

NVIDIA®

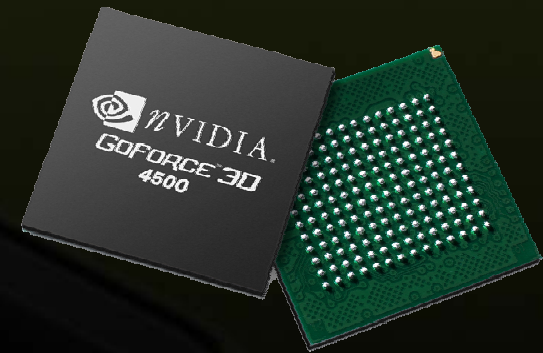
WMP Overview – GDC 2005

Brian Bruning, Director of Handheld Content
March 9, 2005

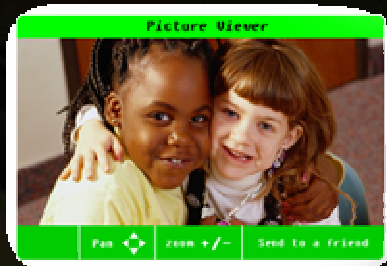
NVIDIA in Handhelds and Phones



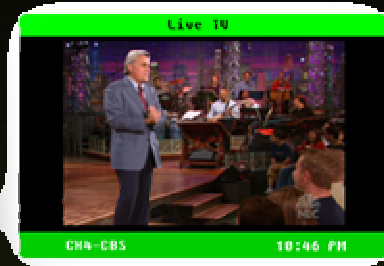
- Entered market in 2004; acquisition of MediaQ
- Broad portfolio including 2D, video, camera and 3D technologies – discrete and IP licensing
- Entirely new architecture – designed around perf per watt
- 12+ million chips shipped
- 4 of top 6 global phone manufacturers
- Gizmondo launched Nov'04 – 1.2 million preorders



Era of the Multimedia Phone



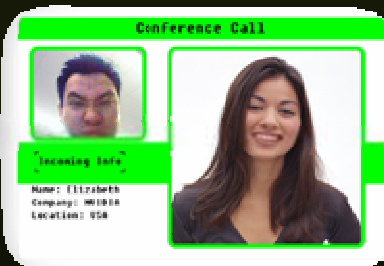
Photos



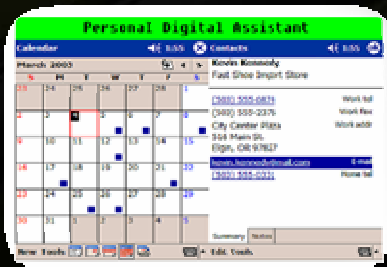
Live TV



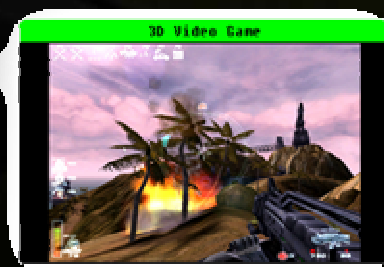
Videos



Video Conference



Personal Digital Assistant



Video Games



GoForce Systems



MOTOROLA



sendo



SAMSUNG



MOTOROLA



MITAC



**mitsubishi
ELECTRIC**



Gizmondo



DBTEL

Market Overview



- **Camera and video is driving the market today**
- **3D is a differentiator on high end phones in 2005**
- **2006 introduces mid-tier 3D and 2007 becomes mass market**
- **Games are driving the 3D market, but other apps will ensure mass market adoption**
 - user interface, avatars, messaging
 - GPS navigation, walk throughs, shopping
- **Operators are driving requirements**
 - OpenGL ES for specialized content
 - Java for downloadable content
 - 200k – 500k download limits

Working with NVIDIA



- **Technical collaboration / education**
- **Development kits – access to commercial devices**
- **Marketing programs**
 - exposure to OEMs, carriers and technology partners
 - press, analysts and consumers
 - tradeshows, launch activities, website
- **Business development**
 - OEM bundling
 - launch titles
 - connections
- **We're here to help you succeed**

Bringing High Quality 3D Content to mobile devices



Working with the Leading Developers...



NVIDIA WMP Summary



- **Innovative new architecture** delivers maximum quality & performance at the lowest power
- **Extensive audio, video and imaging expertise** leveraged across entire product portfolio
- **Comprehensive software strategy** to leverage investment across multiple products & platform generations
- **Large content team** to enable the most compelling user experience with exciting new games
- **Extreme low power:** 10-70mW playing high quality videos & games

