

NVIDIA Quadro Unleashes High Resolution Real-Time Video Editing in Adobe Creative Suite 5 Production Premium

Adobe's Video Suite Leverages NVIDIA Graphics Processors to Enable Ground Breaking Fluid Video Editing and Visual Effects Creation

LAS VEGAS, NV -- NAB 2010 (LVCC – Lower South Hall, #SL 5629) -- NVIDIA (NASDAQ: NVDA) today announced that a range of [NVIDIA® Quadro® professional graphics solutions](#) are certified by Adobe for Adobe® Creative Suite® 5 software, and truly unleash the real-time video editing and effects processing capabilities of Adobe Premiere Pro® CS5.

This breakthrough version of Adobe Premiere Pro leverages the parallel processing architecture of NVIDIA GPUs and their hundreds of cores to allow film and video professionals to work unconstrained. Users can now create compelling, multi-layer projects with a virtually limitless number of HD or higher resolution video clips, then apply sophisticated visual effects and color correction, while still being able to view the output instantly.

By utilizing NVIDIA Quadro solutions, productivity is enhanced many times over by eliminating the wait for preview renders any time a change is made, and by being able to view projects at full resolution without skipping frames.

"Adobe CS5 with Quadro graphics is a godsend for production pros," said Matt Silverman, creative director/partner at San Francisco-based [Bonfire](#) and [Phoenix Editorial](#). "When you add NVIDIA GPU acceleration to Adobe Premiere Pro CS5, the performance gains and time savings are enormous. There's simply no comparison between using CPU acceleration versus GPU acceleration. I can stack more layers and effects without affecting real-time playback, meaning I can be that much more creative in less time."

A cost-effective NVIDIA Quadro-based workstation with Adobe video software now enables film and video professionals to achieve the performance and creative freedom previously reserved for dedicated edit suite systems costing upwards of \$100,000.

"With Adobe Premiere Pro CS5 and the Adobe Mercury Playback Engine, we are redefining the non-linear editing workflow with industry-leading performance acceleration that will deliver big productivity gains for our users," said Simon Hayhurst, senior director, product management for Digital Video and Audio Group at Adobe. "Performance and fidelity gains coupled with support for a range of NVIDIA cards deliver new capabilities for all professional workflows, enabling users as diverse as post-production studios, corporate videographers, film production, newsrooms -- even video hobbyists -- to tell their stories easily, with higher impact."

"If time is money, Adobe Creative Suite users just hit the lottery," said Andrew Cresci, NVIDIA general manager, vertical market solutions. "Breakthroughs of this nature are rare. With Adobe software running on NVIDIA GPUs, productivity increases, creativity is unconstrained, and creative professionals win."

Adobe Creative Suite 5 Production Premium, which includes Adobe Photoshop® Extended, Adobe® After Effects® and more, and Adobe Premiere Pro with the new Adobe Mercury Playback Engine that taps into the parallel processing capabilities of NVIDIA GPUs, is fully supported by a range of NVIDIA Quadro professional graphics solutions. Products certified by Adobe for professional use include the Quadro FX 5800, Quadro FX 4800, Quadro FX 4800 for Mac, Quadro FX 3800 and Quadro CX.

For information about NVIDIA Quadro professional graphics solutions recommendations on optimized workstations designed for Adobe Creative Suite 5, visit: <http://www.nvidia.com/object/builtforadobepros.html>.

Follow NVIDIA Quadro on Twitter: [@NVIDIAQuadro](#).

About NVIDIA

NVIDIA 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 1,100 U.S. patents, including ones covering designs and insights which are fundamental to modern computing. For more information, see www.nvidia.com.

Certain statements in this press release including, but not limited to, statements as to: the benefits, features, impact and capabilities of NVIDIA GPUs and Quadro professional graphics 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: development of more efficient or faster technology; design, manufacturing or software defects; the impact of technological development and competition; changes in consumer preferences and demands; customer adoption of different standards or our competitor's products; 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 including its Form 10-K for the fiscal year ended January 31, 2010. Copies of reports filed with the SEC are posted on NVIDIA'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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About NVIDIA

Since 1993, [NVIDIA](#) (NASDAQ : NVDA) has pioneered the art and science of [visual computing](#). The company's technologies are transforming a world of displays into a world of interactive discovery — for everyone from gamers to scientists, and consumers to enterprise customers. More information at <http://nvidianews.nvidia.com/> and <http://blogs.nvidia.com/>.

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