



MEDIA ALERT

NVIDIA to Showcase the Latest in Computer Graphics at SIGGRAPH 2011

SANTA CLARA, Calif. — July 21, 2011— NVIDIA, the company that awakened the industry to the power of computer graphics when it invented the graphics processing unit (GPU) in 1999, will be at [SIGGRAPH](#), being held this year from August 7th through 11th in Vancouver, BC, Canada. Visitors to the NVIDIA booth (#453) will see how the latest capabilities of NVIDIA's industry leading graphics solutions are powering a range of new applications that empower engineers, designers and digital content creation professionals to reach their maximum potential. Industry leaders such as Autodesk, Adobe, and Dassault Systemes will be on hand to highlight new tools and techniques that take advantage of [NVIDIA professional graphics solutions](#), which are designed to transform critical production workflows. In addition, NVIDIA will be sponsoring and hosting an array of technology talks, panels, contests, and presentations to provide students, researchers, and industry professionals with many opportunities to interact and discuss state-of-the-art visualization and rendering techniques with industry thought leaders.

Autodesk Student Experience, sponsored by NVIDIA

On Sunday, August 7th at the Vancouver Marriott Pinnacle Downtown Hotel, Autodesk, with the support of NVIDIA, will host an exclusive event for students, the Autodesk Student Experience, from 9:00 a.m. to 5:00 p.m. PDT, with a reception to follow. The Autodesk Student Experience is a series of targeted workshops and presentations designed to improve student skill sets through use of Autodesk 3D animation tools, including Autodesk Maya, Autodesk 3ds Max and Autodesk Softimage software, which will be running on workstations equipped with the latest NVIDIA Quadro professional graphics solutions.

NVIDIA "Tech Talks"

On Monday, August 8th, from 9:00 a.m. to 5:30 p.m. PDT in the West Building, Room 220, NVIDIA will host seven interactive "Tech Talks" that will explore the impact of GPUs on state-of-the-art CG and interactive design, including panel discussions and technical 'deep dives,' covering everything from advanced ray tracing, photorealistic rendering and simulation to tessellation.

Highlighting the NVIDIA "Tech Talks" will be an expert panel discussion from 1:45 to 3:00 p.m. PDT, "*VFX Trendspotting: Unlocking GPU Performance*," where attendees will be able to tap into the some of the most brilliant minds in visual effects R&D and learn how the GPU is being leveraged to enable dramatic performance gains in rendering, lighting, fluid and particle simulations. Attendees will learn more about how to integrate GPU acceleration into their VFX production pipelines.

"As usual, NVIDIA will be at SIGGRAPH to showcase the latest research and innovation in computer graphics," said Jeff Brown, general manager, Professional Solutions Group, NVIDIA. "We and our many hardware and application partners look forward to providing an incredibly rich, powerful, interactive and compelling experience for show attendees."

NVIDIA Innovation Theater

The NVIDIA booth will feature the NVIDIA Innovation Theater, sponsored by HP, with technology and product demonstrations held on all three days of the SIGGRAPH exhibition (8/9, 8/10, and 8/11), highlighting the latest work from NVIDIA partners and customers such as Adobe, Dassault Systemes, Digital Domain, Geomerics, LookFX and Viewpartners, with demonstrations running on the half-hour throughout [show exhibit hours](#). NVIDIA Technology Theater presentations will also be streamed live on the NVIDIA Facebook page, <http://www.facebook.com/NVIDIA>.

NVIDIA Sketch Match

NVIDIA will again host its popular Sketch Match competition, sponsored by Dell, inviting SIGGRAPH attendees to show off their creativity. Contestants race the clock to compete against fellow illustrators, animators and designers for great prizes, including [NVIDIA® Quadro® 4000 professional graphics solutions](#) courtesy of PNY, and software provided by Adobe, Autodesk, and Luxology. The competition will run all three days of the SIGGRAPH exhibition in booth #603.

NVArt Competition

NVIDIA and the CGSociety, a division of Ballistic Media, are again hosting the popular NVArt competition. This year's theme is '[NVArt 6: Moving Innovation](#).' NVArt is a worldwide digital art contest for artists to explore the future of electronic device design, with over \$34,000 in prizes being awarded, [including several Quadro 6000 professional graphics cards](#). Since its inception in 2008, NVArt has inspired artists to create some of the most imaginative and stunning work the world has seen. Winners will be announced at SIGGRAPH.

New Lenovo ThinkPad Tablet For Business

NVIDIA will also be demonstrating and giving away three [new, just-announced ThinkPad Tablets from Lenovo](#) in the NVIDIA booth during SIGGRAPH. Designed as a companion computing device for professionals on the go, the ThinkPad Tablet features the [NVIDIA Tegra™ 2 dual-core mobile CPU](#), and includes a precise pressure pen, a full-size USB port, full-size SD card slot, and mini-HDMI for connecting to external projectors and displays, as well as an optional ThinkPad quality keyboard folio carrying case with optical trackpoint.

For more information on NVIDIA activities at SIGGRAPH 2011, please visit: <http://www.nvidia.com/object/siggraph-2011.html>.

Follow NVIDIA Quadro on [YouTube](#) and Twitter: [@NVIDIAQuadro](#).

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