

NVIDIA Ion Platform Energizes Atom Into A Premium PC Experience

December 18 2008



This Ion reference design is a full-fledged PC that supports full-spec 1080p HD video, popular PC games, and Windows Vista Premium. OEM designs can be even smaller.

NVIDIA is poised to energize the PC market by transforming Atom PCs into a premium experience found today in higher priced laptops and desktops. NVIDIA will supercharge the fastest-growing segments of the PC market – netbooks, small form factor and all-in-one PCs – by enabling these products to play rich media and popular games in high definition. At the same time, the Ion Platform will create new and exciting premium PCs that fit in the palm of your hand.

The formula is simple: Combine the highly rated GeForce 9400 GPU found in new desktop and notebook PCs with the Intel Atom CPU. This combination (code-named Ion Platform) enables the smallest premium

PC experience available today, making it ideal for the exploding category of mini-notebooks and compact PCs.

Unlike existing chipsets paired with the Atom CPU, the GeForce 9400 GPU delivers up to ten times the graphics performance, plays full-spec 1080p high definition video, supports the full Windows Vista user interface and the upcoming Windows 7, and runs popular PC games such as Call of Duty 4. The GeForce 9400 GPU does all of this in about one-half of the space of today's Atom CPU-based solutions with minimal affect on battery life.

“Until now, a high definition affordable PC was an oxymoron,” said Drew Henry, general manager of the MCP business unit at NVIDIA. “The Ion Platform pairs the GeForce 9400 with a truly great Intel Atom CPU and lets consumers surf the Internet, play top games, edit photos, and watch videos all in high definition. This will really energize the PC market in 2009!”

“NVIDIA's Ion Platform transforms Atom-based PCs into capable mainstream gaming platforms,” said Mark Rein, vice president of Epic Games. “Epic is excited about the growth potential offered by these new affordable premium PCs.”

“Netbooks have exploded onto to the scene, and we are excited that netbook users can now experience full Blu-Ray playback in the smallest form factors with a GeForce 9400 and Intel Atom CPU with the CyberLink PowerDVD player,” said Alice H. Chang, CEO of CyberLink Corp.

Provided by NVIDIA

Citation: NVIDIA Ion Platform Energizes Atom Into A Premium PC Experience (2008, December 18) retrieved 26 April 2024 from <https://phys.org/news/2008-12-nvidia-ion-platform-energizes-atom.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.