

# **NVIDIA Delivers First Modern Motherboard GPU to Intel-Based Desktops**

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The recent introduction of Microsoft Vista and a slew of other 3D-optimized applications, including Google Maps and Microsoft Office 2007, has redefined customers' expectations for experiencing visually-rich mainstream applications on their home and business PCs.

As a result, consumers have now made the GPU a primary requirement in their PC purchasing decisions. As the only independent GPU provider, NVIDIA Corporation is well positioned to capitalize on this emerging trend, and is proud to announce that it has extended its family of GeForce 7-Series motherboard graphics processing units (mGPUs) to Intel processor-based PCs. Starting today, GeForce graphics are more affordable and accessible than ever before for Intel customers.

"The use of powerful graphics is not limited to just games anymore. Many of today's most popular business and consumer applications, including Adobe Acrobat, Second Life, and Apple iTunes are optimized for the power of a modern GPU," said Jon Peddie, president of Jon Peddie Research (JPR), a leading market research firm based in Tiburon, CA.

"With their new GeForce mGPUs, NVIDIA is pioneering the development of new graphics technologies that are helping to evolve the capabilities of mainstream PC platforms. Customers understand that their overall PC experience is largely defined by the graphics processors. Anyone, from a seasoned IT pro to a college student can compare the PC experience delivered by NVIDIA mGPUs against any traditional

integrated graphics solution and realize the dramatic impact a modern GPU can make."

The NVIDIA GeForce 7150 mGPU delivers the performance of an entry-level discrete GPU and leading graphics compatibility when compared against traditional integrated graphics solutions. The GeForce 7150, 7100, and 7050 mGPUs are designed to support a full range of Intel CPUs (Core 2, Pentium, and Celeron CPU families), including upcoming 45nm Intel "Penryn" processors and other new features, such as 1333MHz frontside bus technology. In addition to delivering an unparalleled graphics experience to mainstream PCs, the GeForce 7-Series mGPUs support optional HDMI or DVI digital output capability to enable the playback of protected digital content directly from the PC to high-definition televisions and other displays.

Designed as single chip solutions for cost-effective PC system integration for both AMD and Intel platforms, all NVIDIA GeForce 7-Series mGPUs enable the premium graphics experience on Windows Vista, and incorporate NVIDIA nForce core-logic functionality, including advanced storage and networking features for powering today's connected digital lifestyles.

"Integrated graphics are no longer 'good enough' for mainstream applications," said Drew Henry, general manager of MCP business at NVIDIA. "Windows Vista has opened consumer's eyes to an entirely new visual experience. We are ecstatic that our customers will now be able to harness the power of NVIDIA graphics and application compatibility and have an exceptional PC experience no matter what their price budget or intended application usage is."

Source: NVIDIA

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