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FOR IMMEDIATE RELEASE:

NVIDIA INTRODUCES NVIDIA QUADRO CX - THE ACCELERATOR FOR ADOBE CREATIVE SUITE 4

SANTA CLARA, CA—OCTOBER 16, 2008— Today NVIDIA introduced its new accelerator for Adobe® Creative Suite® 4 software, the NVIDIA® Quadro® CX. This new GPU provides creative professionals with a faster, better, more reliable way to maximize their creativity. Quadro CX was architected to deliver the best performance for the new GPU-optimized features of Adobe Creative Suite 4.

“Adobe is at the forefront of the Visual Computing Revolution,” said Dan Vivoli, executive vice president of marketing at NVIDIA. “CS4’s GPU features are sending shockwaves through the creative industry.”

“Photoshop users are always looking for maximum performance, and we recognized that tapping into the power of the GPU is one way to give it to them,” said Kevin Connor, vice president of product management for Professional Digital Imaging at Adobe. “Thanks to NVIDIA’s efforts to optimize the Quadro CX product for CS4, users can be assured of a dramatically fast and fluid experience on tasks such as panning, zooming, and rotating large images as well as manipulating 3D content.”

NVIDIA specifically designed and optimized the Quadro CX to enhance the performance of Adobe Creative Suite 4 product line and meet the unique needs of the Creative Suite 4 professional. Adding NVIDIA Quadro CX to the pipeline gives creative professionals a faster, better, and more reliable experience. With NVIDIA Quadro CX users can encode H.264 videos at lightning-fast speeds with the NVIDIA CUDA™-enabled plug-in for Adobe Premiere® Pro CS4, RapiHD™ from Elemental Technologies; accelerate rendering time for advanced effects; and

accurately preview what deliverables will look like with 30-bit color or uncompressed 10-bit/12-bit SDI before final output*.

Adobe Creative Suite 4 software now has added optimization to take advantage of GPU technology, including the parallel processing capability in the Quadro CX GPU. These enhancements accelerate a number of visually intensive operations, including:

- Adobe® Photoshop® CS4 uses NVIDIA Quadro CX GPU to bring unprecedented fluidity to image navigation. The GPU enables real-time image rotation, zooming, and panning, and makes changes to the view instantaneous and smooth. Adobe Photoshop CS4 also taps the GPU for on-screen compositing of both 2D and 3D content, ensuring smoothly anti-aliased results regardless of zoom level. Brush resizing and brushstroke preview, 3D movement, high-dynamic-range tone mapping, and color conversion are also accelerated by the GPU.
- Adobe After Effects® CS4 now has added optimization features to accelerate a variety of creative effects, making it easier than ever to add graphics and visual effects to video, which allows the artist to quickly move from concept to final product and speeds up the workflow. Effects accelerated include depth of field, bilateral blur effects, turbulent noise such as flowing water or waving flags, and cartoon effects. NVIDIA Quadro CX takes advantages of these workflow enhancements.
- Adobe Premiere Pro CS4 can take advantage of Quadro CX to accelerate high-quality video effects such as motion, opacity, color, and image distortion. Quadro CX also enables faster editing of multiple high-definition video streams and graphic overlays and provides a variety of video output choices for high-quality preview, including DisplayPort, component TV, or uncompressed 10-bit or 12-bit SDI.

NVIDIA Quadro CX is available starting today, from leading resellers, e-tailers, and retailers, for \$1,999 USD. For more information on NVIDIA Quadro and the new Quadro CX, visit:www.nvidia.com/quadrocx.

About NVIDIA

NVIDIA (Nasdaq: NVDA) is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the entertainment and consumer market with its GeForce graphics products, the professional design and visualization market with its Quadro® graphics products, and the high-performance computing market with its Tesla™ computing solutions products. NVIDIA is headquartered in

Santa Clara, Calif. and has offices throughout Asia, Europe, and the Americas. For more information, visit www.nvidia.com.

Certain statements in this press release including, but not limited to, statements as to: the benefits, impact, performance, experience and capabilities of NVIDIA Quadro CX GPUs and NVIDIA CUDA architecture; users' preferences and demands; and the availability and pricing of NVIDIA Quadro CX GPUs 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: unexpected loss of performance of our products or technologies when integrated into Apple Macbooks; our reliance on third parties to manufacture, assemble and test our products; design, manufacturing or software defects; changes in consumer preferences and demands; the impact of technological development and competition; consumer adoption of competitor's products; 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 July 27, 2008. 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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*Quadro CX hardware is capable of native 30-bit color DisplayPort output; SDI capability via optional Quadro SDI board and application plug-ins.