



nVIDIA®



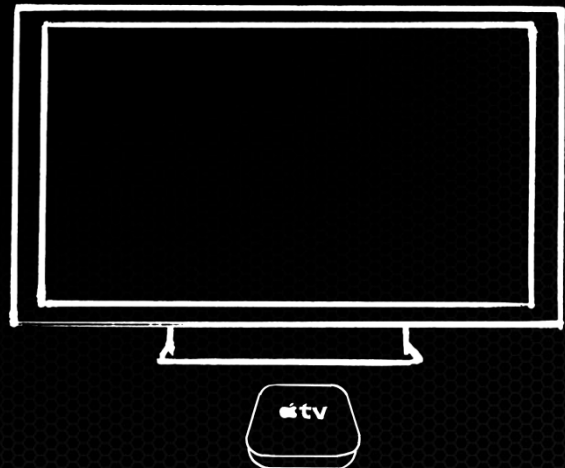
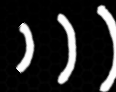
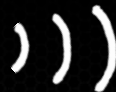
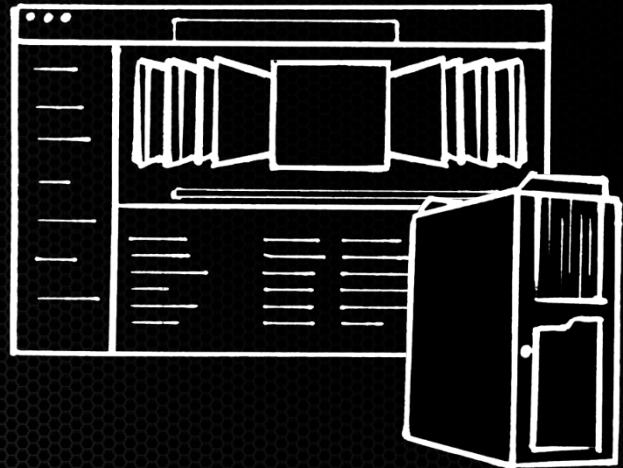


Jen-Hsun Huang

CEO & Co-Founder

Mobile. Cloud. Games.

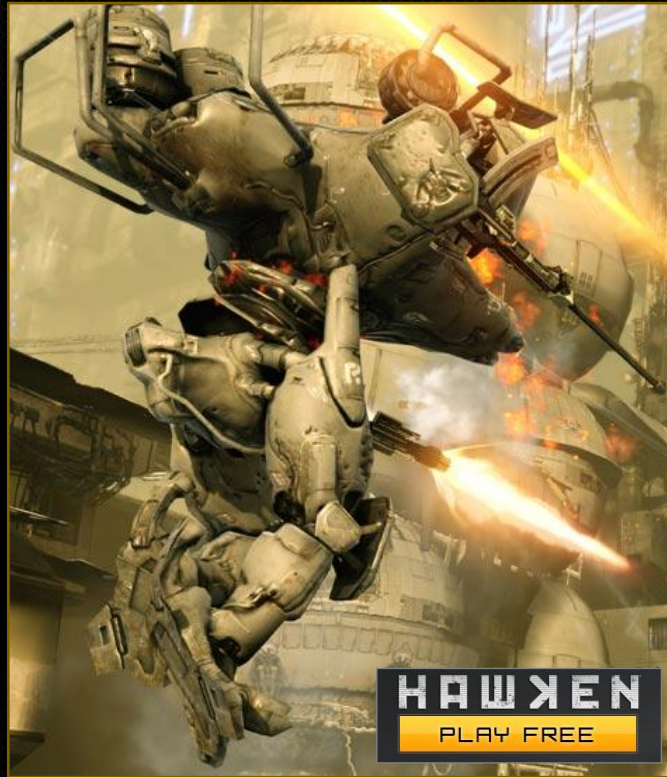
NETFLIX



PC Gaming is Thriving



Blockbuster Titles



Free-to-Play



User-Generated Content



3 cores + 240 GFLOPS GPU



15x

Ci7+GTX680

6 cores + 3,250 GFLOPS GPU



Ci3 w/IGP

2 cores + 125 GFLOPS GPU

0.5x

PC Game Settings

A Blessing and a Curse

System

Display

- Display Mode: Windowed
- Resolution: 1920x1080 (...)
- Refresh Rate: 50.0Hz
- Monitor: Primary
- Multisampling: 1x
- Vertical Sync: Disabled

Graphics

Custom

Low Fair Good High Ultra

Textures

- Texture Resolution: Good
- Texture Filtering: 4x Anisotropic
- Projected Textures: Enabled

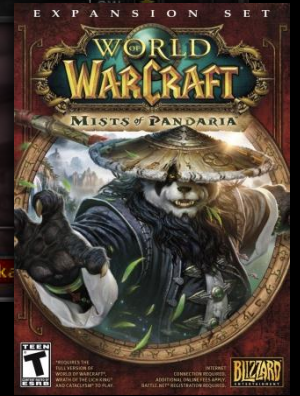
Effects

- Shadow Quality: Good
- Liquid Detail: Good
- Sunshafts: Low
- Particle Density: Good
- SSAO: Low

Environment

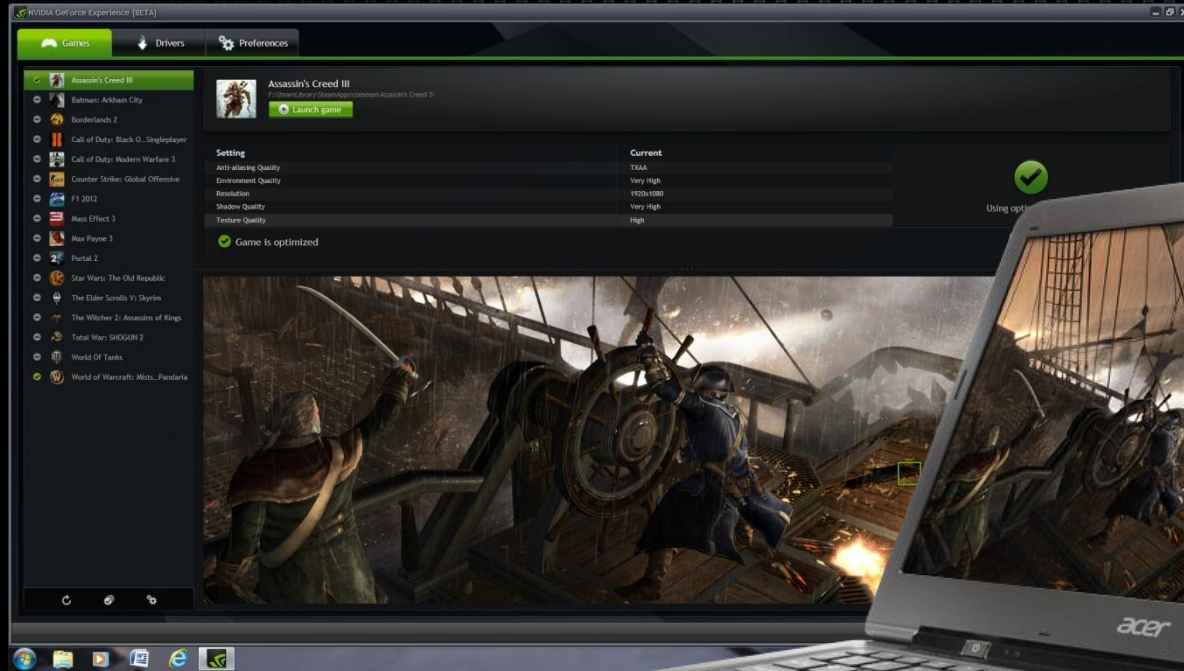
- View Distance: Ultra
- Environment Detail: Good
- Ground Clutter: Good

Recommended Ok



GeForce Experience

Console Simplicity, PC Performance



How Do We Find the Optimal Settings?



- Batman: Arkham City
- Borderlands 2
- Call of Duty: Modern Warfare 3
- Crysis 2
- Mass Effect 3
- StarCraft II: Wings of Liberty



Call of Duty: Modern Warfare 3

C:\Program Files (x86)\Steam\steamapps\common\call.of.duty.modern.warfare.3\

Launch game

Setting

Depth of Field

Current

No

Optimal

Yes

Display Mode

Fullscreen

Fullscreen

Image Quality

Low

Native

Normal Map Resolution

Extra

High

Resolution

1920x1080

1920x1080

Screen Space Ambient Occlusion

Off

High Quality

Shadows

No

Yes

Soften Smoke Edges

No

Yes

Specular Map

No

Yes

Specular Map Resolution

Extra

High

Texture Quality

Automatic

Manual

Texture Resolution

Extra

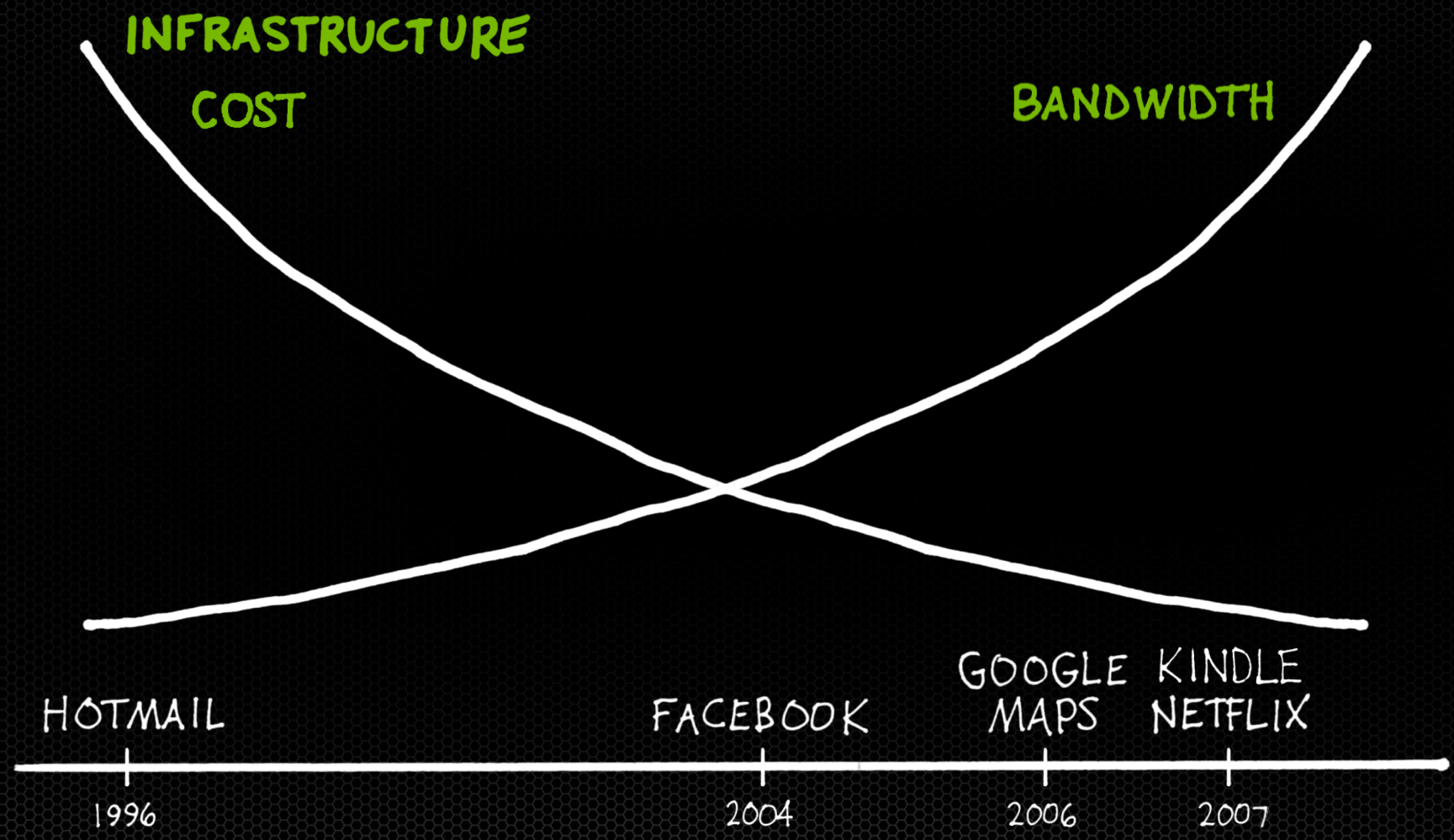
High

Game is not optimized

Optimize

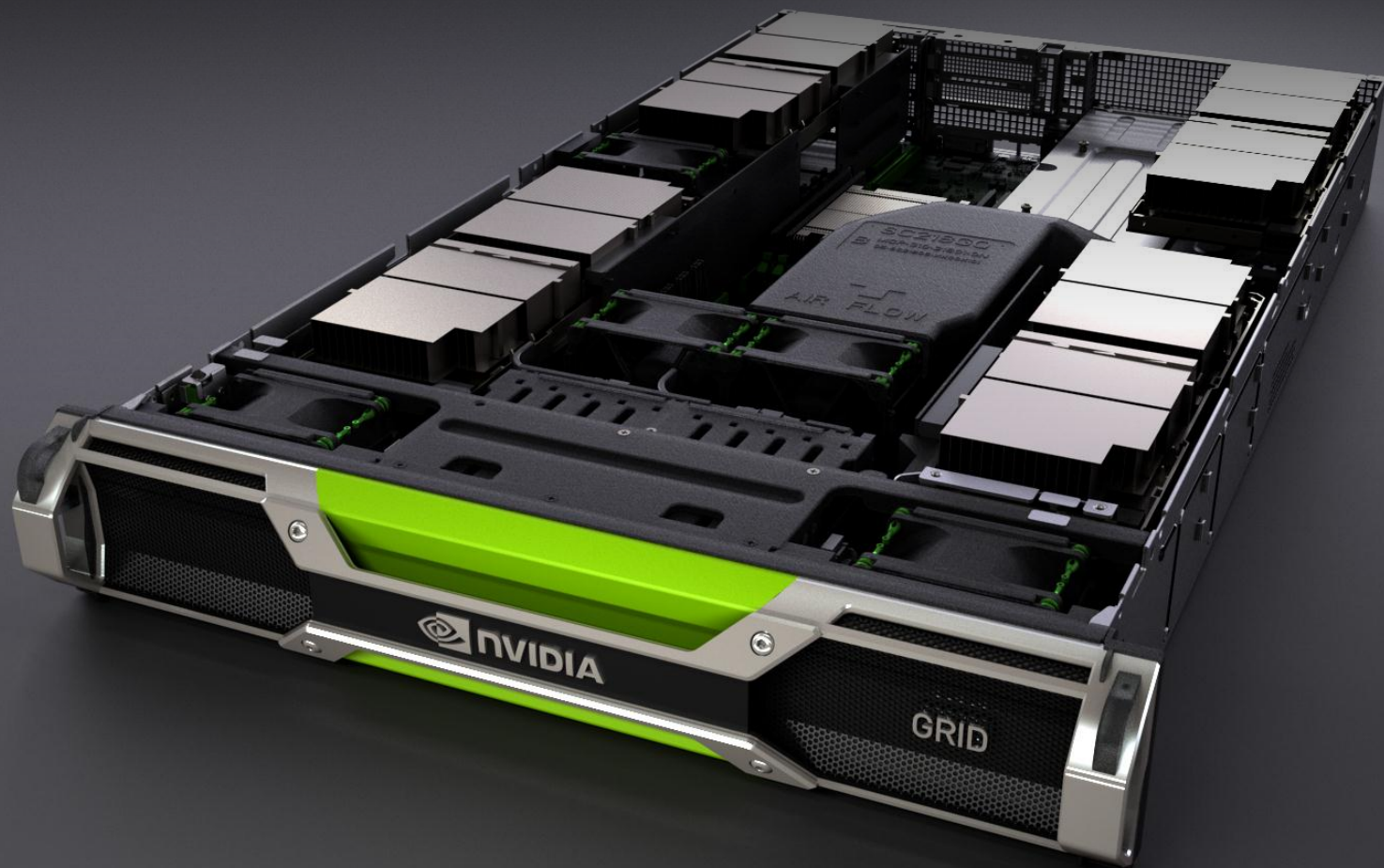


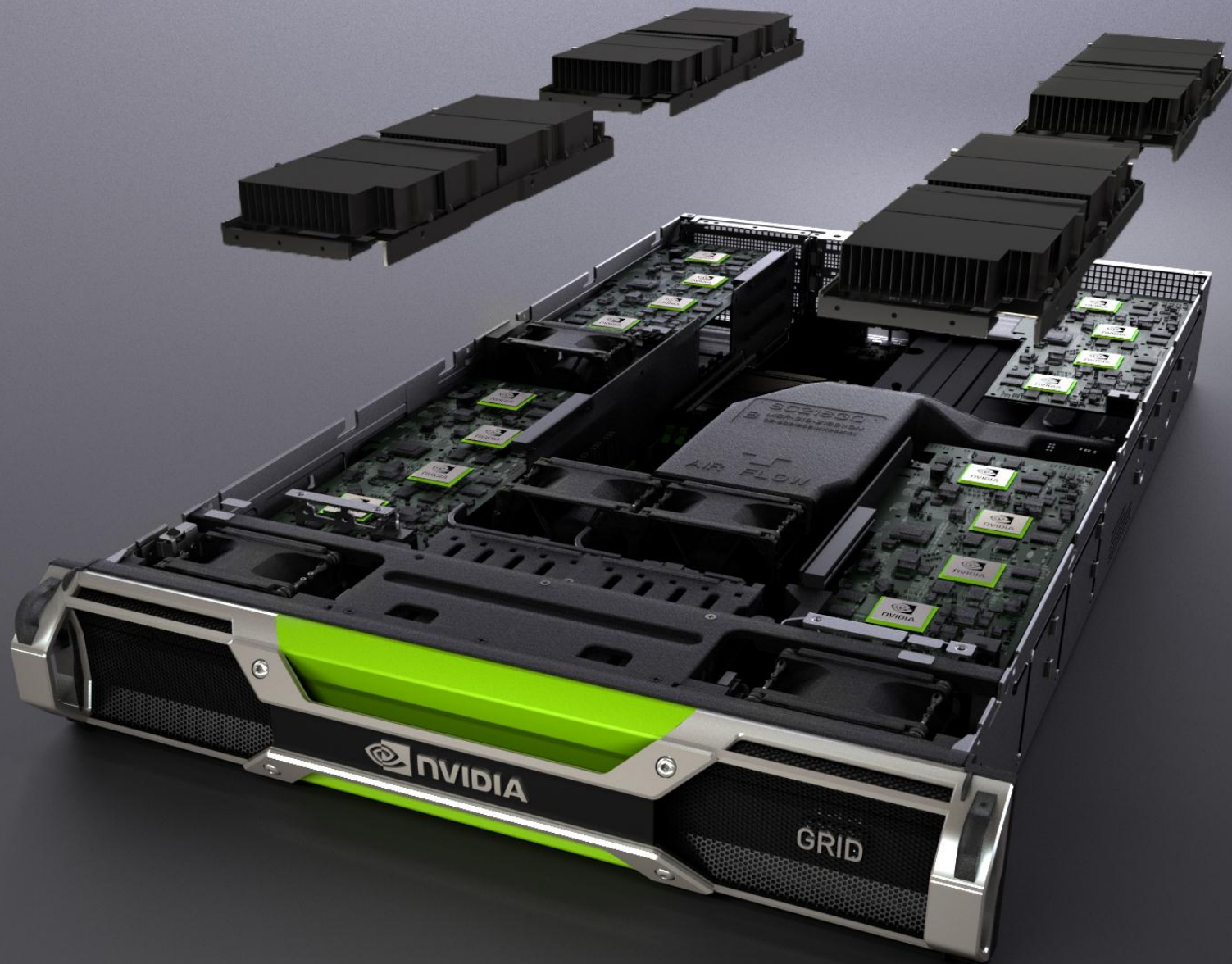
THE RISE OF CLOUD COMPUTING





Introducing
nVIDIA GRID™







GRID Gaming System

Revolutionary Cloud-Gaming Architecture

20 GRID servers per rack

240 NVIDIA GPUs

200 TFLOPS

~700 Xbox 360

Agawi

 Cloudunion

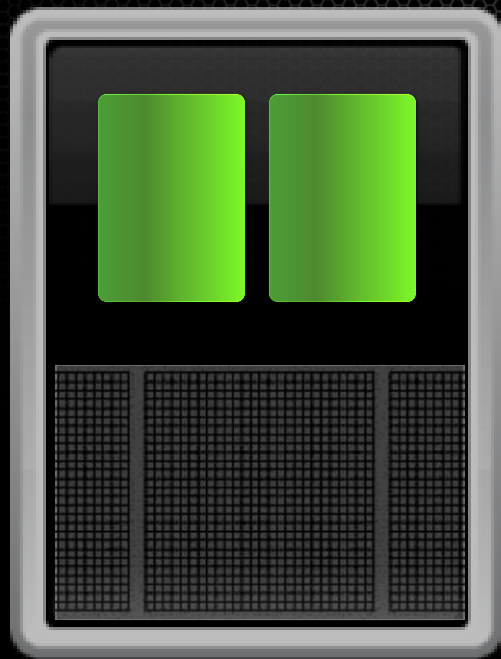
 视博云
cyber cloud

 *G-cluster*

 Playcast

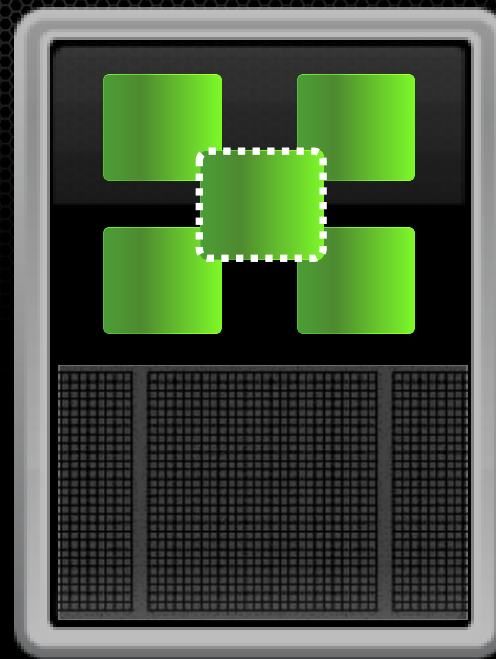

ubitus

Tegra 2



1st Dual Core

Tegra 3



1st Quad Core

Tegra 4

The World's Fastest
Mobile Processor

72

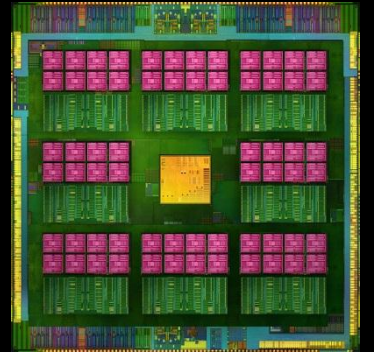
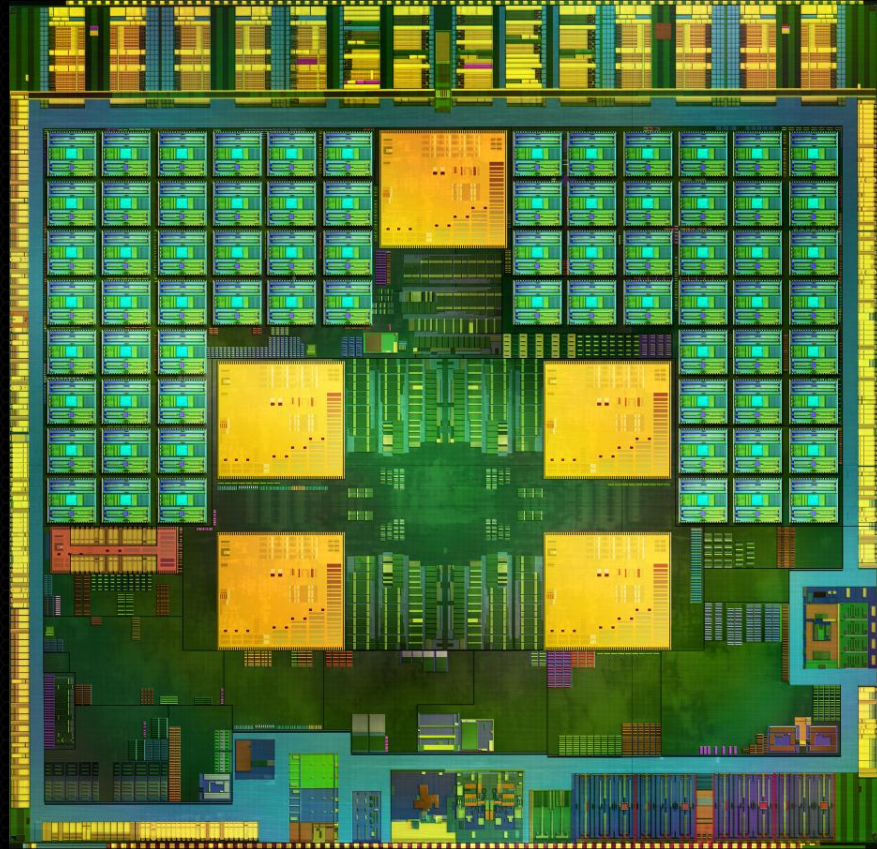
GPU Cores

4

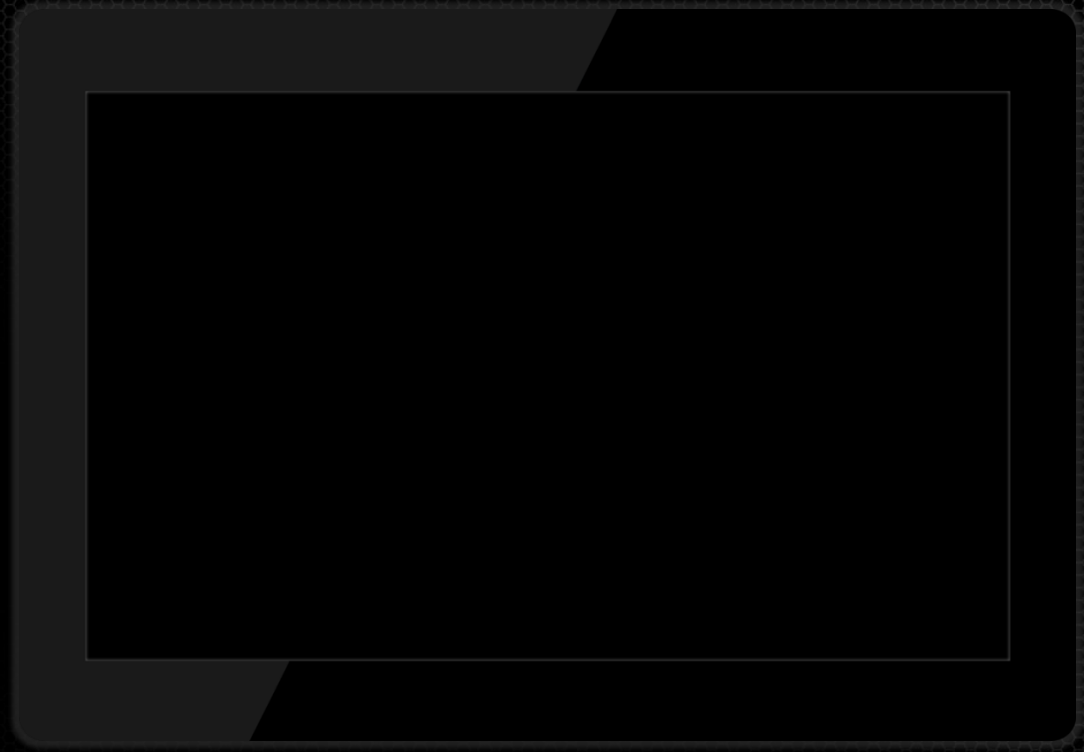
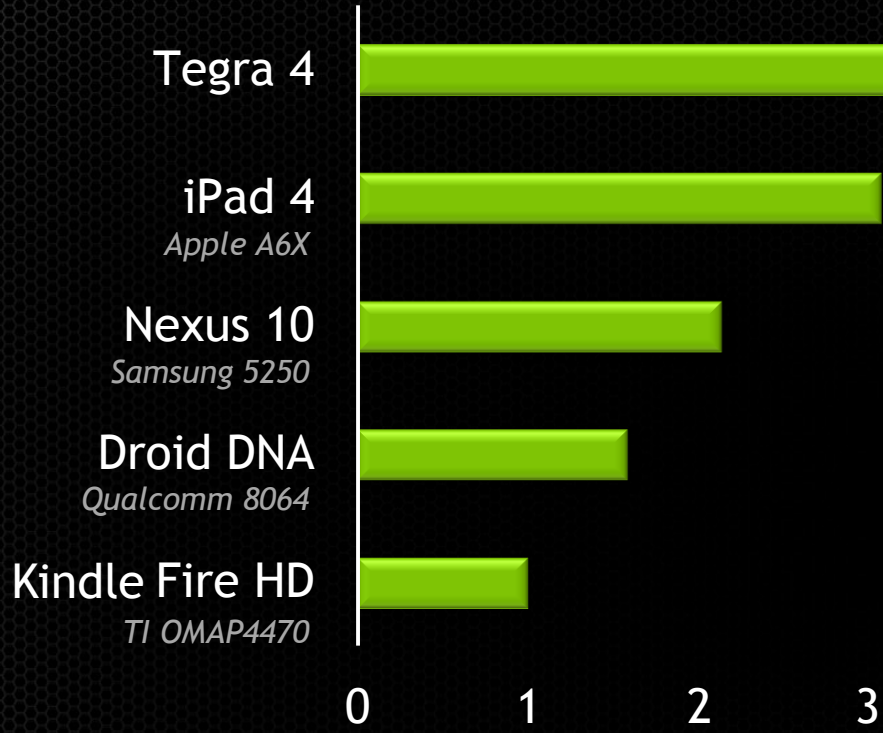
A15
CPU Cores

4G LTE

Modem
Processor



Up to 3.5x faster



Tegra 4

“You get one shot”





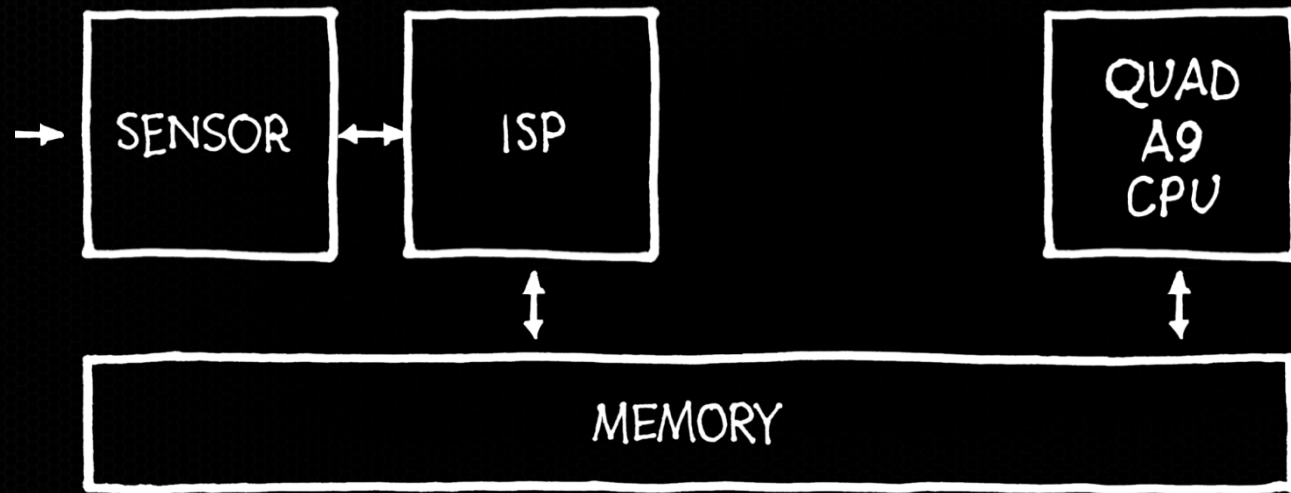




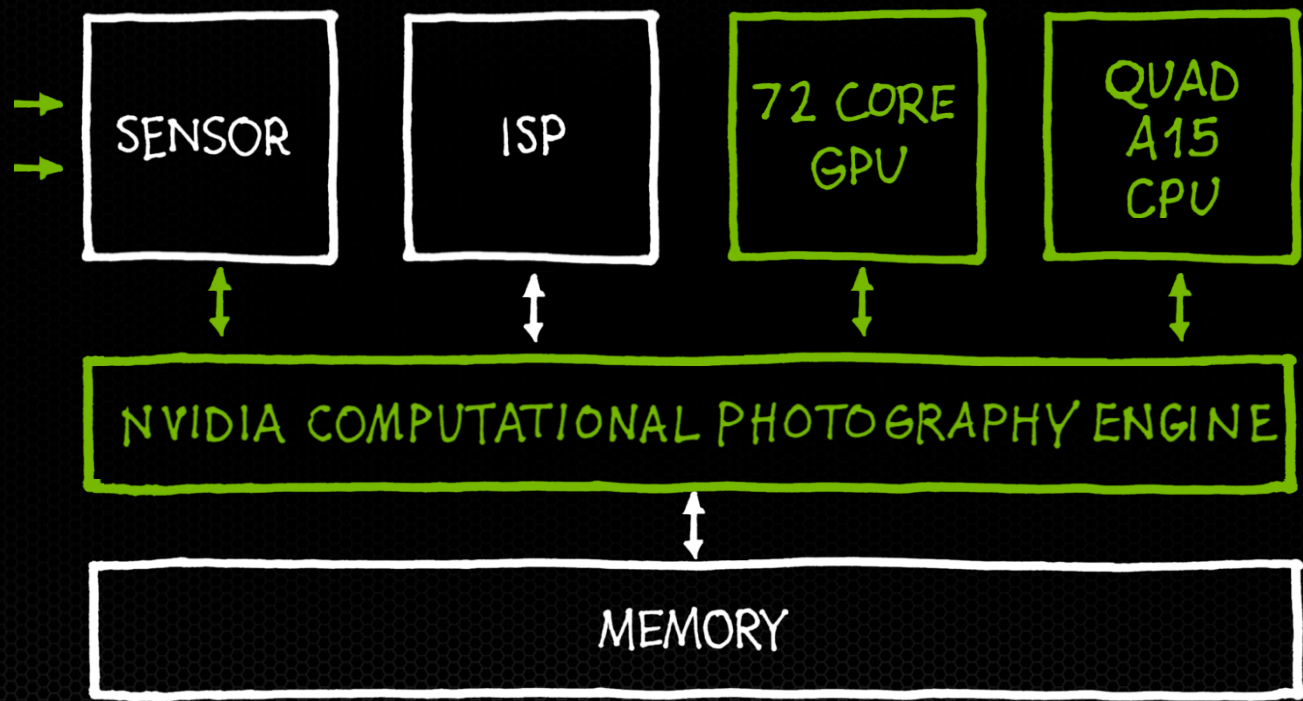




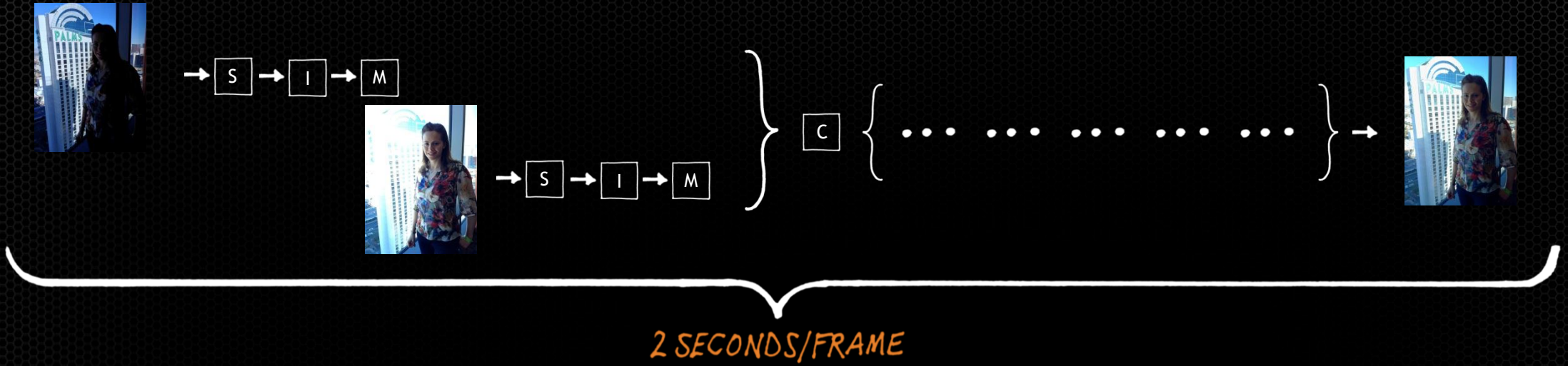
TODAY'S DIGITAL CAMERA ARCHITECTURE



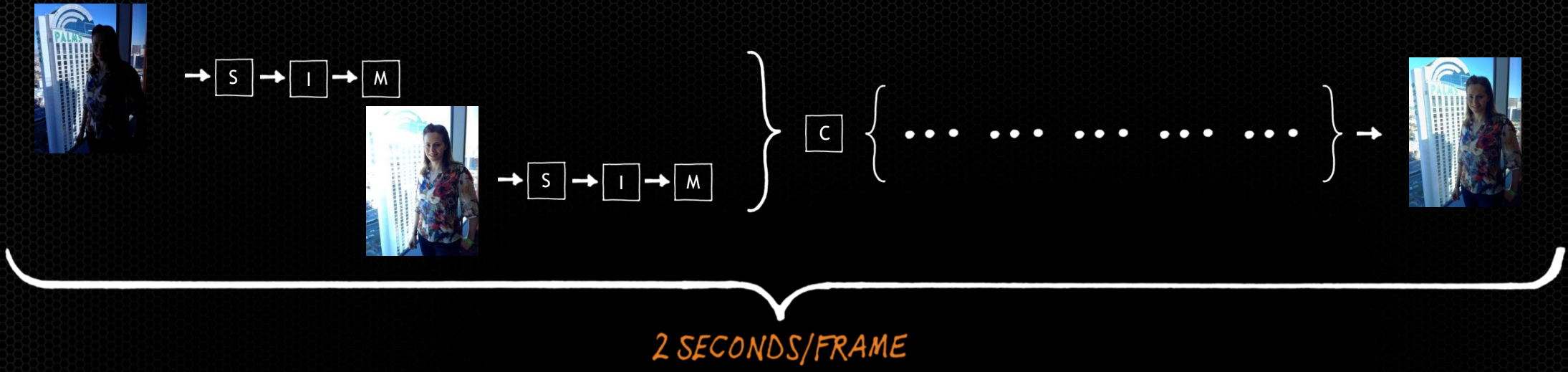
NYIDIA COMPUTATIONAL PHOTOGRAPHY ARCHITECTURE



TODAY'S DIGITAL CAMERA ARCHITECTURE

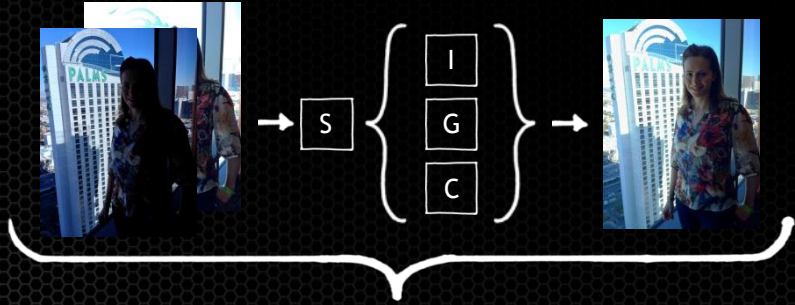


TODAY'S DIGITAL CAMERA ARCHITECTURE



2 SECONDS/FRAME

NYIDIA "ONE SHOT" HDR



0.2 SECONDS/FRAME

10x FASTER



HDR Panorama



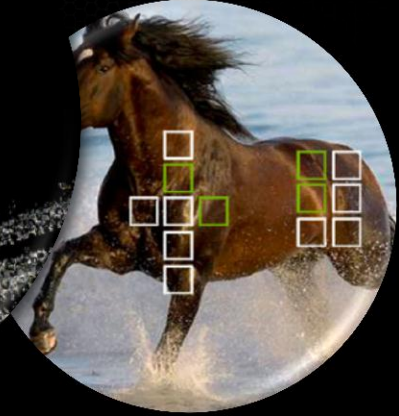
Strobe motion



High Dynamic Range



*3D
Reconstruction*



Object Tracking

The Magic of COMPUTATIONAL PHOTOGRAPHY

 NVIDIA TEGRAZONE™

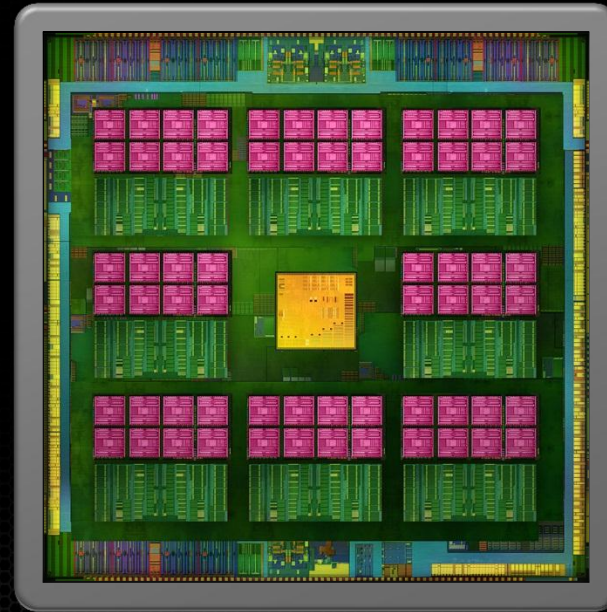
The Best Games on Mobile





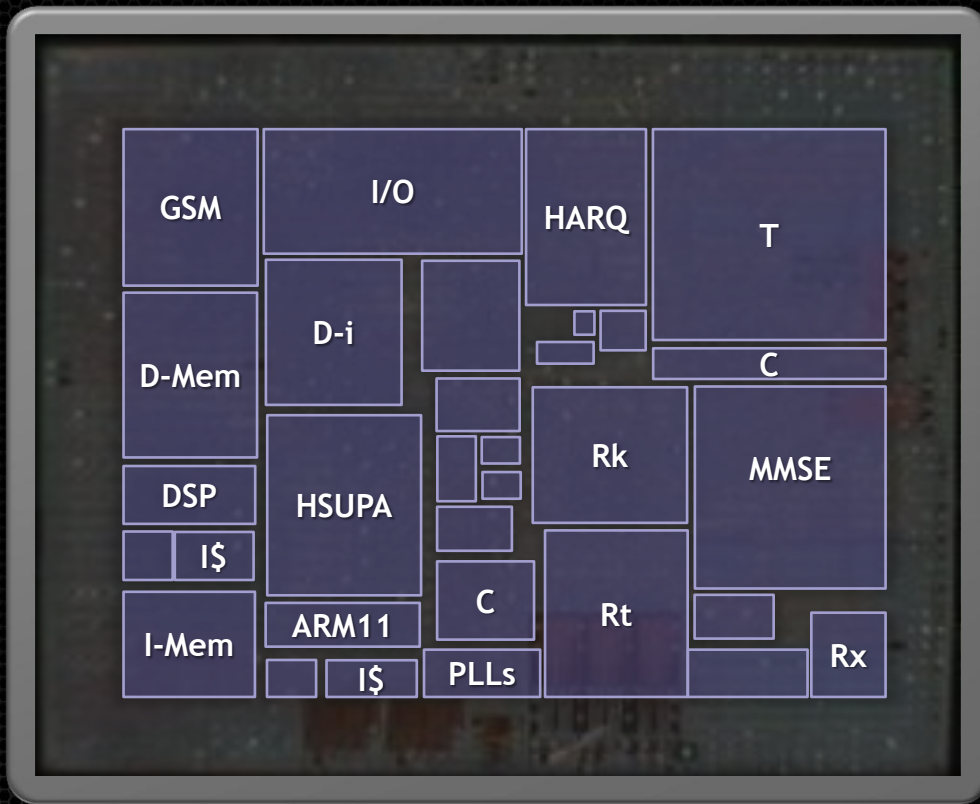
DEMO: DEAD TRIGGER 2

Revolutionary Soft Modem Technology

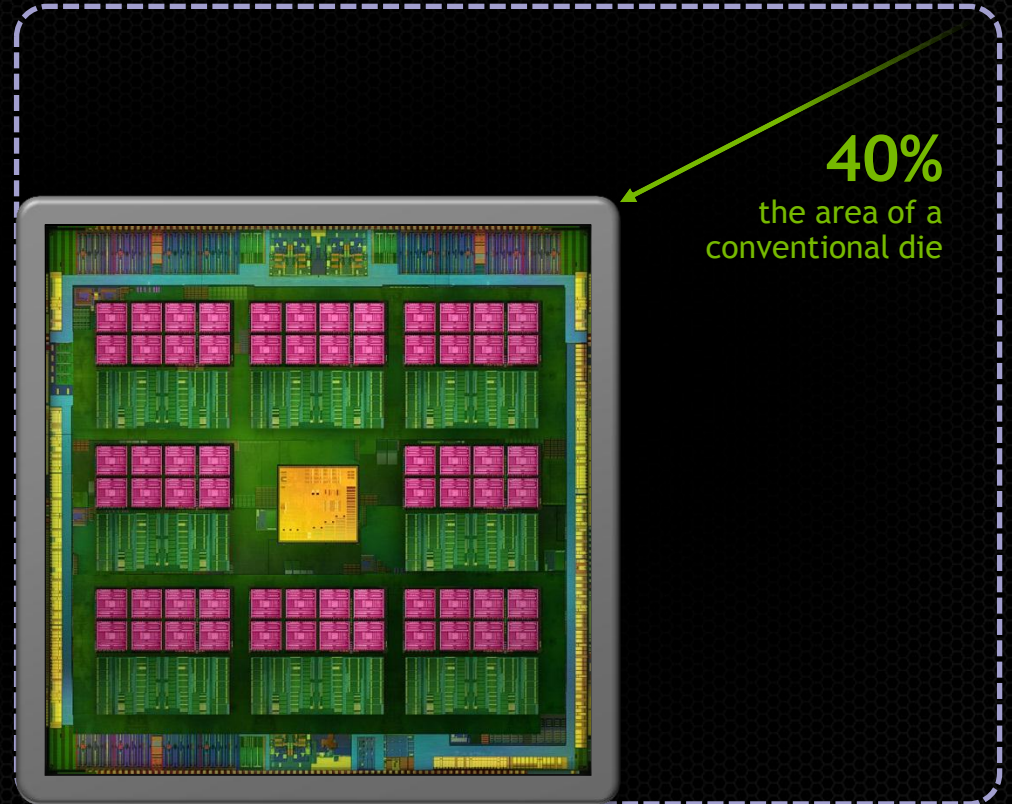


i500 Soft Modem

Revolutionary Soft Modem Technology



Conventional



40%
the area of a
conventional die

i500 Soft Modem

Tegra 4

The World's Fastest
Mobile Processor

72

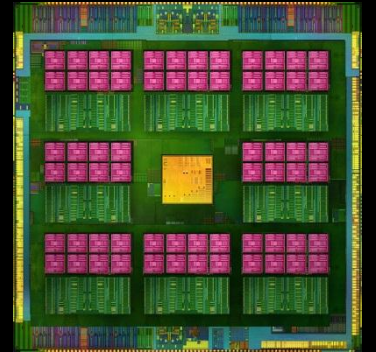
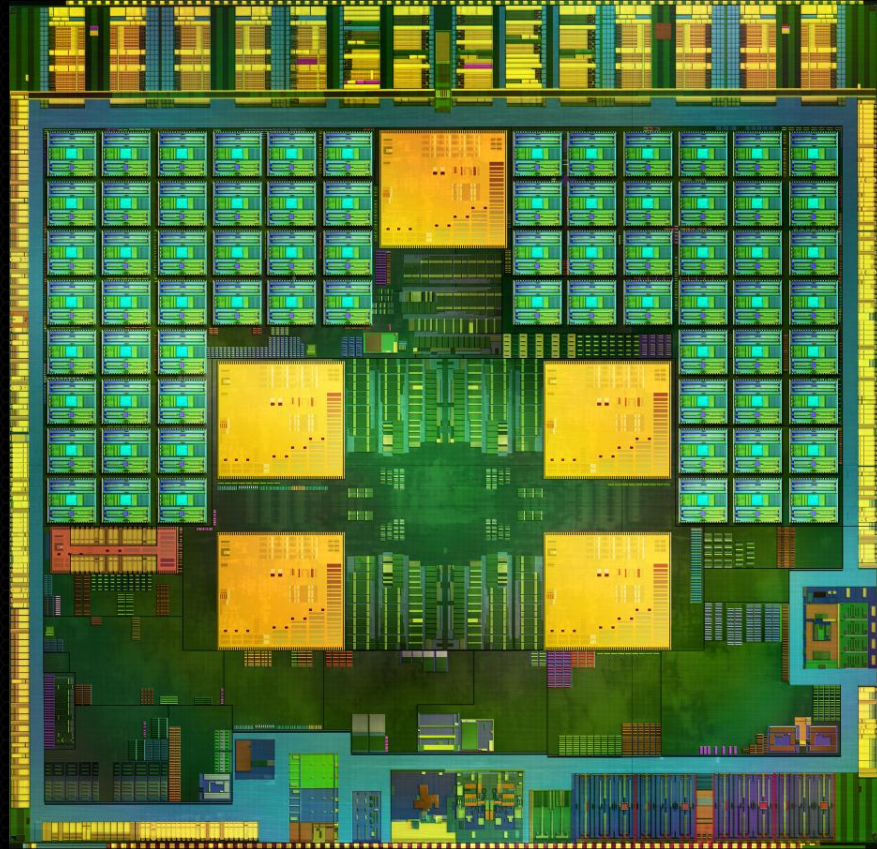
GPU Cores

4

A15
CPU Cores

4G LTE

Modem
Processor



Something New...





Project SHIELD

*A Gaming Portable for
Open Platforms*



Android. The way it's meant to be played.

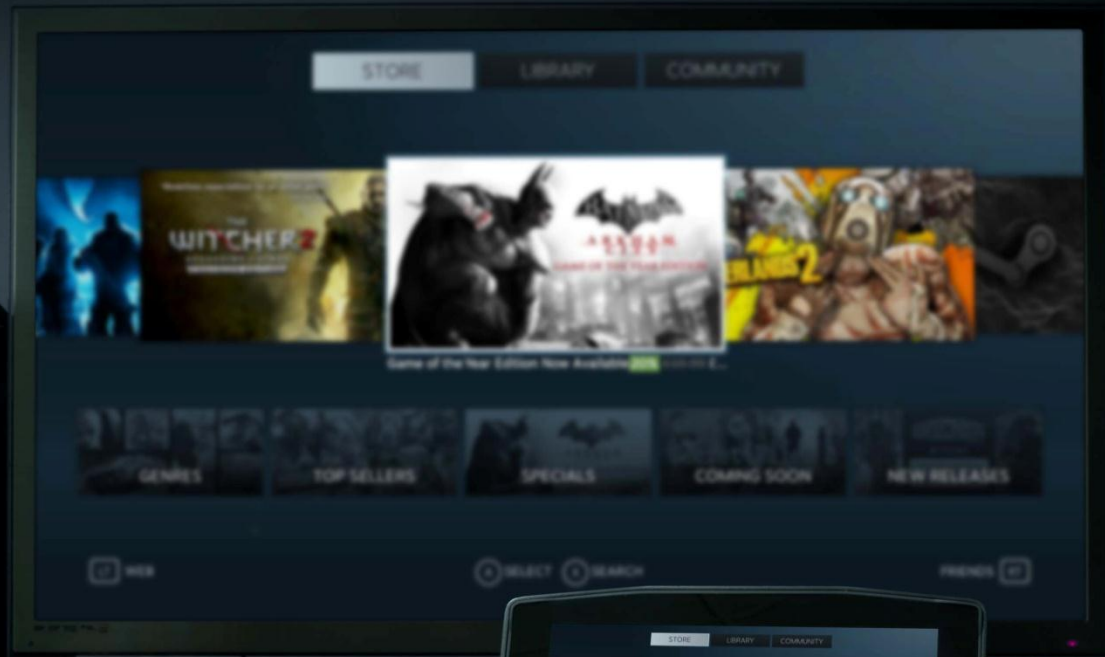


HAWKEN™

YOU ARE FREE TO FIGHT

PLAYHAWKEN.COM



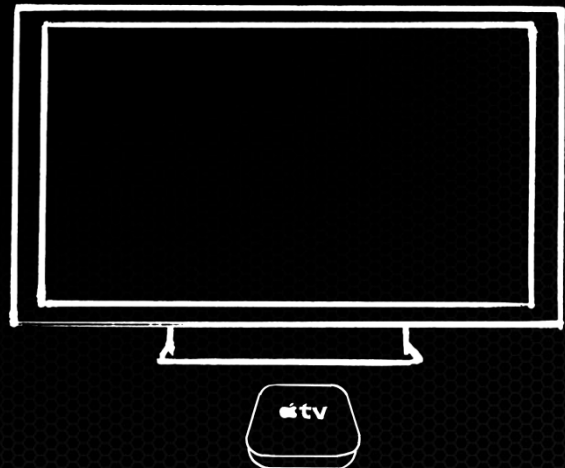
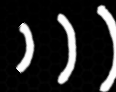
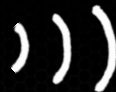
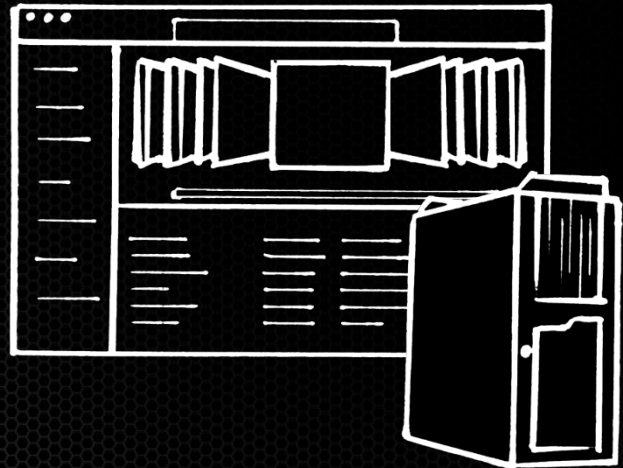


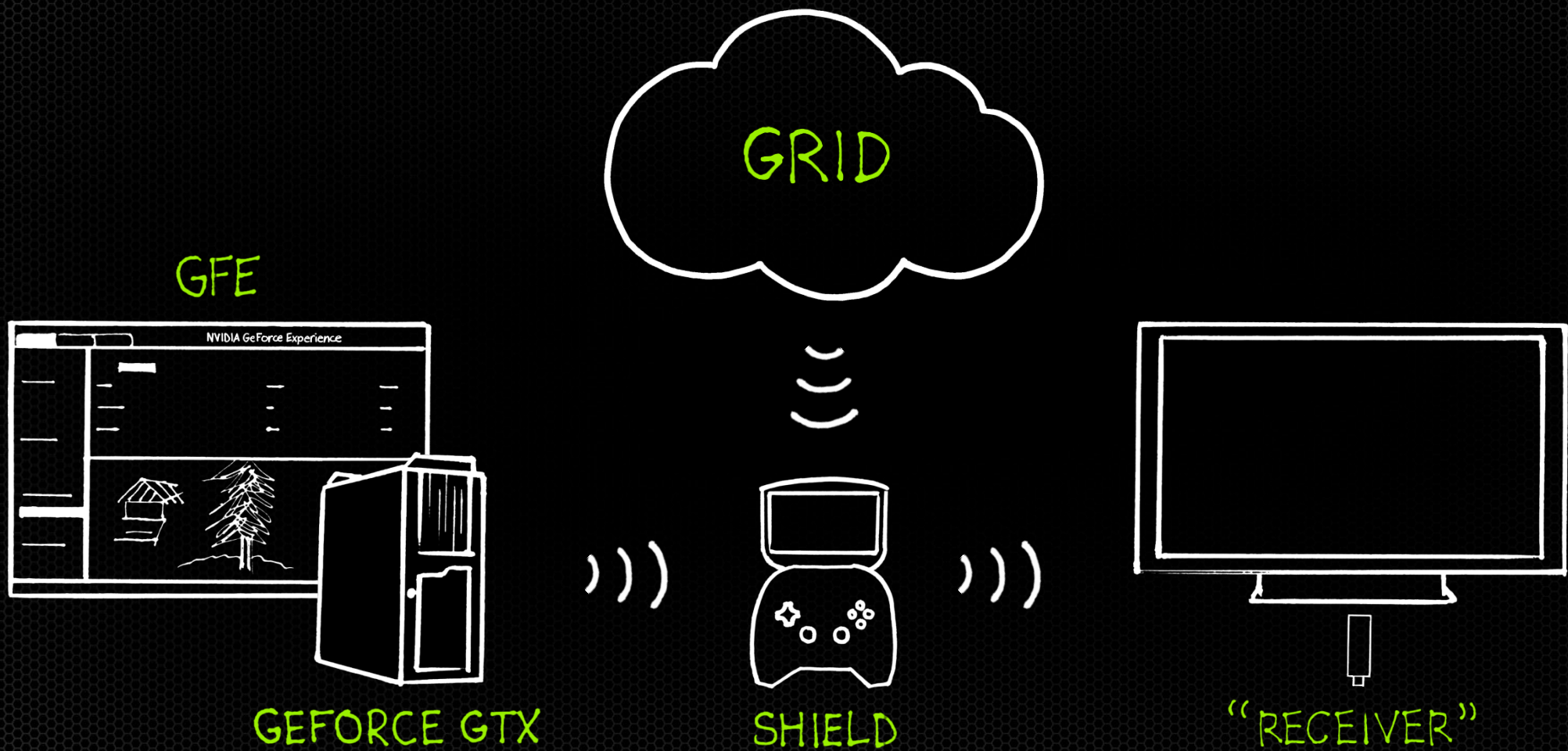
The PC. Untethered.



The Future of Gaming. Wide open.

NETFLIX







nVIDIA®

