



Copy Blocks

NVIDIA® GeForce® 5500 Handheld GPU

Campaign Tagline:

Experience Entertainment Without Limits!

Positioning Statement:

NVIDIA® GeForce® 5500 Handheld GPU –

The First GPU to Deliver the World of Portable Entertainment to Your Mobile Phone

Consumer Retail Line Listing:

NVIDIA® GeForce® 5500 handheld GPU

Consumer 5-Word Bulletpoints:

NVIDIA® GeForce® 5500 Handheld GPU delivers

- True, fluid digital TV and video
- High-fidelity surround sound
- Console-class 3D gaming
- More hours of entertainment

15-Word Copy Block:

The NVIDIA® GeForce® 5500 GPU delivers the world of portable entertainment to your mobile phone.

25-Word Copy Block:

The NVIDIA® GeForce® 5500 handheld GPU delivers fluid, digital TV and video, high-fidelity surround sound, and console-class 3D gaming – all with longer battery life.

50-Word Copy Block:

The NVIDIA® GeForce® 5500 handheld GPU is the first GPU to deliver the world of portable entertainment to your mobile phone. Experience true, fluid digital TV and video, high-fidelity surround sound and console-class 3D gaming – all with longer battery life so you can experience more hours of entertainment.