



NVIDIA

NVIDIA Response to Intel Claims on ION

February 2009

Key Messages



Intel says: NVIDIA's chipset is not validated by Intel

OEM-validated, Microsoft-validated, NVIDIA-validated products now shipping WW

Intel says: "Technical Community" sees no value in the ION

Strong endorsement of ION by Microsoft, leading developers, and tech press

Intel says: Intel Netbook and Nettop platforms offer purpose-built solutions

ION optimized for small, affordable, "green" premium PCs

Intel says: ION offers no advantages in Netbook and Nettop market segments

ION is faster, more feature rich, better experience vs. Intel netbooks, nettops, and notebooks

Intel says: NVIDIA's ION consumes twice as much power

10X performance at similar battery life

Intel says: Window of opportunity for NVIDIA Ion is very short

Next gen Atom (Pineview) forces customers to use Intel graphics (with minor improvements).

Coming Q4'09: Second-generation ION expands CPU support, performance & features

OEM-validated, Microsoft-validated, NVIDIA-validated MCP79/7A PCs now shipping worldwide



Acer



Apple



Asus



Dell



Fujitsu-Siemens



HP



NEC



Samsung



Toshiba

Microsoft endorses NVIDIA ION



“ *What many people call a ‘netbook’ today is really a small notebook, and users expect it to perform like one. With NVIDIA’s ION platform combined with Windows Vista Home Premium, consumers can get an affordable, premium Windows experience in a small notebook or desktop form factor.* ”



Mike Ybarra
General Manager, Windows

Developers endorse NVIDIA ION



“NVIDIA's ION Platform transforms Atom-based PCs into capable mainstream gaming platforms. Epic is excited about the growth potential offered by these new affordable premium PCs.”

Mark Reins, VP of Epic Games



“Spore looks and runs great ... Gamers will be impressed with the ION platform's power and portability.”

Lucy Bradshaw, executive producer, Spore.



“Users can now experience full Blu-Ray playback in the smallest form factors with an ION GPU and Intel Atom CPU with the CyberLink PowerDVD player,”

Alice H. Chang, CEO of CyberLink Corp.

Global Tech Press endorse NVIDIA ION



US: *“any company not at least seriously considering adopting an ION platform design has no desire to be on the forefront of PC technology”*

China: *“The incredible performance and capabilities really shocked us.”*



EU: *“NVIDIA made the perfect addition to the Intel Atom.”*

US: *“Completely obliterates anything Intel can currently offer”*

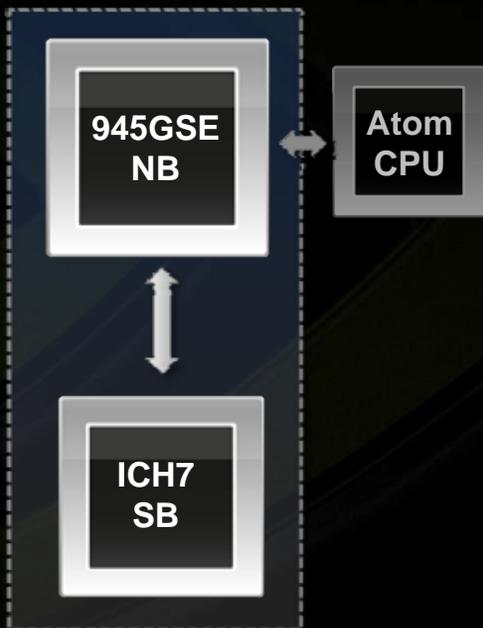


ION won best of CES!

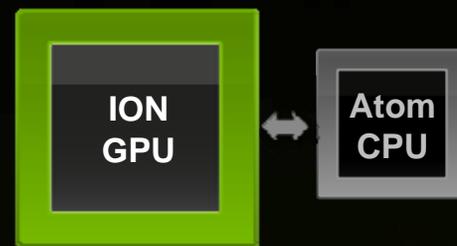
ION optimized for small, affordable, “green” premium PCs



*Replace 4-year-old
3 chip design with...*



Modern 2 Chip Solution



*10X performance
55% less area*

ION optimized for small, affordable, “green” premium PCs



	NVIDIA ION	Atom + 945GSE	Atom + GN40	NVIDIA advantage
Browse the HD Internet	✓	-	-	Fully experience <u>HD</u> Internet content
Certified Vista Premium	✓	-	-	WHQL-certified by Microsoft
Graphics	10X	-	-	16-core graphics processor
Play top games	✓	-	-	<u>ALL</u> games play
Real-time video transcode	✓	-	-	With NVIDIA CUDA
Flawless 1080p HD	✓	-	-	HDMI output to home theatre with 7.1 audio
Play Blu-Ray	✓	-	-	Dedicated HD video processing

ION is faster, more feature rich, better experience vs. Intel netbooks, nettops, and notebooks



vs. Intel Netbooks/Nettops



ION offers

- Windows Vista Premium Experience
- The most advanced media support including Blu-Ray, HD Video, & fast transcoding
- 10 times the graphics performance

vs. Intel notebooks



ION offers

- 14" or 15" thin and light design
- Full PC experience at far more affordable price points
 - Including rich multimedia capabilities, 3D Gaming, & a premium Windows experience

10X performance at similar battery life



Intel's claim	Reality
TDP is the measurement of battery life	Peak power is a <u>very</u> poor measurement. MobileMark uses productivity & video playback as typical workloads.
MCP79-ION consumes nearly twice as much power as the 945GSE	MCP79-ION typical power is only 9.5W compared to 9W for 945GSE+ICH7

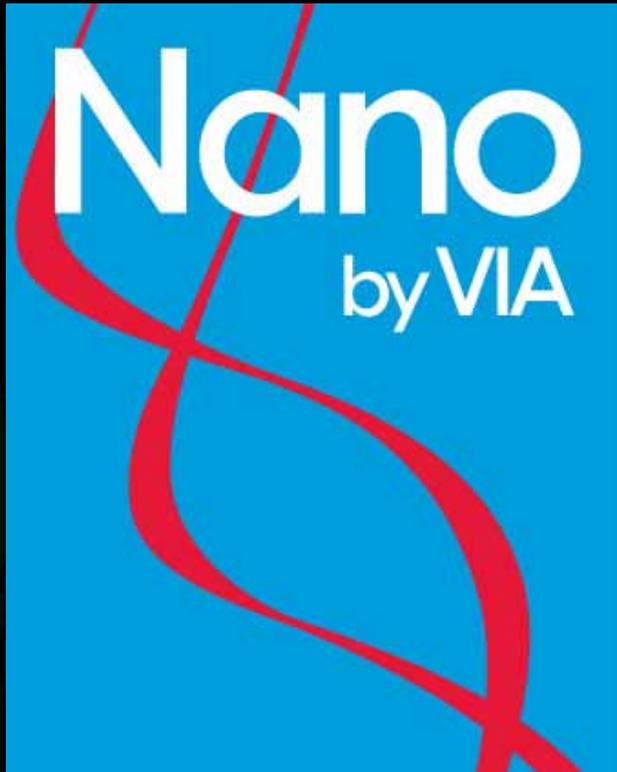
	MCP79-ION	945GSE
Similar Mobile Mark 2007 Battery Life ¹	2 hours 31 minutes	2 hours 40 minutes
10X better graphics performance ²	1300	129
Improved System performance ³	1313	1228

¹ 24 WHr battery consumed by 9W 945GSE system versus 9.5W MCP79 system

² 3DMark06

³ PCMark Vantage

Coming Q4'09: Second-generation ION expands CPU support and performance lead



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NVIDIA ION – Shipping in Q2 worldwide



Small

Green

Affordable

Fully-capable

