



NVIDIA Expands GeForce Gaming to Millions More PCs and Macs

New GeForce NOW Service Instantly Connects Gamers to High-Performance Gaming Machines in the Cloud

LAS VEGAS, NV - **CES** -- NVIDIA (NASDAQ: NVDA) today unveiled the new [NVIDIA® GeForce NOW™ service](#), which delivers on demand a high-performance [NVIDIA Pascal™](#) gaming PC from the cloud to millions of PC and Mac computers.

The new GeForce NOW service connects gamers to GeForce® GTX 1080 PCs in cloud data centers, renders games with the latest [NVIDIA GameWorks™](#) visual technology and streams them in high definition to PCs and Macs.

"There are more than 200 million GeForce gamers around the world today, yet hundreds of millions of others have computers that aren't well-suited for modern video games," said Jen-Hsun Huang, founder and chief executive officer of NVIDIA, who announced the service during his keynote address at CES. "With GeForce NOW, a new generation of gamers can now play the latest PC games with great performance and amazing quality."

In development at NVIDIA for five years, GeForce NOW is compatible with most Windows- and Mac-based desktop PCs and laptops. Gamers simply download the GeForce NOW app to their local machine. With a few clicks, they can connect to their own GeForce GTX virtual PC, install their favorite games from popular digital game stores -- like Steam, Battle.net, Origin, Uplay and GOG -- and start playing. Free-to-play games like *World of Tanks* can also be installed directly from their respective websites.

Home or Away. Desktop or Laptop. PC or Mac.

GeForce NOW provides a simple way for new players who may not have access to a high-performance GeForce GTX gaming rig to experience high-performance PC gaming. Gamers can use the service to easily transform aging Windows-based PCs or laptops with integrated graphics into state-of-the-art gaming machines. They can also play the hottest new PC game releases on their Macs without waiting for the Mac versions to become available.

Gamers can enjoy games they already own on the stores mentioned above, as well as purchase new games as soon as they're available. GeForce NOW saves in the cloud game progress and achievements, and synchronizes them with locally installed games. This means gamers can use GeForce NOW on a secondary laptop and pick up right where they left off playing on their primary gaming PC. They can easily take all their games with them on the road, to their dorm room, a friend's house or simply another room in the home.

GeForce NOW gives gamers the freedom to enjoy high-performance PC gaming anywhere. And the service makes gaming easier than it's ever been by automatically installing patches and driver updates.

Pricing and Availability

When gamers register for GeForce NOW, they can play for free for 8 hours on a GeForce GTX 1060 PC or 4 hours on a GeForce GTX 1080 PC. For an additional \$25, gamers can play for 20 hours on a GTX 1060 PC or 10 hours on a GTX 1080 PC.

Early access to the new GeForce NOW service is scheduled for March in the continental United States, with full commercial service slated for the spring. Sign up for the [early access waiting list](#).

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About NVIDIA

[NVIDIA's](#) (NASDAQ: NVDA) invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined modern computer graphics and revolutionized parallel computing. More recently, GPU deep learning ignited modern AI -- the next era of computing -- with the GPU acting as the brain of computers, robots and self-driving cars that can perceive and understand the world. Today, NVIDIA is increasingly known as "the AI computing company." More information at <http://nvidianews.nvidia.com/>.

Certain statements in this press release including, but not limited to, statements as to: the benefits, impact and availability of GeForce NOW 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: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing

product and technologies; market acceptance of our products or our partners' products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission, or SEC, including its Form 10-Q for the fiscal period ended October 30, 2016. Copies of reports filed with the SEC are posted on the company's 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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