



# NVIDIA-Powered Innovations Seize Center Stage at NAB 2011

## Quadro Pro Graphics Drive New Tools for On-Air Graphics, Film/Video Editing, Color Correction, 3D Video Processing

LAS VEGAS, NV -- **NAB 2011** -- A broad wave of innovations in broadcast, film and digital content creation being showcased this week during NAB 2011 are powered by the latest [NVIDIA® Quadro® professional GPUs](#).

NVIDIA Quadro professional graphics solutions, based on the NVIDIA Fermi architecture, are being trumpeted by industry leaders including Adobe, ARRI, ASSIMILATE, Autodesk, Avid, Chyron, Pixel Power, Quantel, and Vizrt, among many others.

"Some of the biggest names in the production and broadcast business, including [CNN](#) and [DIRECTV](#), are using tools that embrace the power of the GPU," said Greg Estes, industry executive, Media & Entertainment, NVIDIA. "Proof is all around us here in Las Vegas that NVIDIA is a key force behind much of the latest software and hardware solutions that are now being used in the marketplace."

Examples of some of the innovations on display include:

[3ality Digital](#) (Booth #OE 1275) is leveraging the [NVIDIA CUDA™](#) parallel architecture for two new products debuting at NAB 2011: the 3flex *IntelleMatte* stereoscopic 3D digital compositing application, which enables clear, accurate, real-time graphics placement for 3D video, and; the 3flex *IntelleCal* solution, which provides precise, automated digital camera alignment at the touch of a button. Both use [NVIDIA Quadro 6000](#) GPUs and their SDI I/O set for computational processing, utilizing the [NVIDIA Quadro Digital Video Pipeline](#). *IntelleCal* slashes camera calibration time from the 30-45 minutes typically required for manual setup to less than five minutes.

[Adobe](#) (Booth #SL 3320) is demonstrating Adobe Premiere® Pro CS5.5 software accelerated with [NVIDIA Quadro 4000](#) and [Quadro 5000](#) pro graphics on workstations, which greatly expands the real-time video editing and effect-processing capabilities of Adobe's leading non-linear editor. In the NVIDIA booth (Booth #SL 2728), Adobe is showcasing Premiere Pro on an HP EliteBook 8740w mobile workstation leveraging the power of the [NVIDIA Quadro 5000M](#), for video editors on the go. The combination of Adobe and NVIDIA technology delivers real-time previewing and editing of native, high-resolution footage, providing blazing fast performance and fluid, real-time video editing for both 2D and 3D content.

At NVIDIA's booth at NAB 2011, [The ARRI Group/ARRI Inc.](#) (Booth #C 4337) is demonstrating a technical preview of their CUDA-enabled ARRIRAW software development kit (SDK), providing application developers with the ability to implement real-time processing of ARRIRAW's digital negative using NVIDIA GPUs. With the GPU-enabled ARRIRAW SDK, it will be possible to maintain and work with the digital negative in real-time through the entire post production workflow, without the need for specialized hardware. [IRIDAS](#) (Booth #SL 7927) is demonstrating SpeedGrade at NVIDIA's booth, and how RAW workflow enables full resolution, pre-visualization of color decisions on set while maintaining the digital negative.

[ASSIMILATE](#)'s new SCRATCH digital finishing and SCRATCH Lab digital lab tools support the NVIDIA Quadro 6000 and [Quadro 4000 for Mac](#). Both SCRATCH and SCRATCH Lab utilize the computational power of NVIDIA CUDA architecture to maximize the creativity and productivity of dailies and post-production artists in film and broadcast. SCRATCH supports native workflows from RED, ARRIRAW, DPX and MXF, to Phantom, P2MXF, DVCHD, film, DSLR and many others.

[Autodesk](#), Inc. (Booth #SL 2120) is harnessing the power of NVIDIA Quadro professional graphics in both Autodesk Flame Premium 2012 and Autodesk Smoke 2012 for Mac OS X software. Powered by the NVIDIA Quadro 4000 for Mac, Smoke for Mac, which is being demonstrated in the NVIDIA booth, offers advanced finishing integrated with an editorial timeline on the Apple Macintosh platform.

[Avid](#) (Booth #SU 902) is demonstrating Media Composer software, which utilizes Quadro professional graphics to accelerate visual effects and graphics tasks, and boost productivity for editors working on all types of content. Available with a range of Quadro-powered configurations, Media Composer provides fast, interactive and collaborative editing capabilities in an open and extensible platform.

[Chyron Corporation](#) (Booth #SL 1520) is demonstrating its premiere HyperX 3.1 and LEX 3.1 on-air graphics systems, which are now driven with the latest Quadro professional graphics based on the NVIDIA Fermi architecture.

[Perceptive Pixel](#) (NVIDIA Booth, #SL 2728) is demonstrating its new Storyboard live presentation application featuring new TouchCast technology on LCD multi-touch systems. With Storyboard, a TV station can assemble on-air stories from an array of rich media content types and templates. 3D motion graphics and up to 12 live HD video feeds, as well as live, interactive applications such as WSI MaxStorm and Google Earth can be combined on Storyboard. This enables talent to rapidly

produce and deliver late-breaking stories. TouchCast technology seamlessly hosts other multi-touch interactive applications, including those running on external servers, and integrates them into a powerful, flexible, unified environment which leverages multiple NVIDIA Quadro 6000 GPUs and Quadro SDI capture cards to provide the best possible graphical touch experience.

[Pixel Power Ltd.](#) (Booth #N 2034) is demonstrating Clarity, its HD/SD switchable graphics production system, powered by NVIDIA Quadro 4000 pro graphics.

[Quantel](#) (Booth #SL 1014) is launching Qube, an editor for Enterprise sQ systems. Qube delivers improved performance at lower cost than its predecessor sQ Edit Plus. It is the first product in Quantel's broadcast range to take advantage of CUDA GPU accelerated processing. Qube is a turnkey system that includes an NVIDIA Quadro 4000 GPU, and will be used in news, sports, home shopping and Stereo3D applications by broadcasters worldwide.

[Vizrt](#) (Booth #SL 5408), with its announcement of Viz Engine 3.5, now fully supports the NVIDIA Quadro Digital Video Pipeline in all broadcast graphics creation workflows. The Vizrt main stage demonstration at NAB showcases the richness of its rendering solution for studio broadcast environments, and is powered by NVIDIA Quadro pro graphics cards, NVIDIA Quadro G-Sync multi display synchronization technology, and the NVIDIA Quadro Digital Video Pipeline.

#### **Quadro -- Designed, Built and Engineered by NVIDIA to the Highest Standards of Quality**

Quadro professional graphics solutions are designed, built, and warranted by NVIDIA to provide industry-leading performance, reliability, compatibility and stability when running professional applications. Companies consistently certify Quadro professional graphics solutions for their users whose livelihoods depend on them.

NVIDIA is demonstrating the latest Quadro-based solutions being incorporated by Adobe, ARRI (w/IRIDAS), Autodesk, Avid, Perceptive Pixel, and Vizrt at NAB 2011 in the NVIDIA booth, #SL 2728, located in the lower South Hall at the Las Vegas Convention Center, from April 11 to 14, 2011.

To see how CNN and DIRECTV are powering their innovative broadcasts with NVIDIA Quadro, please visit: [www.nvidia.com/CNN](http://www.nvidia.com/CNN) and [www.nvidia.com/DIRECTV](http://www.nvidia.com/DIRECTV). For more information about Quadro Professional Graphics Solutions, please visit [www.nvidia.com/quadro](http://www.nvidia.com/quadro).

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#### **About NVIDIA**

NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the GPU in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from tablets and portable media players to notebooks and workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. The Company holds more than 1,800 patents worldwide, including ones covering designs and insights that are essential to modern computing. For more information, see [www.nvidia.com](http://www.nvidia.com).

Certain statements in this press release including, but not limited to statements as to: the benefits, features and impact of NVIDIA GPUs, the NVIDIA CUDA architecture, NVIDIA Quadro Digital Video Pipeline and NVIDIA Quadro graphics, and the effects of the company's patents on modern computing are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission, or SEC, including its Form 10-K for the fiscal year ended January 30, 2011. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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