



NVIDIA: The way it's meant to be played

Worldwide Communications Program

TWIMTBP
Program Overview
MAY03. v02

PROGRAM MESSAGING

NVIDIA®: The way it's meant to be played.

- The hottest games are developed and optimized on NVIDIA
- Experience stunning cinematic graphics at blazing speeds
- The platform of choice for PC gamers worldwide

PROGRAM OBJECTIVE

FOR CONSUMERS

Educate them on how to get the ultimate gaming experience.

FOR PARTNERS

Increase demand for NVIDIA hardware and optimized software.

NVIDIA is uniquely positioned to do this because

- We have the ultimate graphics technology
- We have the breadth and depth of partnerships
- We are the choice of PC gamers worldwide

PROGRAM SUMMARY

For Software Partners, NVIDIA provides

1. Development support for optimizing games on NVIDIA hardware
2. State-of-the-art graphics technology
3. Marketing Support

Resulting in

- Projected increased game sales and bundling opportunities
- Reduced support costs
- Better end-user experience

For Hardware and Retail Partners, NVIDIA provides

1. Advertising, promotions and in-store POP
2. Bundling opportunities for games and demos
3. Training and sales tools

Resulting in

- Projected increase in hardware and software sales
- Reduced support costs
- Better customer satisfaction
- Differentiation from competitors

For Consumers, NVIDIA delivers

- Console-like experience for more reliable installation and performance
- More compelling visual experience on NVIDIA graphics processors
- Easier experience buying compatible hardware and software

Resulting in

- Overall better end-user experience—Install and play!

Some of the developers in the "NVIDIA: The way it's meant to be played" program:

- Electronic Arts
- Yeti Studios
- Epic Games
- Ion Storm
- Ubi Soft Entertainment
- Core Design
- NovaLogic
- Headgate Studios
- BioWare Corp.
- Digital Illusions CE
- Contraband Entertainment, Inc.
- Mythic Entertainment

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Stalker: Lost Oblivion. Courtesy GSC games.

Lara Croft image
courtesy Eidos/Core.