

GEFORCE NOW

THE **NEW** WAY TO GAME

Phil Eisler, General Manager, GDC 2016



OPPORTUNITY

Netflix for Games

MOVIES

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font, centered within a light gray rectangular box.

75M

MUSIC



20M

TV SHOWS

The Hulu Plus logo, with the word "hulu" in white and "PLUS" in a bold, white, sans-serif font, centered on a solid green rectangular background.

10M

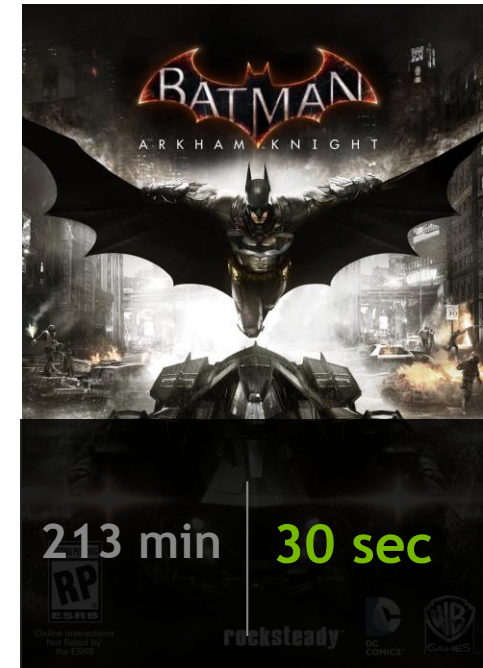
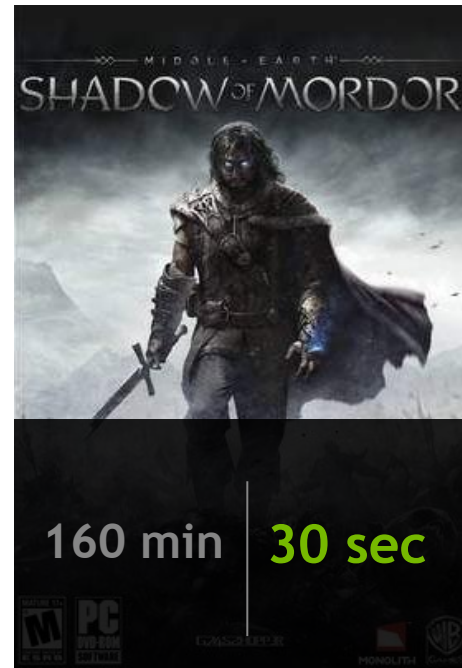
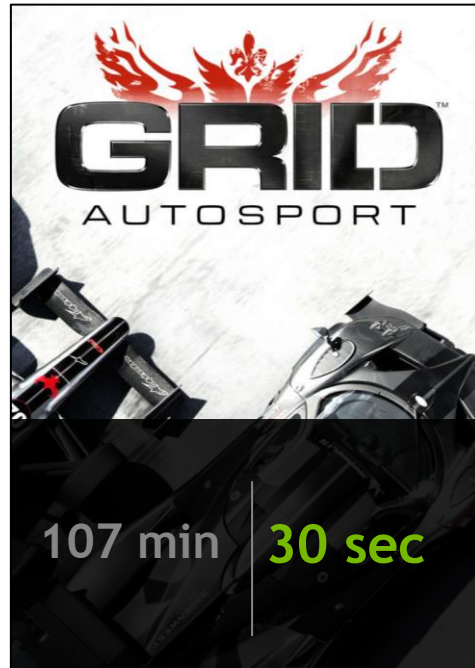
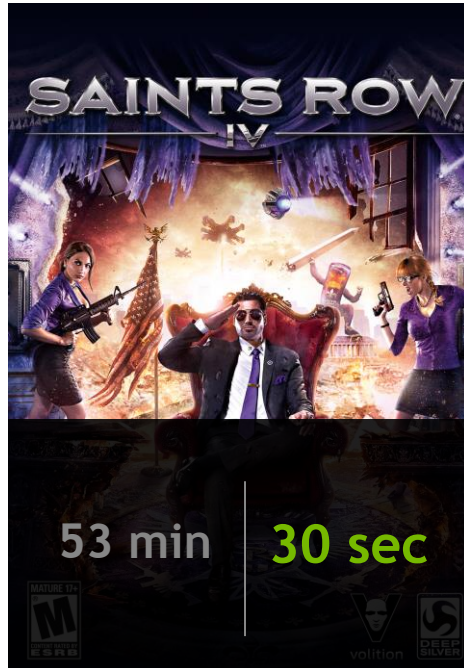
GAMES

The GeForce Now logo, featuring the words "GEFORCE NOW" in a white, sans-serif font, centered on a dark gray rectangular background with a subtle geometric pattern.

xxM

INSTANT

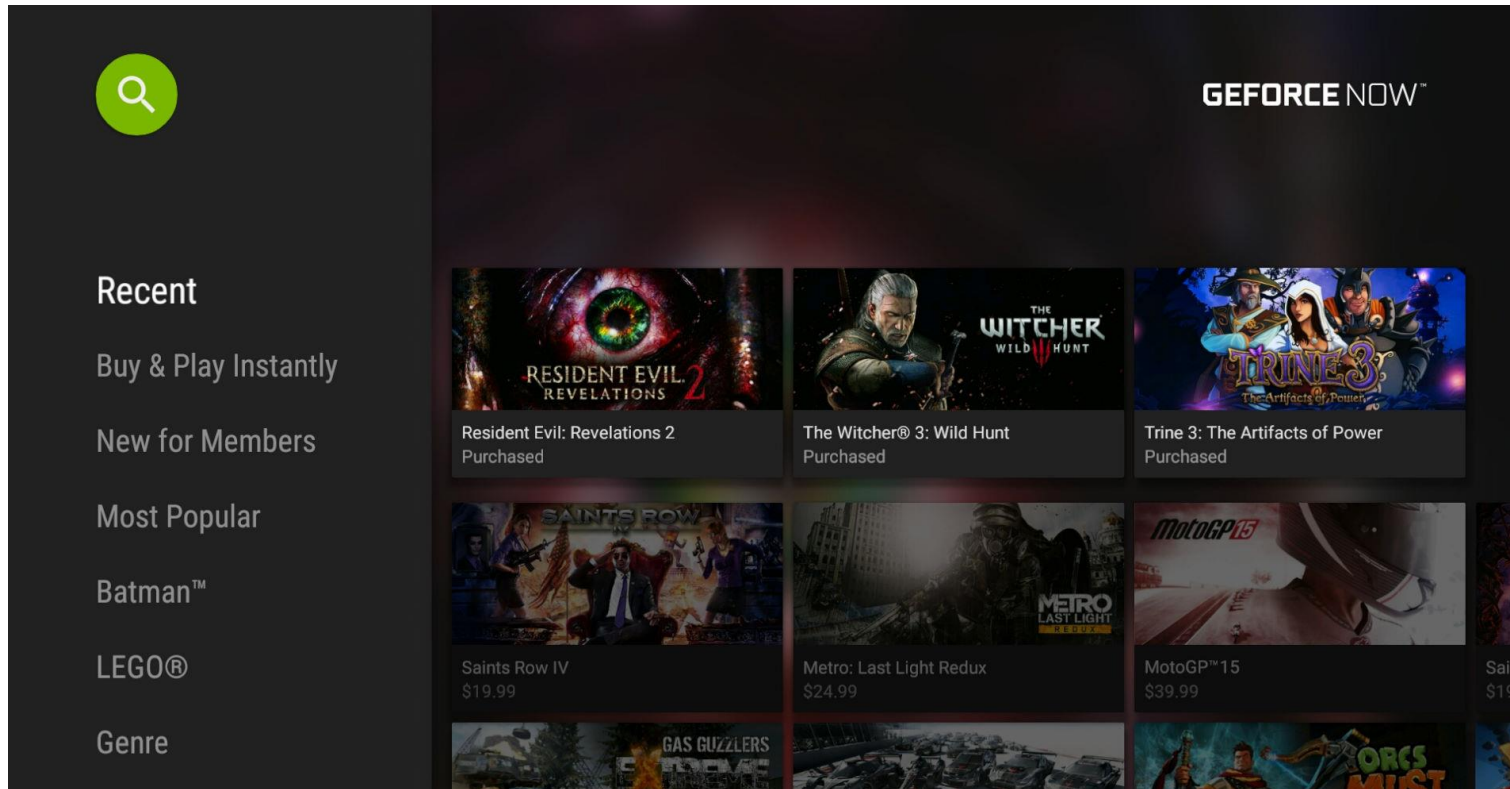
Click-to-Play in 30 Seconds



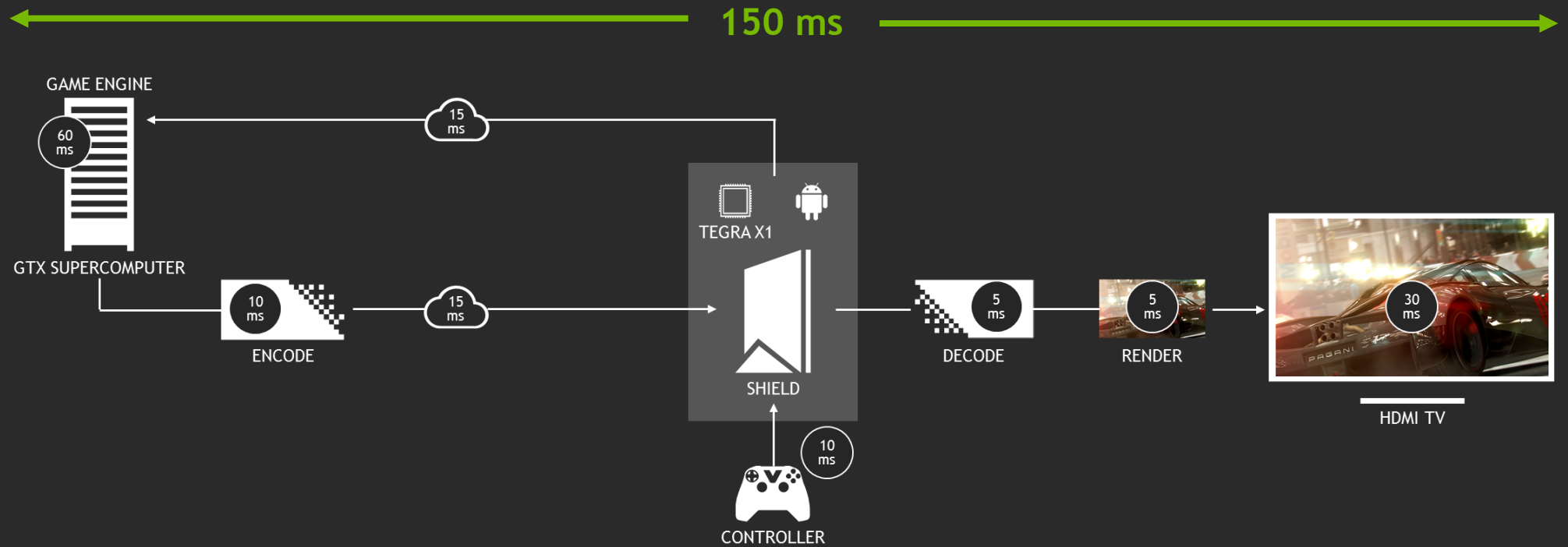
Download | Stream

EASY

Android Design Language | Voice Search | Categories Like Netflix



HOW GFN WORKS

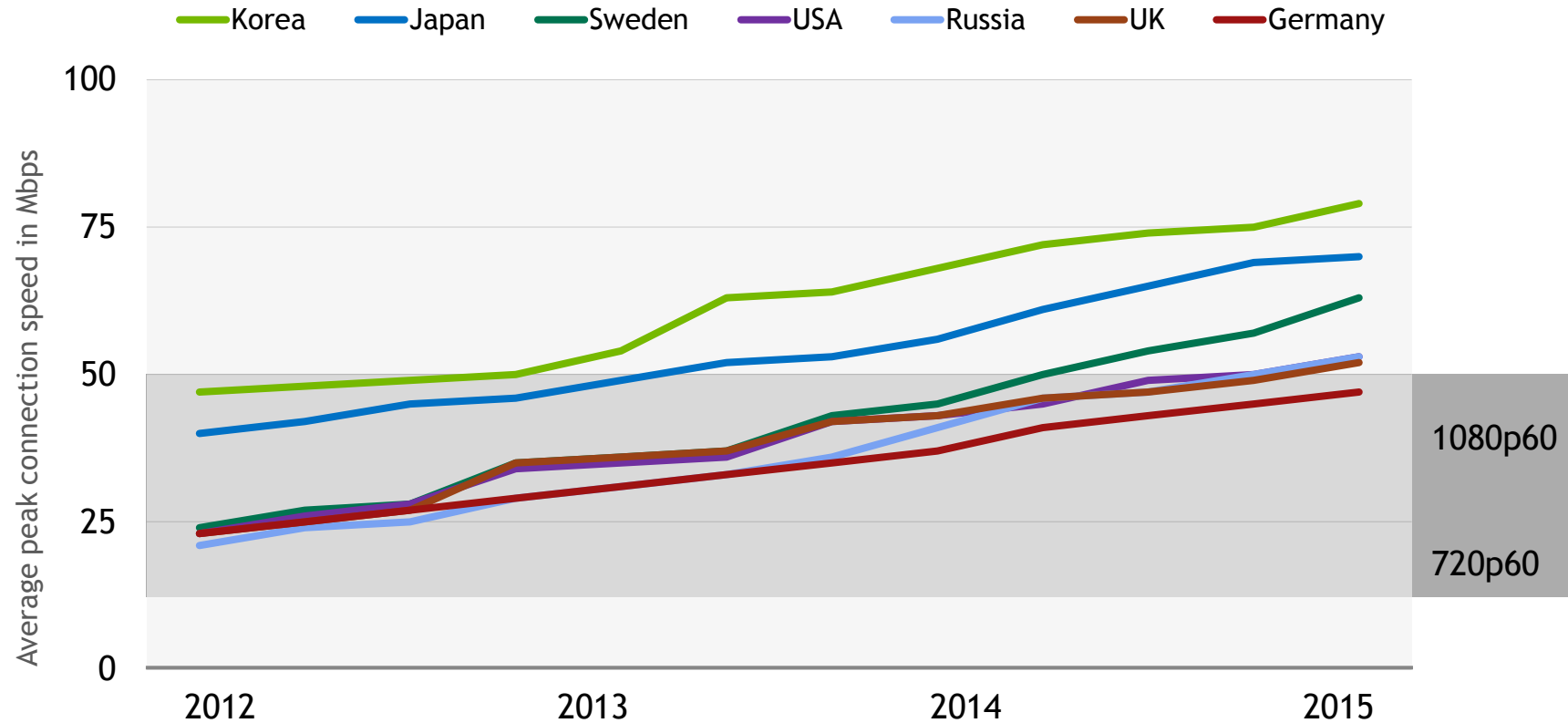


GLOBAL REACH



ENABLER – GLOBAL BROADBAND

Doubles Every 3 Years

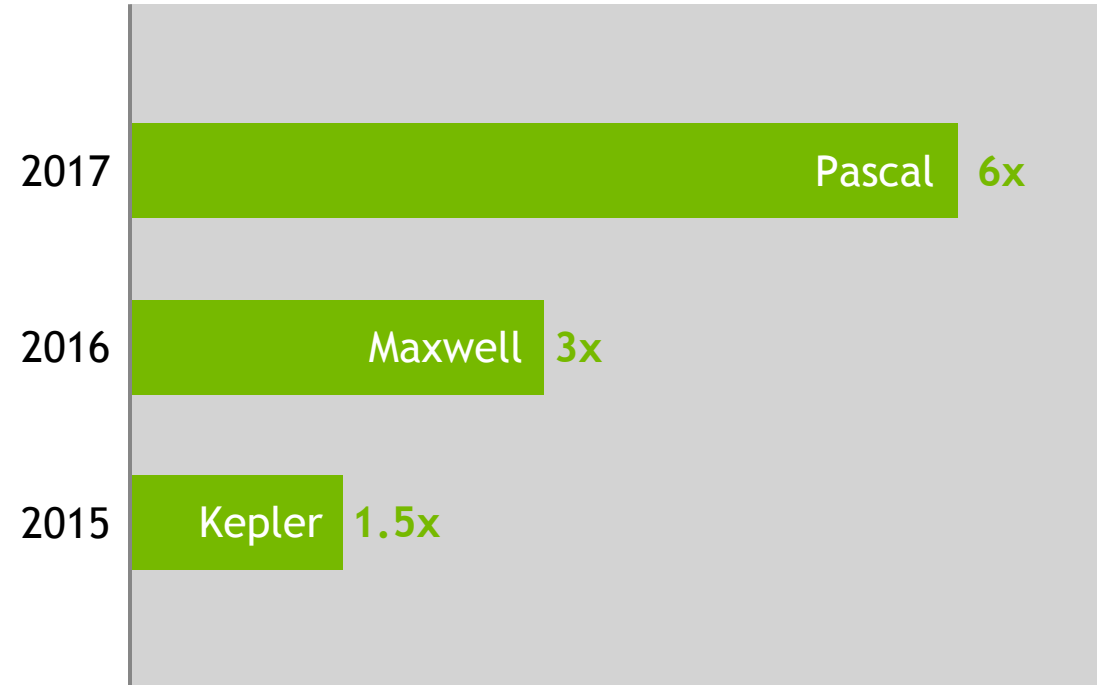


GAME CHANGER – 1080P 60FPS



THE FUTURE

GeForce NOW Performance Increases Every Year



Performance relative to Xbox One

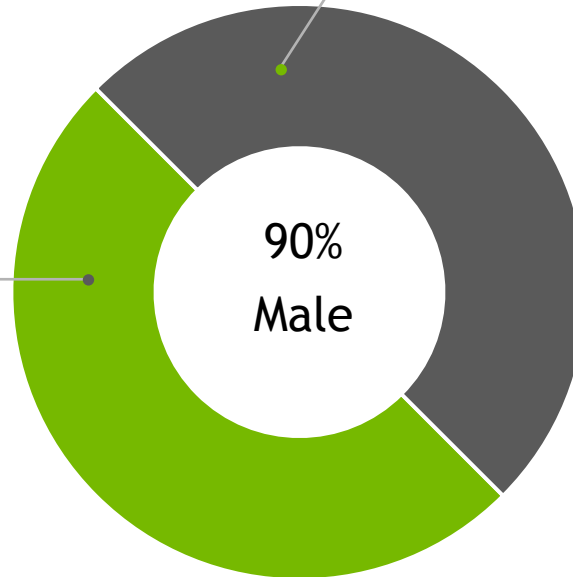
EARLY ADOPTERS

GAMER DADS

Age 35+
Earn \$75K+
Have children

“I have recently become a father and have learned that finding the **time** to play games is a luxury.”

Source: Guide to Being a Gamer Dad



MILLENNIAL GAMERS

<34 years old
Earn <\$75K
Don't have children

“Millennials are a huge generation of **impatient**, digital natives, multi-taskers, and gamers.”

Source: New Jersey Institute of Technology Study

MEMBER MOMENTUM

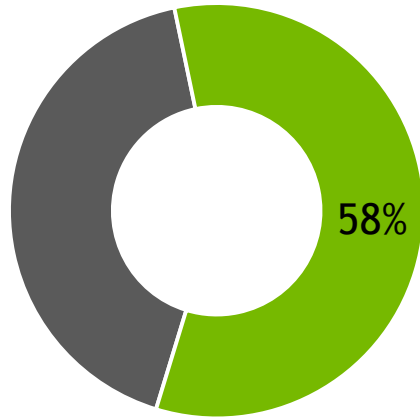


20% Monthly Growth

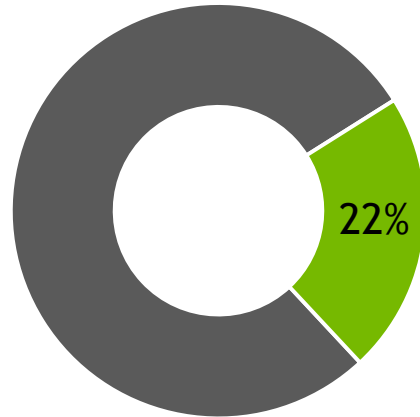
3M+ Sessions

1M+ Hours

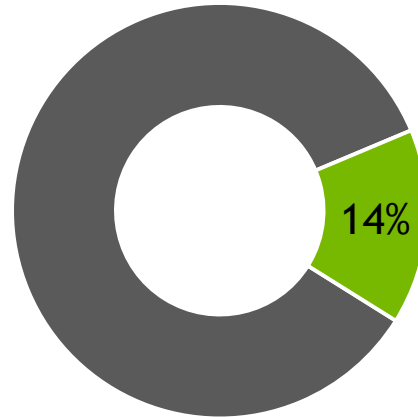
TOP REQUESTS



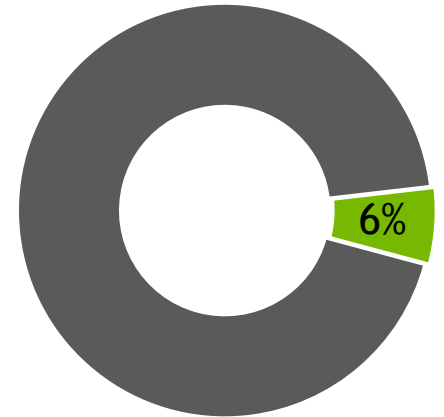
More Games



Multiplayer



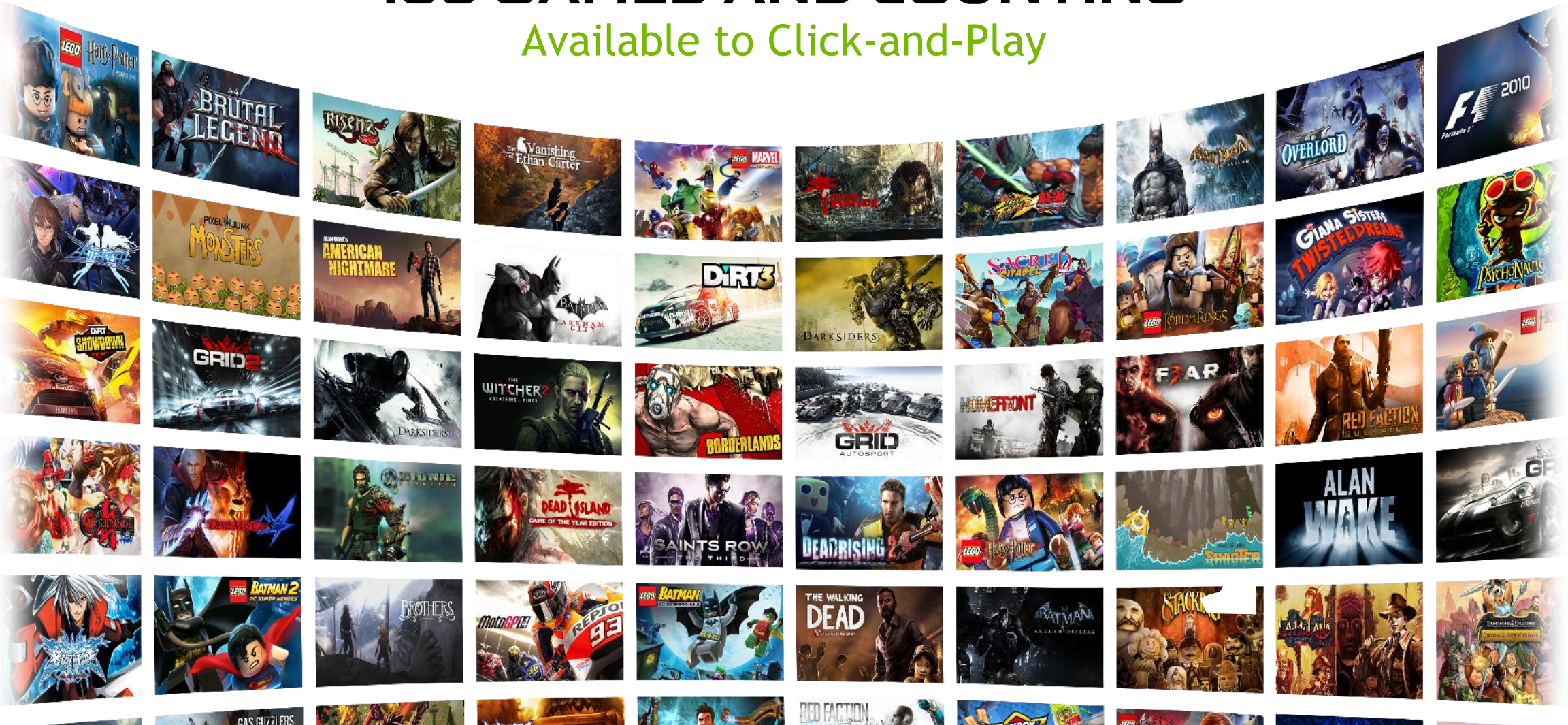
Achievements



Better QoS

100 GAMES AND COUNTING

Available to Click-and-Play



GEFORCE NOW PUBLISHERS

More Publishers Joining Every Month



TOP GAMES

October



November



December



January

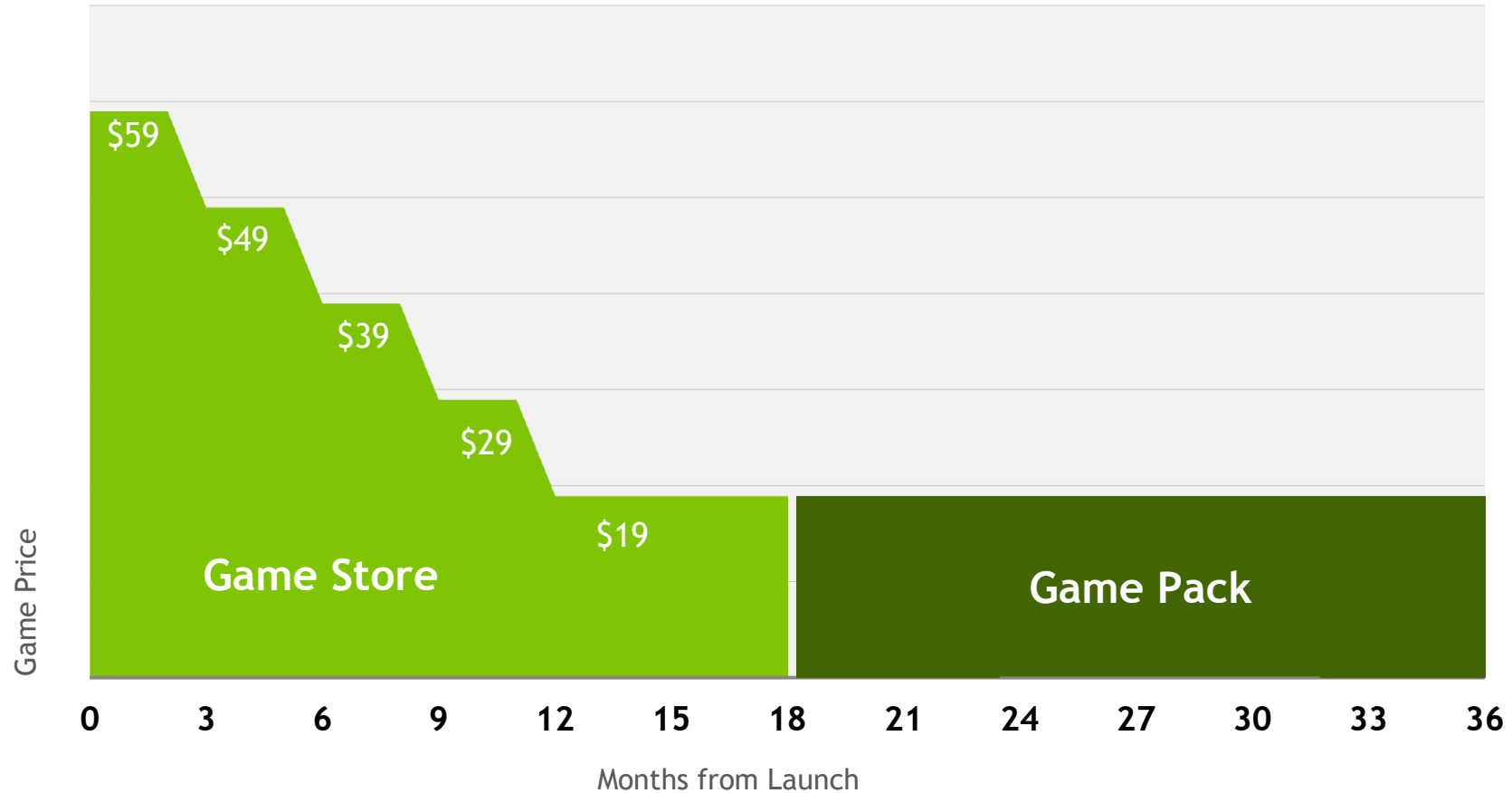


February



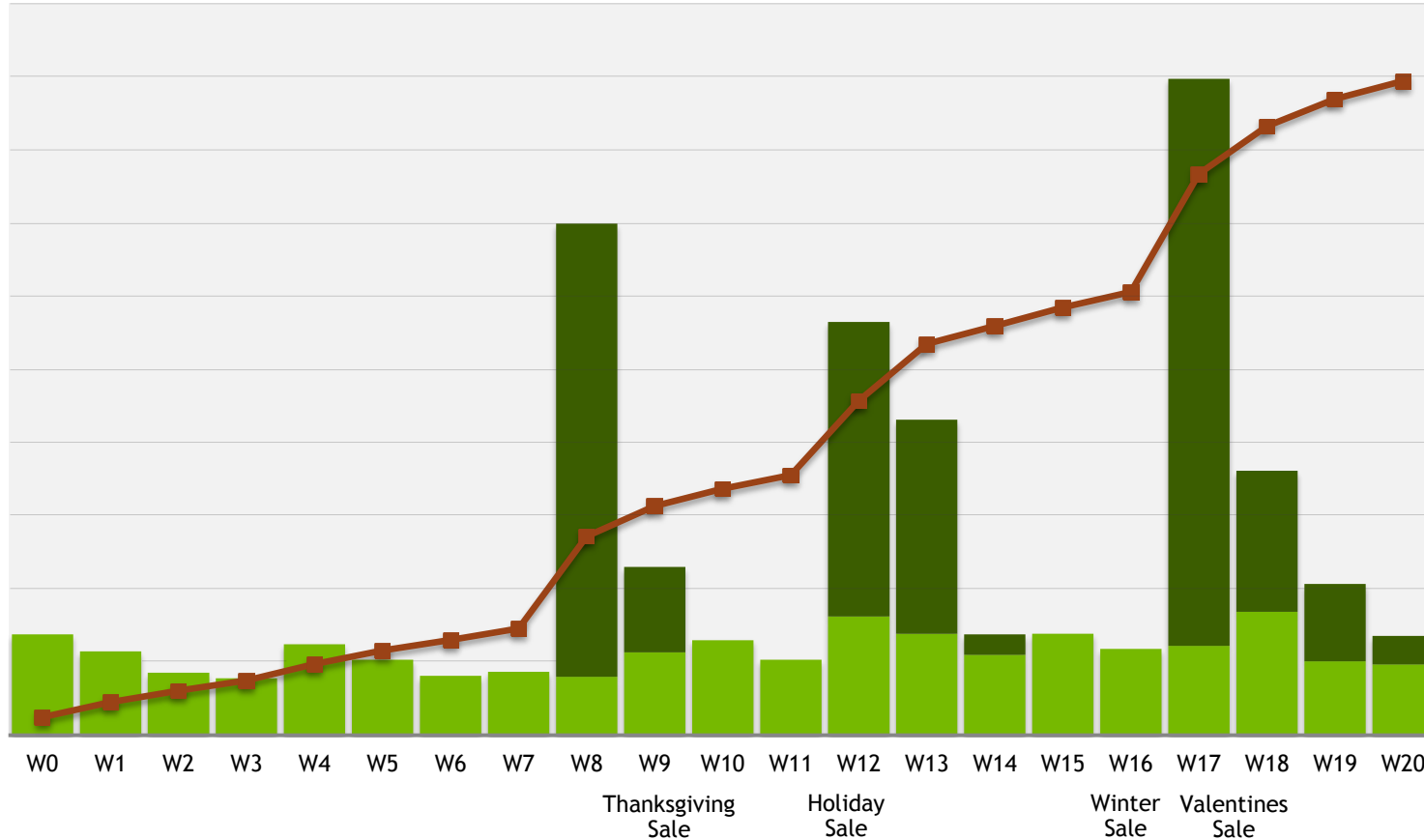
TWO GAME MARKETS

Day-and-Date and Back-Catalog



GAME SALES WORKING

Full Price Sale Price Cumulative Sales



Average tie-in ratio is 2% / week or 1 game/member/year. 10/1–02/20

LAUNCH MARKETING CAMPAIGNS

100 Million Gamer Reach



LARA CROFT
AND THE GUARDIAN OF LIGHT

TOMB RAIDER

MURDERED
SOUL SUSPECT

SLEEPING DOGS

QUANTUM CONUNDRUM

PLAY IT ON SHIELD.
SQUARE ENIX.

NVIDIA SHIELD

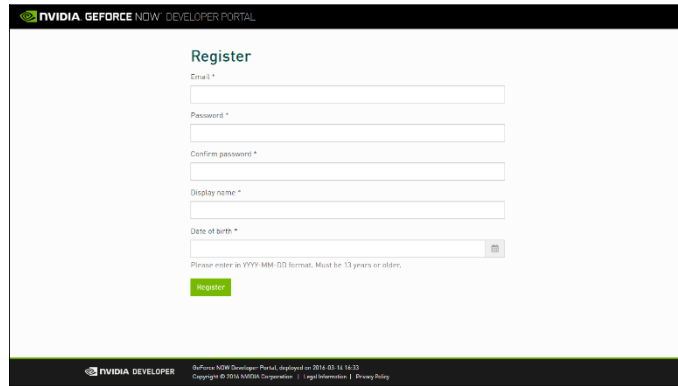
An NVIDIA® GeForce Now™ membership is required to play or purchase games.

GEFORCE NOW DEVELOPER PROGRAM



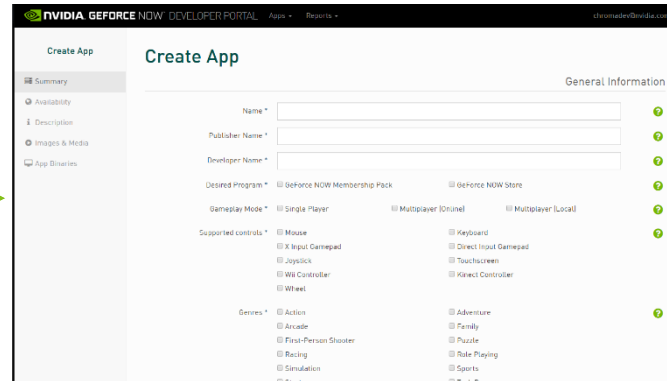
EASY TO ADD GAMES TO GFN

Simple 4 Step Process



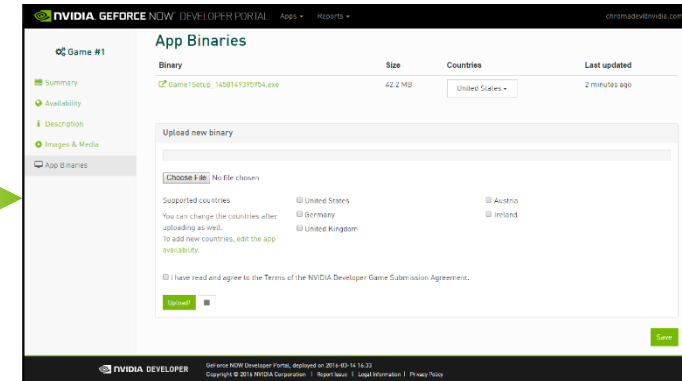
The screenshot shows the 'Register' page of the NVIDIA GeForce NOW Developer Portal. It includes a sidebar with navigation links: Summary, Availability, Description, Images & Media, and App Binaries. The main form contains fields for Email, Password, Confirm password, Display name, and Date of birth. A 'Register' button is at the bottom. A footer contains the NVIDIA Developer logo and copyright information.

Register Account



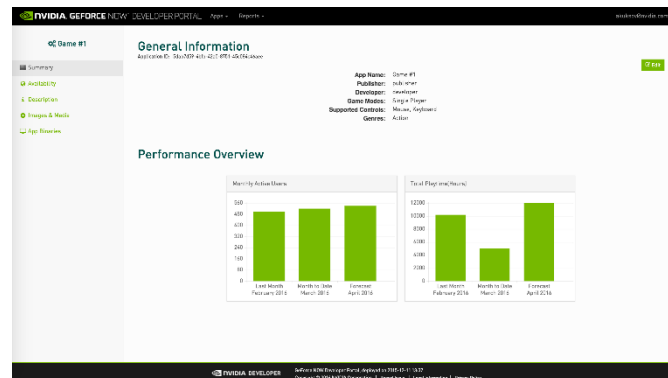
The screenshot shows the 'Create App' page. It has a sidebar with navigation links: Summary, Availability, Description, Images & Media, and App Binaries. The main form is titled 'General Information' and includes fields for Name, Publisher Name, and Developer Name. It also has sections for 'Desired Program' (GeForce NOW Membership Pack, GeForce NOW Store), 'Gameplay Mode' (Single Player, Multiplayer Online, Multiplayer Local), 'Supported controls' (Mouse, Keyboard, Gamepad, Joystick, Wii Controller, Wheel), and 'Genres' (Action, Adventure, Arcade, Family, First-Person Shooter, Puzzle, Racing, Role Playing, Simulation, Sports).

Describe Game



The screenshot shows the 'App Binaries' page for 'Game #1'. It includes a sidebar with navigation links: Summary, Availability, Description, Images & Media, and App Binaries. The main form shows a table of binaries with columns for Binary, Size, Countries, and Last updated. Below the table is a section for 'Upload new binary' with a file upload button and a 'Choose File' button. There is also a section for 'Supported countries' with a list of countries and a 'Save' button.

Upload Binaries



Publish Game

REQUIREMENTS

| | REQUIRED | DESIRED |
|------------------|-----------------|------------------------|
| Operating System | Windows 7+ | Windows 7+ |
| API | DirectX 9/10/11 | DirectX with GameWorks |
| Controller | Gamepad | And keyboard/mouse |
| Resolution | 720p | 1080p |
| Refresh | 30fps | 60fps |
| Audio | Stereo | 5.1 Surround |
| Ratings | ESRB | ESRB/PEGI/USK |

GET STARTED

1

Visit:

<https://developer.nvidia.com/SubmitYourGames>

2

Choose a marketplace:

- a) GFN Store
- b) Game Pack

3

Submit application
& get approved

4

Get the GeForce
Now developer kit

- a) Shield TV with Gamepad
- b) Access to GeForce Now Developer Portal
- c) Promotion on Shield TV

GEFORCE NOW LINK

MULTIPLAYER GAME PLATFORMS

Cam Moore, Software Manager, GFN Partner Linking



CLOUD GAMING FEATURES

PROGRAM CONTROL

Pause Game
Trigger Game Save
Exit Game

USER DATA

Cloud Save and Restore
of Saved Games and Preferences

GAME SETTINGS

Localization
Disable User Changes

USER INTERFACE

Native Text Entry

PATCH CONTROL

Check for Required Patches
Keep Game Patched to Newest Version

USER ACCOUNT CONTROL

Account Federation
Multiplayer

GFN LINK

Two Ways to Add Game Platform Services

Game Launcher Integration

OR

In-Game C/C++ Lib

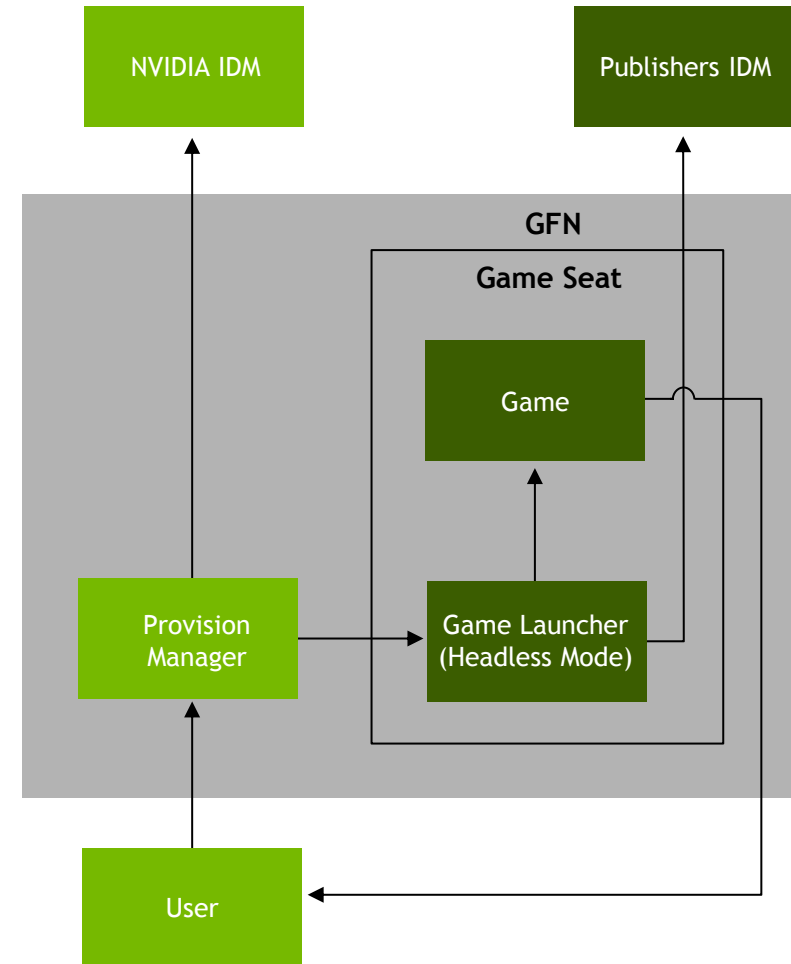
GFN LINK – GAME LAUNCHER INTEGRATION

Account linking with Single Sign On (SSO)

Multiplayer, achievements, etc.

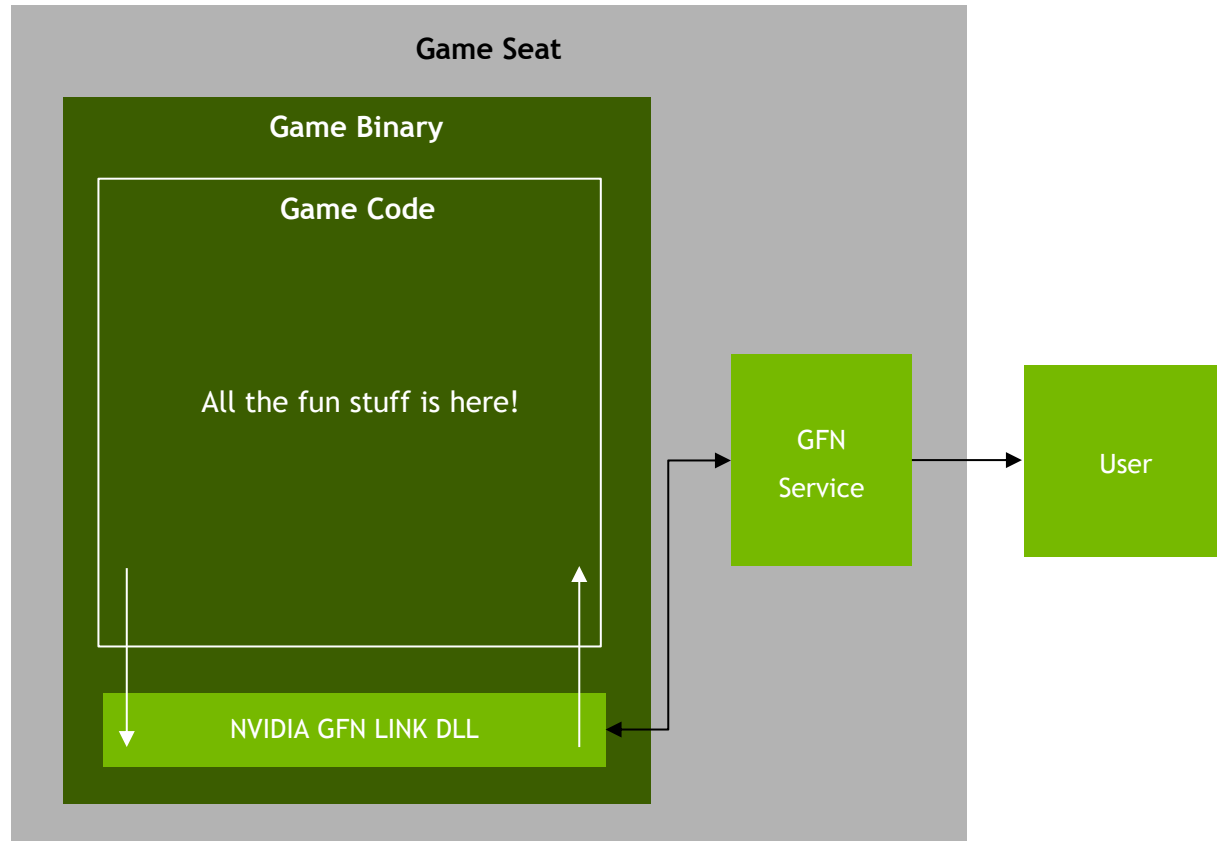
In app purchases

3rd party entitlement



GFN LINK – LIB INTEGRATION


Localization
Game patching
Native interface
Game saves



MORE INFORMATION

Email: GFNLink@nvidia.com

Access to GFN link: <https://github.com/NVIDIA/GFN-Link>



“This is the future of gaming. It is only natural to see the hardware that drives our gaming moved into the cloud.”

GFN Member

 NVIDIA SHIELD™

