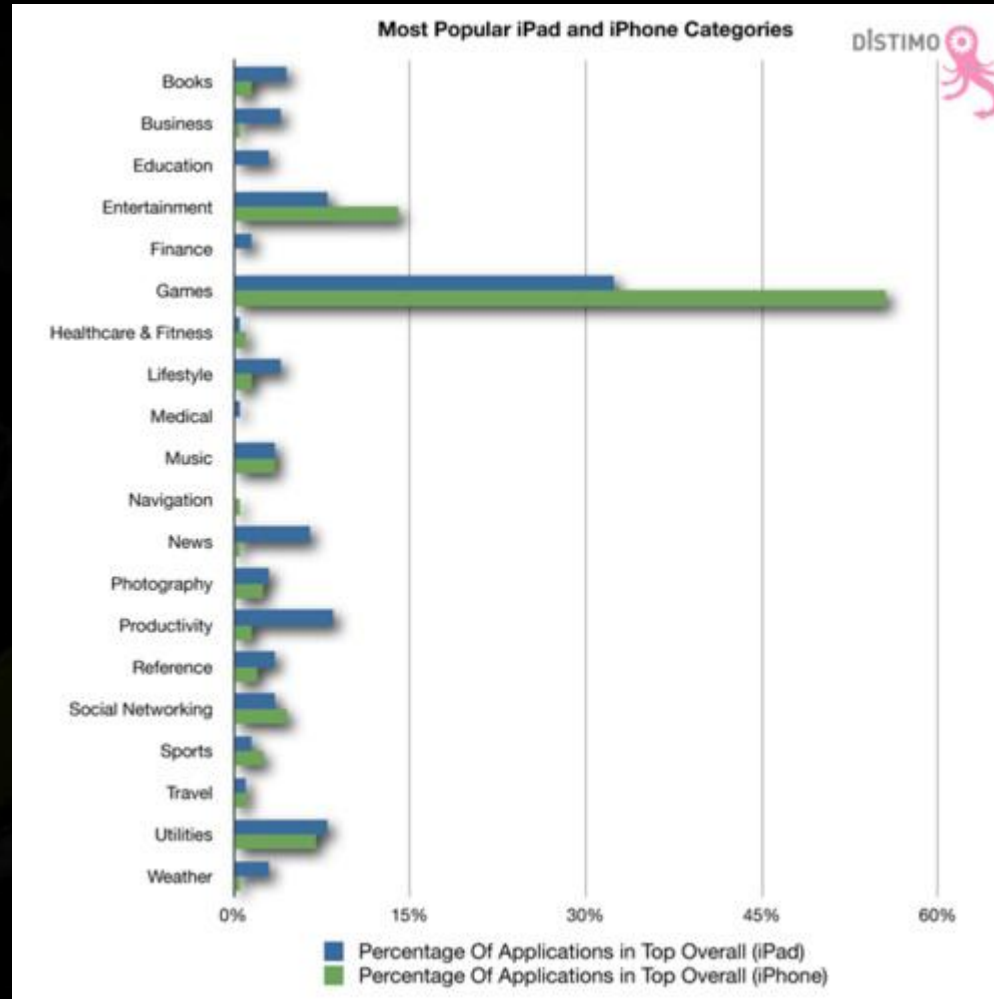
-Hideo Kojima, Creator of *Metal Gear Solid* Franchise at Metal Gear Solid PSP Press Conference



Justified Purchase – Word Processing, Education...



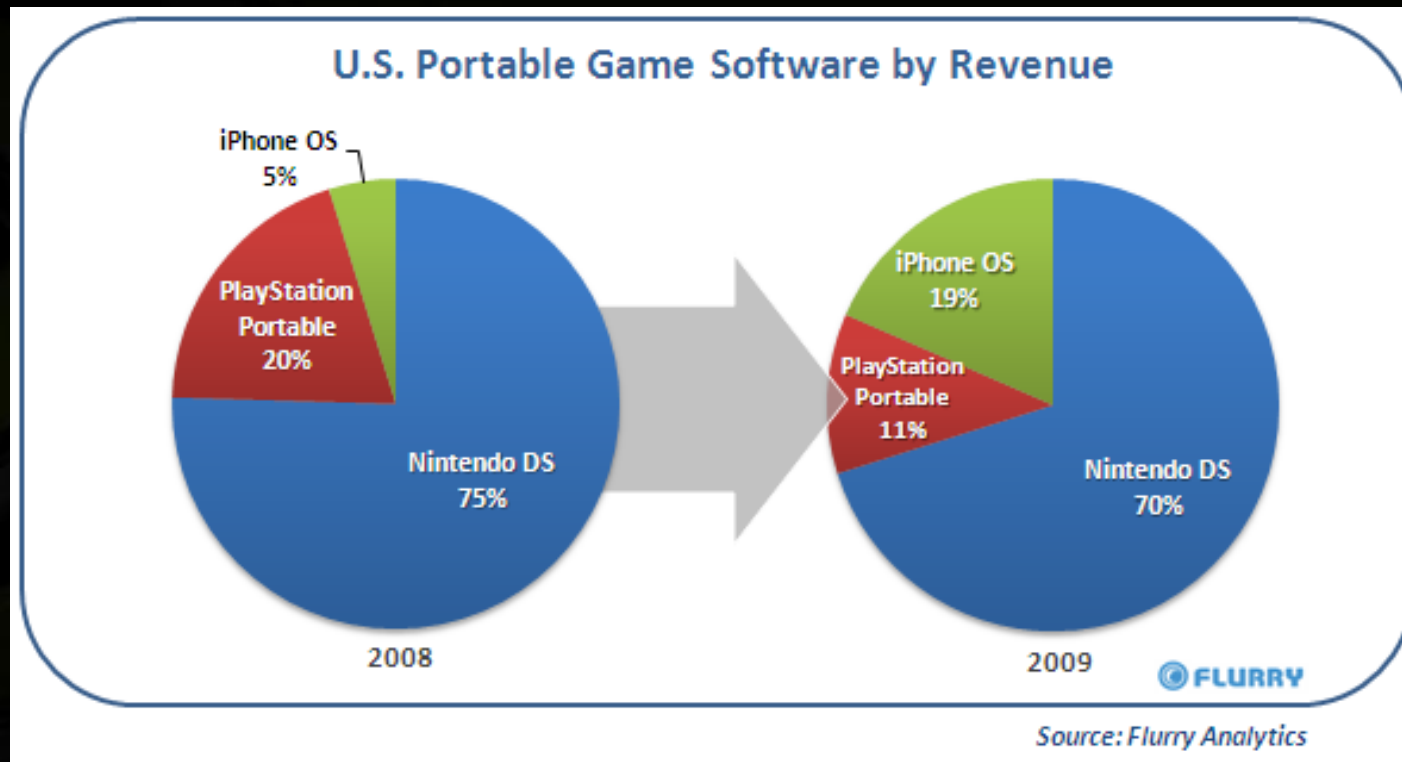
The Ultimate Popular Use Case



Mobile Gaming TAM

- Apple has grown to 19% of Portable Game revenue

Source: (Flurry Analytics)



58 Million Apple App Store Users...



 **APP STORE** **USERS**

DOWNLOADED AN AVERAGE OF

4.8

APPS EACH IN DECEMBER



ONE QUARTER OF WHICH WERE **PAID**

EACH  **APP STORE USER**

SPENDS AN **AVERAGE OF \$4.37**

ON APPS EVERY MONTH.

\$250 MILLION

IN REVENUES

Flurry.com, Admob.com, Gigaom.com

The Smart Phone for the Rest of Us



EDITION: U.S. | INTERNATIONAL | MÉXICO
Set edition preference

CNN Tech

Home Video NewsPulse ^{BETA} U.S. World Politics Justice Entertainment Tech Health
Sports

Report: Google Android surpasses iPhone in U.S.

By Marguerite Reardon, CNET
May 11, 2010 9:06 a.m. EDT

from



(CNET) -- Google's Android operating system edged out Apple's iPhone operating system for the No. 2 spot in the U.S. consumer smartphone market in the first quarter, research firm NPD Group reported Monday.

According to NPD, devices running Android accounted for 28 percent of the units sold to U.S. consumers in the first quarter of 2010.

Android software is available on several different models of phones, like the Nexus One, right, unlike Apple's OS.

BlackBerry devices made by Research In Motion, which use RIM's homegrown operating system, took the top spot with 36 percent of the U.S. market. Apple's iPhone, which had been in the No. 2 spot previously, fell to third place with 21 percent of the market.

NPD's figures are based on self-reported consumer surveys and they

STORY HIGHLIGHTS

- Android software tops Apple's iPhone OS in smartphone market in first quarter
- Android accounted for 28

The Big Two Considerations for Game Software Buyers

1) Price

2) Graphics



Helping Make Great Games Even More Compelling

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GAME DESCRIPTION
GAME SCREENSHOTS

JAMES CAMERON DISCUSSES STEREO 3D, AVATAR THE VIDEOGAME

LATEST GAME MICROSITES

James Cameron's Avatar: The Game DOWNLOAD THE DEMO
Mafia 2 DOWNLOAD AVAILABLE
Just Cause 2 DOWNLOAD THE DEMO
Metro 2033 DOWNLOAD AVAILABLE

[CLICK HERE TO BROWSE ALL THE LATEST GAMES](#)

HEADLINES

Exclusive Interview: JJ Abrams
JJ Abrams discusses PC gaming, 3D Vision, Star Trek, and more in this exclusive interview.

Exclusive Interview: Robert Englund
Freddy gets his blades on 3D Vision. Find out what he thinks in this exclusive interview.

Super LoiloScope Feature Story
Koji Sugiyama, CEO of Loilo, talks about their intuitive video editing product takes advantage CUDA.

PhysX Games List

HOT SELLING GAMES AND APPS

CURRENT PROMOTIONS

Complimentary Batman: Arkham Asylum
Get a full retail version of Batman: Arkham Asylum with a qualifying purchase of select GeForce graphics cards.

BIOSHOCK 2 THE WAY NVIDIA Game Select

STAR TREK ONLINE THE WAY NVIDIA Game Select

STARTRAF WINGS OF LIBERTY THE WAY NVIDIA Game Select

NEED FOR SPEED SHIFT THE WAY NVIDIA Game Select

Need for Speed SHIFT

Publisher: Electronic Arts
Developer: Slightly Mad Studios
Genre: Driving
Single Player: Yes
Multiplayer: LAN / Yes / Internet
Recommended GPU: GeForce 8 Series
Release Date: September 2009
ESRB Rating: Everyone
Official Website

[Download the Demo](#)

Need for Speed™ SHIFT is an award-winning authentic racing game that combines the true driver's experience with real-world physics, pixel-perfect car models, and a wide range of authentic race tracks. Need for Speed SHIFT takes players in a different direction to create a simulation experience that replicates the true feeling of driving high-end performance cars.

Need for Speed SHIFT - Trailer

More >>

SLI READY

Helping Build Awareness and Excitement



The screenshot shows the Unreal Tournament website interface. At the top, there's a banner for 'Unreal TOURNAMENT .COM' with a game scene. To the right, a small box says 'UT2004 Editors' Choice Edition Available Now!'. The main content area is titled 'MAKE SOMETHING UNREAL CONTEST' and features a navigation menu (Home, News, Overview, Categories, Forums, Legal, FAQ, Submit Entry, Phase I-IV Winners, Grand Finals Winners), a \$1,000,000 NVIDIA contest announcement, and a 'VISIT FORUMS' button. The left sidebar has navigation for UT2004, UT2003, UT:GOTY, and COMMUNITY. The right sidebar has 'VISIT FORUMS' and 'WHAT YOU NEED' sections.

Unreal TOURNAMENT .COM

UT2004 Editors' Choice Edition Available Now!

MAKE SOMETHING UNREAL CONTEST

Home | News | Overview | Categories | Forums | Legal | FAQ
Submit Entry | Phase I Winners | Phase II Winners
Phase III Winners | Phase IV Winners
Grand Finals Winners

\$1,000,000 NVIDIA Make Something Unreal Contest

Welcome to the \$1,000,000 Make Something Unreal Contest, the ultimate modification competition brought to you by Nvidia in association with Epic Games and Atari Inc.

We invite you to download and play the [Phase 1](#), [Phase 2](#) and [Phase 3](#) winners. Next up is [Grand Finals](#) and it closes on November 15th, 2004!

Educational Awards can run on UT2003 or UT2004, however [Phase 3](#), [Phase 4](#) and [Grand Finals](#) require your mod run on UT2004. For further details be sure to check out the [Categories Listing](#), [Legal](#), and [Overview](#) pages. When you are ready to submit for Grand Finals simply submit your mod!

UT2004

- Introduction
- Storyline
- Features
- System Specs
- Game Modes
- XP Levels
- Maps
- Weapons
- Vehicles
- Screenshots
- Downloads
- Player Stats
- Contest
- Contest
- Winners

UT2003

- Introduction
- Features
- System Specs
- Game Modes
- Maps
- Weapons
- Screenshots
- Downloads

UT:GOTY

- Introduction
- Storyline
- Features
- System Specs
- Game Modes
- Maps
- Weapons
- Screenshots
- Downloads

COMMUNITY

UT2003/UT2004

- General Discussion
- User Maps & Mods
- Beginner's Discussion
- Troubleshooting & Tech
- Skin, Model, Level Editing
- Programming & UnrealScript
- Server Administration

UT GOTY

- General Discussion
- Tech Support
- Programming & Editing
- Server Administration
- UT: Matches

WHAT YOU NEED

Fresh Install? Get the Must Have files here:

- [UT2004 Downloads Tech Support](#)
- [UT2003 Downloads](#)

WORLD OF WARCRAFT

WRATH of the LICH KING



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LEGO **STAR WARS**
THE VIDEO GAME



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InstallShield Wizard



Played with NVIDIA graphics.



Played without NVIDIA graphics

This game takes advantage of Direct X Shader Model 3 and NVIDIA hardware shadow technology to create the best possible game experience.

We worked closely with NVIDIA to achieve this, and recommend NVIDIA graphics for the finest imaginable graphics experience.

InstallShield

Next >

Cancel



An Important Note About Getting a Great Experience.



Screenshot with features on



Screenshot with features off

S.T.A.L.K.E.R.: Shadow of Chernobyl development team and NVIDIA have worked closely together to provide a state-of-the-art gaming experience on the PC platform. S.T.A.L.K.E.R.: Shadow of Chernobyl has the ability to use latest GPU features and XHD rendering at resolution up to 2560x1600. THQ recommends having the latest NVIDIA GeForce graphics processor in your PC to enjoy S.T.A.L.K.E.R.: Shadow of Chernobyl with all features enabled.



This game takes advantage of DirectX Shader Model 3 and NVIDIA hardware to create the best possible game experience.

We worked closely with NVIDIA to achieve this, and recommend NVIDIA graphics for the finest imaginable graphics experience.

InstallShield

Next >

The Tech Side



- **Hardware Availability**
- **Developer Education**
- **Developer Visits**
- **Submit code for testing against upcoming hardware and drivers**
- **Monitored Message Boards**
- **1:1 Engagement**

Engines and Middleware

- **Adobe Flash**
- **Allegorithmic Substance**
- **Ideaworks Airplay SDK**
- **Ogre**
- **Stonetrip Shiva3D**
- **Unity 3D**
- **Unreal Engine**
- **...more coming**

The Consumer Side – Help Us Help You

- **Get Builds to Us of Your Differentiated Titles**
- **Provide Screenshots, trailers, demos**
- **Provide screen comparisons**
- **Tell us the story**
- **We'll set up interviews**

The Consumer Side – Help Us Help You



- **We will Help Sell Your Goodness to OEM's and Carriers**
- **We will promote on our websites and feeds**
- **NVISION Magazine**
- **Inclusion in launches, campaigns, advertising**
- **Interviews will get pushed to affiliates**
- **Buy now buttons to drive sales of your product**

Some Introductions



- **Developer Relations**

- Bill Rehbock
- Eric Reichley

- **Developer Technology**

- Keith Galocy
- Rick Seis
- Lars Bishop

Morning Sessions



- **10:00 am Fast and Pretty: Making Responsive, Quality 3D Content on Android- Lars M. Bishop,NVIDIA**
- **11:00 am Androids of the World Unite: Using Unity to Extend The Reach Of Mobile Development- Tony Garcia,Unity Technologies**

Afternoon Sessions



- **1:00 pm JIL and China Mobile's Gaming Platform- Robert Zhang,China Mobile**
- **2:00 pm Using ShiVa 3D on NVIDIA Tegra-Powered Platforms- Philip Belhassen,Stonetrip**
- **3:00 pm Substance: AAA Textures for NVIDIA Tegra- Dr. Sébastien Deguy,Allegorithmic**
- **4:00 pm Adobe Flash and Air – Mobile Games Fast!- Ryan Stewart,Adobe & Richard Seis,NVIDIA**
- **5:00 pm Fireside Chat: Unreal Engine and NVIDIA Tegra -- A Powerful Combination- Mark Rein,Epic Games & Bill Rehbock,NVIDIA & Rich Stewart, Silvercreek**