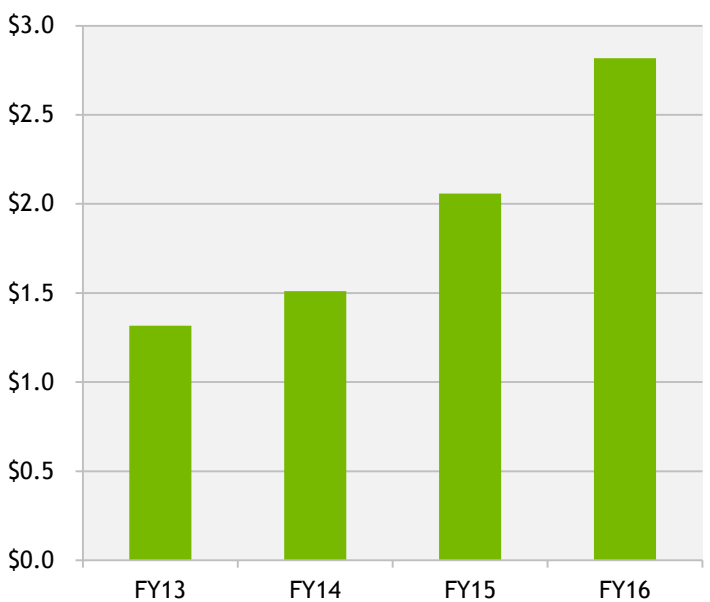
GAMING

Jeff Fisher, Sr. VP GeForce

WORLD LEADER IN PC GAMING

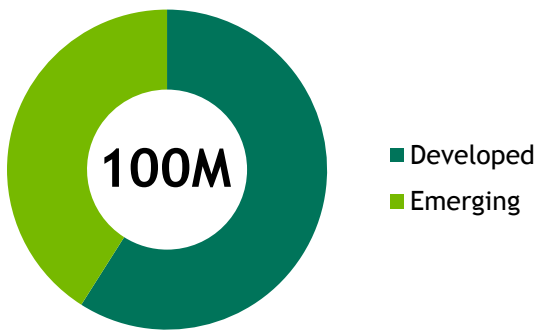
GAMING REVENUE



5 YR CAGR

REV	21%
ASP	11%
UNITS	9%

GLOBAL FOOTPRINT



#1

GPU on Steam - *Valve*
GPU in iCafe - *Shunwang*
GPU in Pro Esports - *ESL*
GPU in VR - *Oculus Ref Systems*

2015 Mercury Research / Desktop, NVIDIA

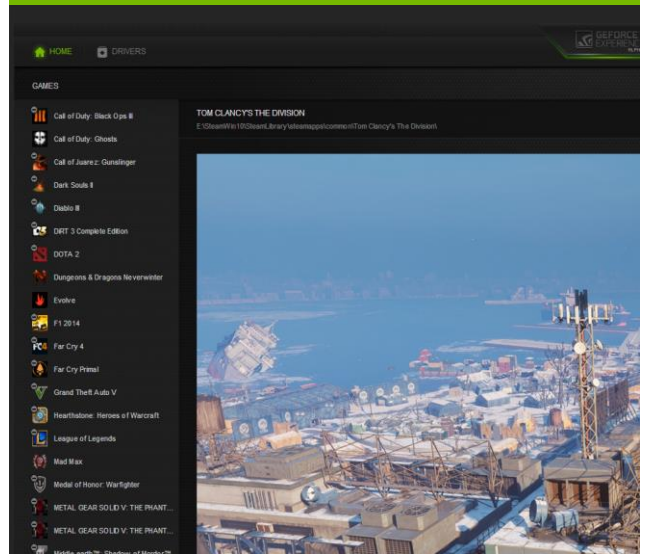
GEFORCE GAMING PLATFORM

GAMEWORKS

unity

lumberyard beta

GEFORCE EXPERIENCE



GEFORCE GTX

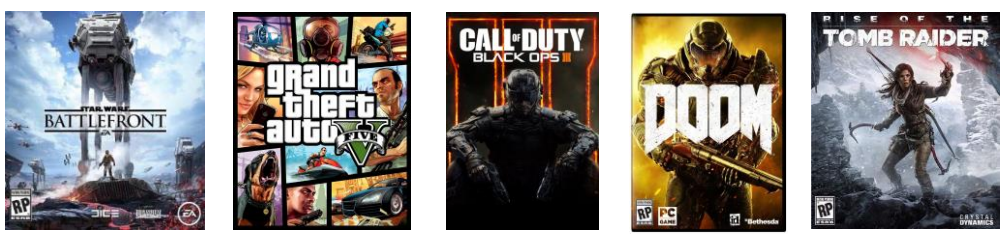
PRODUCTION VALUE OF CONTENT INCREASING

CONSOLE PERF IS NEW BASELINE

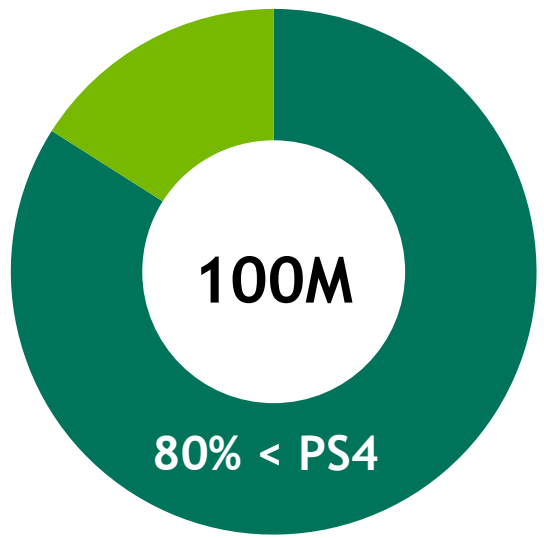
PS4 / XBOX ONE @ 1080P 60FPS = $199 GEFORCE GTX 960

DEVELOPER RECOMMENDED GPU

GEFORCE GTX 960+



GEFORCE BASE READY TO UPGRADE

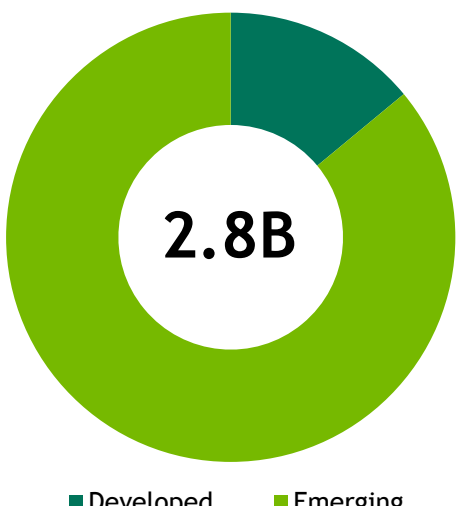


*Source: IDC, UN, NVIDIA, CD Project, Square Enix, Bethesda, Rock**

GROWING OPPORTUNITY

EMERGING MARKET OPPORTUNITY

18-40 Yr POPULATION



	Broadband Growth	GEFORCE Units CAGR	GEFORCE ASP CAGR	GEFORCE % of Pop
Developed	5%	5%	10%	20%
Emerging	17%	11%	15%	2%

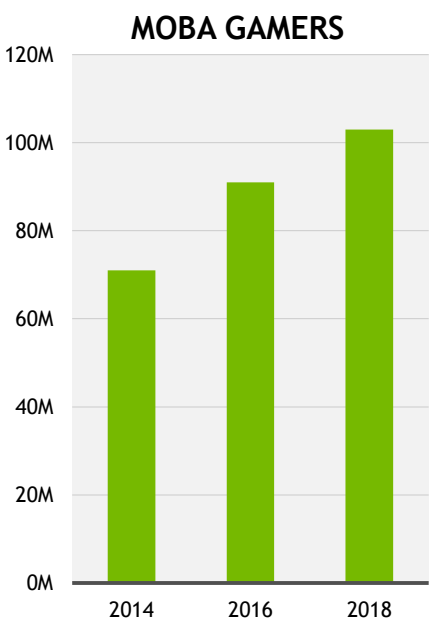
GEFORCE 4Yr CAGR

70% of IB ON OLDER GPUs

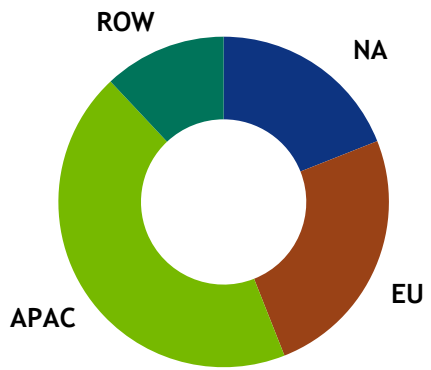
Source: IDC, UN, NVIDIA, NewZoo 2015, Growth in CAGR

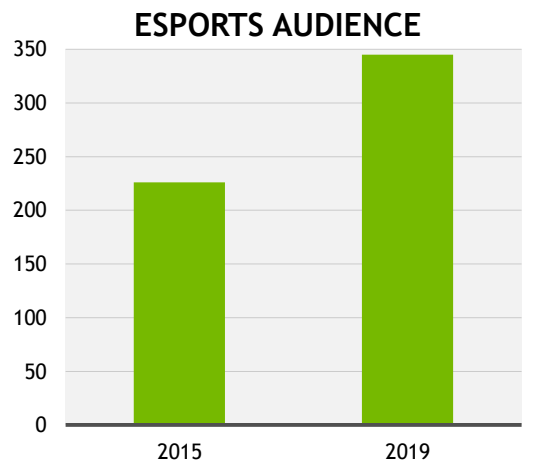
ESPORTS: NEW GENERATION OF GAMERS

ESPORTS INSPIRING NEW GAMERS



ENGAGED ESPORTS AUDIENCE





twitch

ニコニコ動画 NICO NICO DOUGA

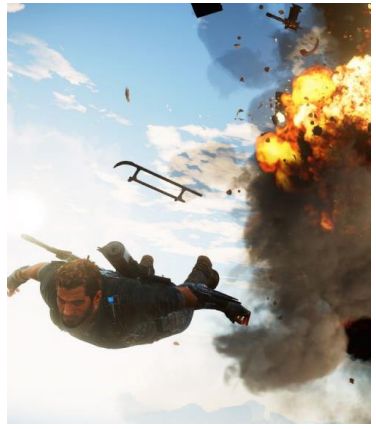
虎牙直播 huya.com

Source: DFC, NVIDIA, NewZoo 2015

GAMER CREATED CONTENT

GAME MODS

VIDEO



PHOTOGRAPHY

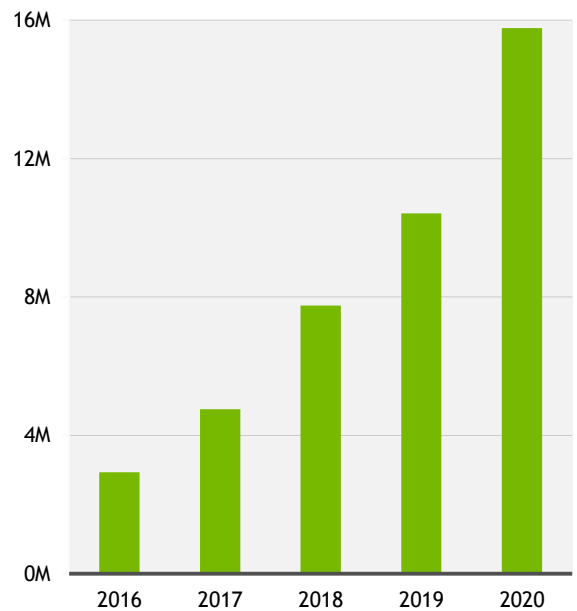
Source: NEXUSMods

VR: ALL NEW EXPERIENCES

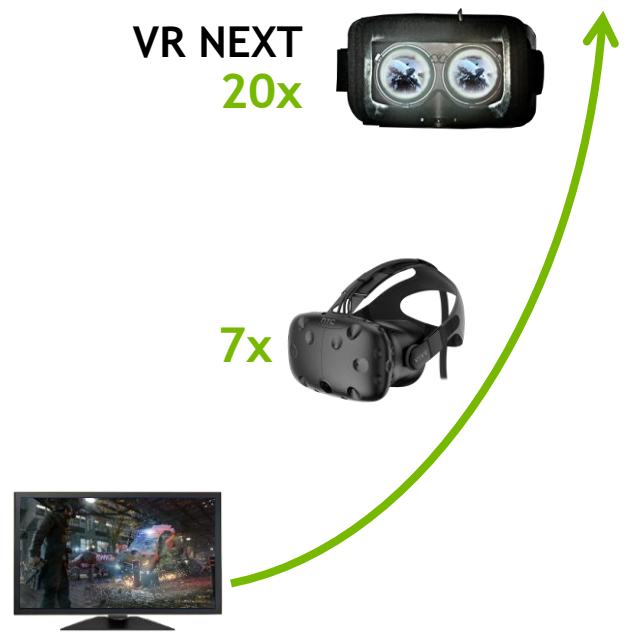
MANY USE CASES

GAMING
PROFESSIONAL
ENTERTAINMENT

VR OPPORTUNITY



GPU INTENSIVE



Source: BI Intelligence, NVIDIA

INVESTOR DAY 2016
NVIDIA
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#GTC16