

## New NVIDIA Tegra Processor Powers the Tablet Revolution

LAS VEGAS, NV -- 2010 INTERNATIONAL CONSUMER ELECTRONICS SHOW (South Hall 4 - Booth #35912) -- NVIDIA today launched its Next Generation Tegra, the world's first processor for the mobile web, specifically designed for the high-resolution needs of tablets.

Consumers have been waiting for a truly portable, high-resolution, no-compromise Internet experience. NVIDIA's new Tegra processor delivers that by combining lightning-quick browsing, streaming 1080p video and Adobe® Flash® Player 10.1 acceleration with an immersive 3D user interface and days of battery life.

"Without question, 2010 is going to be year of the tablet," said Tim Bajarin, President, Creative Strategies, Inc. "The new NVIDIA Tegra processor has a unique feature set critical for tablets -- fast web browsing with fully rendered pages, uncompromised graphics, snappy user interface and HD video -- all with the battery life we've only seen with cell phones."

Key to Tegra's capabilities are eight independent processors, including the world's first dual core CPU for mobile applications. These processors are used together or independently to optimize power usage at all times. With its ultra low-power design, Tegra delivers over 16 hours of HD video or 140 hours of music -- on a single charge.(1)

### Highlights / Key Facts:

- Tegra is the power behind the new generation of tablets, offering:
  - 3D touchscreen user interfaces
  - Amazing battery life -- always-on and always-connected
  - Adobe Flash Player 10.1 acceleration for streaming video and 3D mobile games
  - Resolution ranging from four-to-eight times that of smartphones
  - Form factors and screen sizes ranging from 5-15 inches
  - Immersive gaming, vivid photos and video, and crystal-clear audio
- Next Generation Tegra is a leap in mobile computing performance with:
  - The world's first dual-core ARM Cortex A9 CPU running up to 1GHz
  - Eight independent processors to handle web browsing, HD video encode and decode and mobile 3D gaming
  - 10x faster than the processors used in smartphones today, and up to 4x the performance of the previous generation Tegra processor
  - Advanced TSMC 40nm process with active power management
- Next Generation Tegra is now in production. Developers can order the Tegra Developer Kit to create applications for Tegra-powered devices such as tablets, smartbooks and smartphones at [developer.nvidia.com/tegra](http://developer.nvidia.com/tegra).
- At CES 2010, NVIDIA is hosting many revolutionary new tablets that leverage the power of the next generation Tegra. Visit NVIDIA's booth in South Hall 4 #35912 to see the latest designs.

### Quotes:

- "Consumers can now get the tablet experience they've always dreamed of and they can leave the power cord at home. Only NVIDIA Tegra can make this happen. We're driving tomorrow's tablets today."  
- Michael Rayfield, General Manager of the Mobile business, NVIDIA
- "We are pleased with the quality of Flash based videos, games and other rich Web based content that we see with NVIDIA's Tegra mobile processor. Mobile devices like tablets, smartbooks, and smartphones are now able to play smooth, HD content delivering hours of stutter-free video without draining your battery."  
- David Wadhvani, vice president and general manager, Platform Business at Adobe
- "ASUS' newest tablet designs are packed with innovation, demanding sophisticated graphics processing capabilities, quick touchscreen UI performance, with very low power consumption for long battery life. The next generation NVIDIA Tegra processor has been chosen because it measures up to the stringent design requirements of our products. These products will continue to embody the innovation and forward thinking that ASUS is known for."  
- Samson Hu, Vice President at ASUS
- "NVIDIA has been a great partner over the years and with Tegra they're bringing their brand of graphics features and performance to next generation mobile devices. We're very excited to partner with NVIDIA to demonstrate Unreal Engine 3 on Tegra here at CES."  
- Mark Rein, Vice President, Epic Games
- "We are very excited by what NVIDIA is doing for mobile gaming. Tegra will open a whole new set of mobile devices for our awesome 3D technology."  
- David Helgason, Founder and CEO of Unity Technologies

### Useful Links:

[www.nvidia.com/tegra](http://www.nvidia.com/tegra)  
[www.nvidia.com/tegra\\_250](http://www.nvidia.com/tegra_250)

<http://www.youtube.com/tegraby Nvidia>  
[developer.nvidia.com/tegra](http://developer.nvidia.com/tegra)  
[http://www.nvidia.com/object/mobile\\_games\\_demos.html](http://www.nvidia.com/object/mobile_games_demos.html)

Tags / Keywords:

NVIDIA, Tegra, tablet PCs, mobile, wireless, high definition, mobile computing, smartbooks, smartphones, mobile Internet devices

About NVIDIA

NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the graphics processing unit (GPU) in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from portable media players to notebooks to workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. Fortune magazine has ranked NVIDIA #1 in innovation in the semiconductor industry for two years in a row. 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, impact, performance and capabilities of the next generation NVIDIA Tegra processor; 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-Q for the fiscal period ended October 25, 2009. Copies of reports filed with the SEC are posted on our 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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(1) Testing done on a 5" tablet

About NVIDIA

Since 1993, [NVIDIA](http://www.nvidia.com) ( NASDAQ : NVDA ) has pioneered the art and science of [visual computing](http://www.nvidia.com). 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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Media Contacts

Bruce Chan  
+1 408 562 7596  
[bchan@nvidia.com](mailto:bchan@nvidia.com)