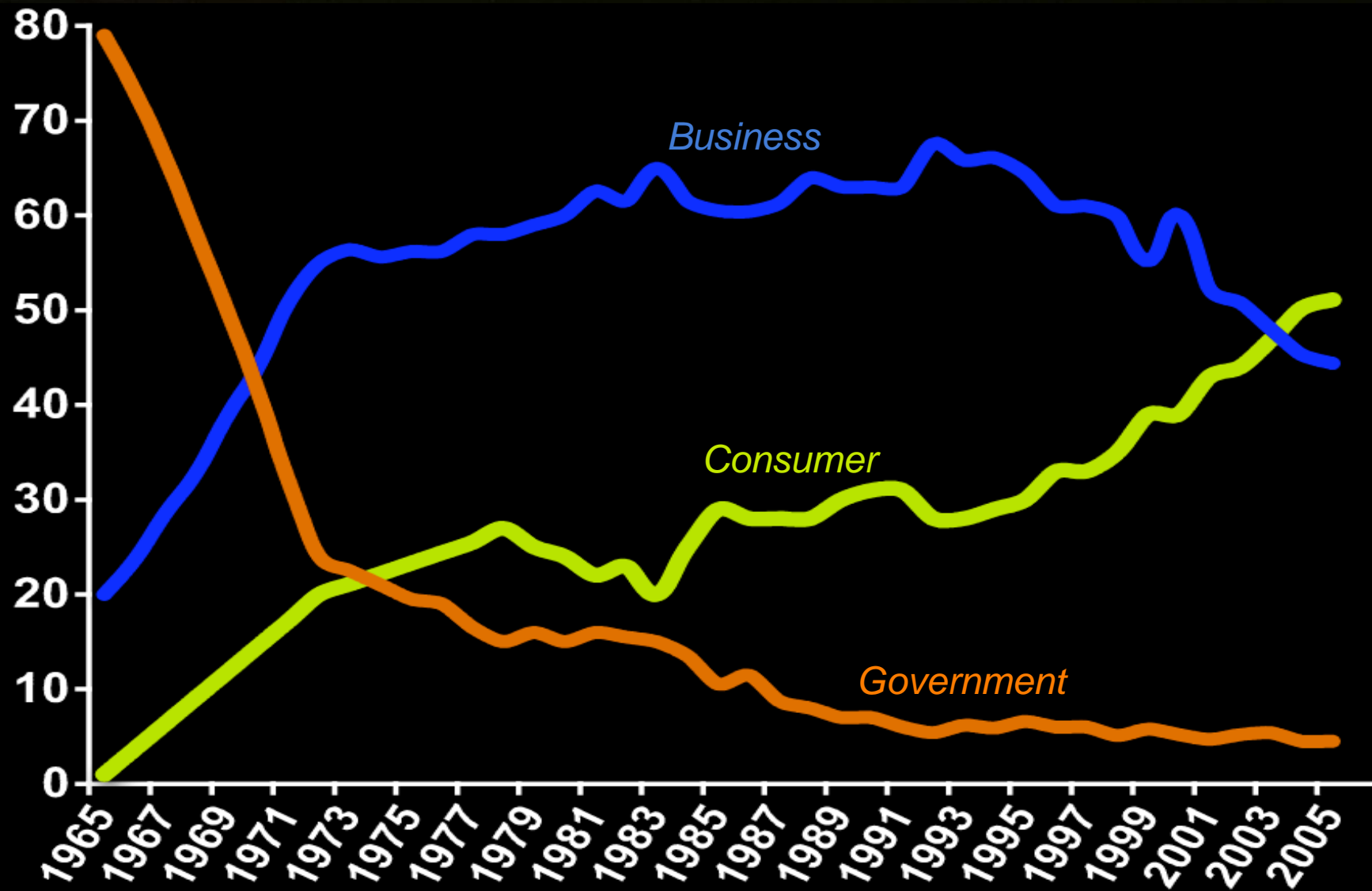




*n*VIDIA®

*2005 CES Entertainment PC Panel*

# Semiconductor Consumption



# Entertainment PC Types



- Entertainment Desktop
- Entertainment Laptop
- Living Room “PC”





# Living Room PC Assertions

- 1) People don't want a PC in their living room.



# Things I NEVER want to do on my TV

- Surf the web
- email
- Make slides, documents or spreadsheets
- Blog
- IM
- Edit Video
- Make CD's
- Reboot it



# Living Room PC Assertions

## 1) Corollary:

By the time it gets there, it isn't a PC anymore.



*Easy to Use  
No Noise  
Rock Stable  
Closed Box*

**Consumer  
Electronics**

***LRF  
(Living  
Room  
Factor)***

*PC Flexibility  
High Performance  
PC "Stability"  
Open Box*

**Entertainment  
PC**

***Price***





Easy to Use  
No Noise  
Rock Stable  
Closed Box

**LRF**  
(Living  
Room  
Factor)

PC Flexibility  
High Performance  
PC "Stability"  
Open Box



**Price**



# Living Room PC Assertions

2) Ease of Use isn't an issue.  
Ease of Integration is.





# Things I want to do in my Living Room



- Watch TV & DVD's, listen to CD's, play console games
- Watch recorded high def TV
- Listen to my MP3 collection (that is on my PC)
- Watch my ripped videos (that are on my PC)
- Look at my digital photos (that are on my PC)



# Living Room PC Assertions

3) Video Quality. Nuff said.

# PureVideo™



*Quality*

Consumer Electronics  
DVD Video



*Flexibility*

Typical  
PC Video

# Living Room PC Assertions



1) People don't want a PC in their living room.

**Corollary:** By the time its gets there, it isn't a PC anymore.

2) Ease of Use isn't an issue. Ease of Integration is.

3) Video Quality. Nuff said.