It's Here -- NVIDIA Quadro Delivers NVIDIA Fermi Architecture to the Mac Pro

Award-Winning Professional Graphics Solution Delivers Blazing Fast Performance on Software From Adobe and Others

SANTA CLARA, CA -- NVIDIA announced today the expansion of its award-winning line of NVIDIA® Quadro® professional graphics solutions to the Mac platform, bringing the computational and visualization breakthroughs enabled by NVIDIA Fermi architecture to Mac Pro users.

For professional users operating on Mac OS X Snow Leopard, this means the wait is over. The NVIDIA Quadro 4000 graphics processing unit (GPU) for Mac is optimized to accelerate workflows and drive a range of top professional applications. For example, the Adobe Mercury Playback Engine in Adobe® Premiere® Pro CS5 software leverages NVIDIA CUDA™ parallel processing technology to enable film and video professionals to work unconstrained. Other examples include visual effects and image processing applications from The Foundry, including NUKE and STORM, and MATLAB from MathWorks.

"Adobe Premiere Pro CS5 and the Adobe Mercury Playback Engine, accelerated by NVIDIA Quadro GPUs, have redefined the non-linear editing workflow, delivering huge productivity gains," said Ginna Baldassarre, senior product manager at Adobe. "Adobe looks forward to working with NVIDIA to help more Mac users reap the benefits of real-time performance and the ability to create compelling, multi-layer projects with multiple HD or higher resolution video clips, all while instantly viewing results."

The Foundry is a leading developer of visual effects software for film and broadcast.

"The Foundry's software has been used to help create visual effects for many Hollywood blockbusters, including '*Avatar*,' '*Alice in Wonderland*,' '*Harry Potter*,' '*Iron Man*,' '*Star Trek*,' '*District 9*,' '*2012*,' and '*Transformers*,'" said Bruno Nicoletti, Founder and CTO, The Foundry. "The Quadro 4000 is a powerful GPU blockbuster for the Mac."

MathWorks MATLAB is a high-level technical computing language and interactive environment for algorithm development, numeric computation, data analysis, and data visualization, all of which benefit tremendously from fast double precision, a unique Quadro 4000 GPU for Mac feature. Graphics features, including 2-D and 3-D plotting functions, and 3-D volume functions required to visualize engineering and scientific data, are available in MATLAB.

"The visualization features in the Quadro 4000, coupled with GPU-accelerated computation for algorithm development and deployment with MATLAB and Parallel Computing Toolbox, are a powerful combination of capabilities for the Mac platform," said Silvina Grad-Freilich, manager of parallel-computing marketing, MathWorks. "We are pleased that our Mac users will be able to leverage Fermi-grade computational performance in their applications."

The high-end NVIDIA Quadro 4000 GPU for Mac, with 256 NVIDIA CUDA processing cores and 2GB of fast GDDR5 memory, delivers exceptional graphics performance across a broad range of design, animation and video applications. With new NVIDIA Scalable Geometry Engine technology, the Quadro 4000 for Mac can process up to 890 million triangles per second[1], enabling professionals to design, iterate and deliver higher quality results in less time.

The Quadro 4000 GPU for Mac also provides additional display flexibility through a DisplayPort and a DVI-I (Dual Link) connector built into its bracket, and a 3D stereo bracket for optimal stereo connection to the system. A DisplayPort to mini-DisplayPort cable is also included to enable mini-DisplayPort only Apple displays. Additionally, users can enable up to four high resolution displays from a single Mac Pro using dual NVIDIA Quadro 4000 for Mac boards.

The NVIDIA Quadro 4000 GPU for Mac enables dramatic increases in computing performance. Minimum system requirements include Mac OS X v10.6.5 or later with MacPro3,1 (early 2008), MacPro4,1 (early 2009), or MacPro5,1 (mid-2010). The Quadro 4000 processing unit for Mac is designed, built and supported by NVIDIA to provide best in class performance, reliability, compatibility and stability with professional Mac applications. NVIDIA and its ISV partners believe it's the right choice in providing the dependability that video production and graphics professionals require.

Availability and Pricing
The Quadro 4000 GPU for Mac ($1,199 MSRP, USD) is available this month at Apple.com, select Apple resellers and system integrators, and from authorized distribution partners including: PNY Technologies in the Americas and Europe, ELSA in Japan, and Leadtek in Asia Pacific.

To learn more, visit: www.nvidia.com/quadro.
Follow NVIDIA Quadro on YouTube and Twitter: @NVIDIAQuadro.

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 1,600 patents worldwide, including ones covering designs and insights that are essential to modern computing. For more information, see www.nvidia.com.

[1]Raw throughput number calculated by graphics processing clusters, GPU clock rate, and triangle throughput.

Certain statements in this press release including, but not limited to, statements as to: the benefits and impact of Quadro 4000 for Mac GPU, Fermi architecture, NVIDIA Scalable Geometry Engine technology, CUDA parallel processing architecture and NVIDIA Application Acceleration Engines; and the impact 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 faster or more efficient technology; 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-Q for the fiscal period ended August 1, 2010. 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.