



# GEFORCE NOW

THE **NEW** WAY TO GAME

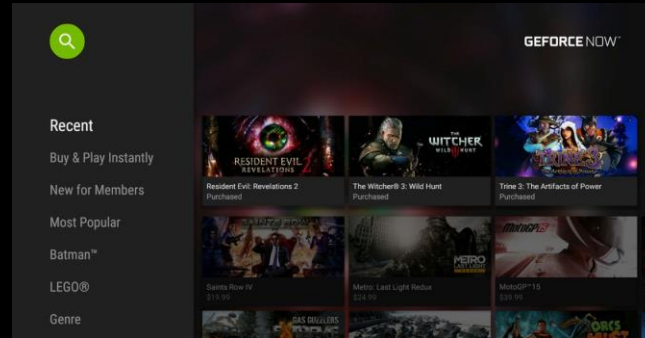
Phil Eisler | GDC 2017

# GEFORCE NOW

## The New Way to Game



Instant



Easy



Ready

# 1 BILLION PC USERS NOT GAME READY

Including 100 Million Macs



# GEFORCE NOW SERVICES

Expanding to Mac & PC



## GeForce NOW on SHIELD

Game Pack | Game Store | Ubisoft Link

“Netflix for Games”

\$8/mo Unlimited

Launched 2015



## GeForce NOW on Mac & PC

Bring Your Own Games

“Rent a GeForce PC On Demand”

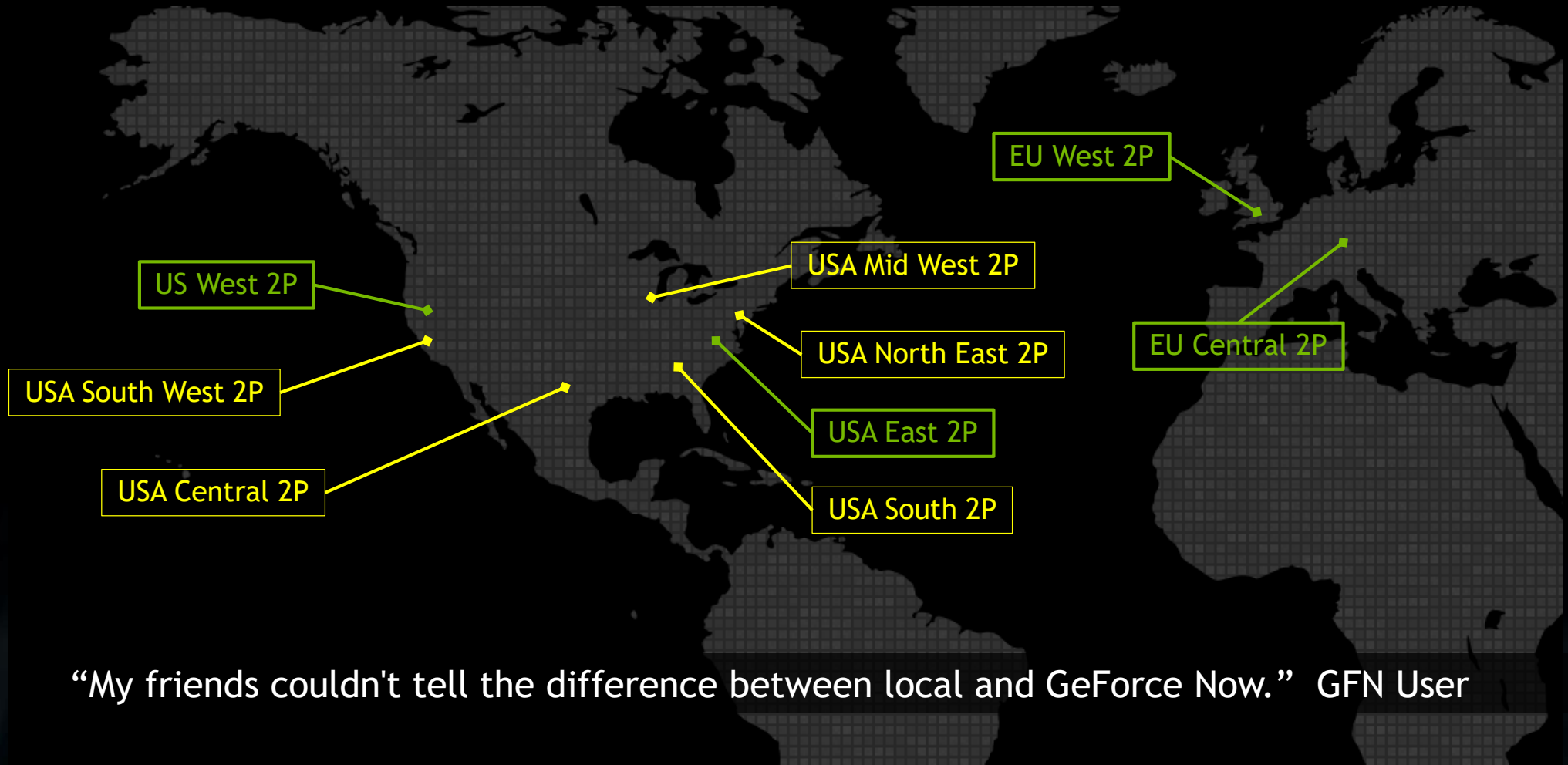
\$25 for Up to 20 Hours

Early Access Q2-17



# GFN LATENCY

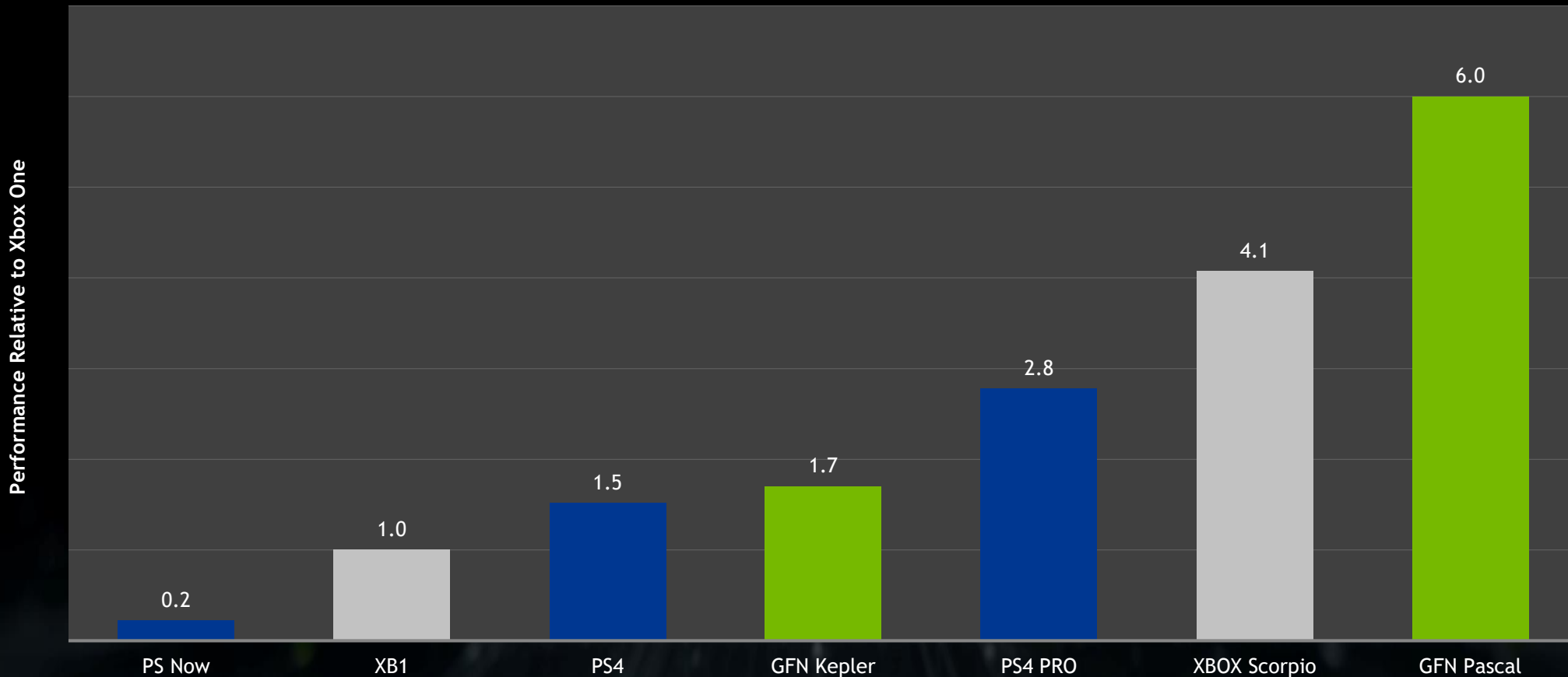
90% of US Broadband Homes Within 30ms



“My friends couldn't tell the difference between local and GeForce Now.” GFN User

# PASCAL PERFORMANCE UPGRADE

4x Performance Boost Included



# GEFORCE NOW FOR PC & MAC

Instant Upgrade to Game-Ready



GTX 1080 Supercomputer

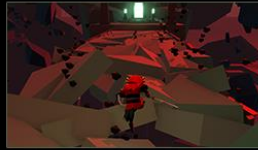
PASCAL GAMING PC IN THE CLOUD



STREAMED TO ANY MAC OR PC

# BRING YOUR OWN GAMES

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 NVIDIA.  
**GEFORCE NOW™**



# GFN EXPRESS INSTALL PROGRAM

Sign-Up To Enable Game Installs in Seconds!

## Old Way To Game

Wait Hours For Downloads

NETWORK USAGE  
9.5 MB/s CURRENT  
10.0 MB/s PEAK  
979.4 MB TOTAL  
11.2 MB/s DISK USAGE



**TOMB RAIDER**

DOWNLOADED 628.7 MB / 10.8 GB  
TIME INITIATED 3:32 PM  
TIME REMAINING 18 minutes 49 seconds

## New Way to Game

Express Install on GFN in Seconds

**TOMB RAIDER**



Play Now

**EXPRESS INSTALL DEMO**

# SIGN UP FOR EARLY ACCESS

GeForce NOW for PC & Mac | Starting Q2-17

<http://www.geforce.com/geforce-now>



# GEFORCE NOW FOR SHIELD

Netflix (and Amazon Video) for Games



GEFORCE GTX 1080 IN THE CLOUD



STREAMED TO SHIELD TV

# NEW UNIVERSAL GAME LAUNCHER

# One App with Hundreds of PC & Android Games





# ONLINE MULTIPLAYER GAMES

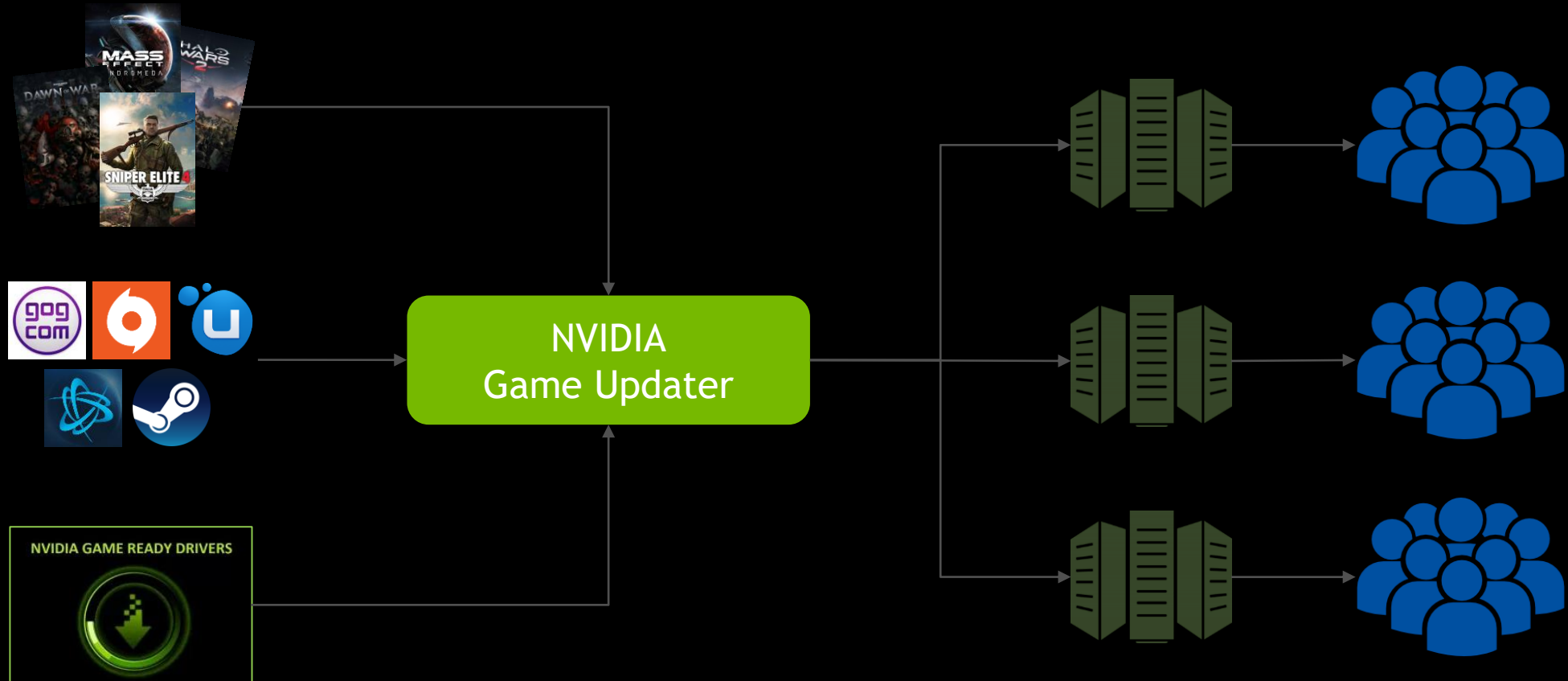
Now Supported with High-Speed Cloud-to-Cloud Links

|               |                             |       |              |
|---------------|-----------------------------|-------|--------------|
| IdM           | Friends                     | DRM   | Achievements |
| Leader boards | ONLINE<br>GAME<br>PLATFORMS |       | Rewards      |
| Match making  |                             |       | Text Chat    |
| Multi-Player  | Cloud Save                  | Stats | Voice Chat   |



# NVIDIA GAME UPDATER

Keeping Your Games, Drivers, and Platform Always Up to Date



# GEFORCE NOW LINK

Link, Match & Sync

SINGLE SIGN ON



MATCH



SYNC

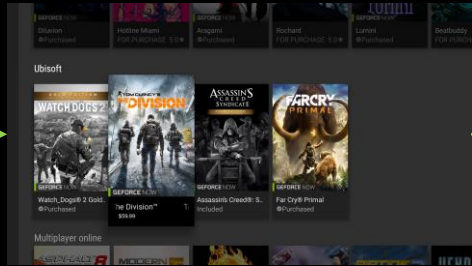


# GEFORCE NOW LINK TO UBISOFT

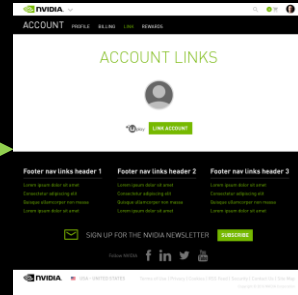




# HOW GEFORCE NOW LINKING WORKS



NVIDIA Games App



Start Account Linking

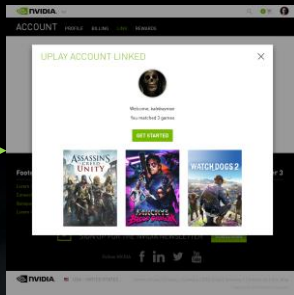


Login to NVIDIA

Login to Ubisoft



Congratulations  
You're Linked



Cloud Match  
Confirmation



User Launches Game



GFN Starts  
Uplay launcher



Play Game




Full Ubisoft in-game  
options



# DEVELOPER SUPPORT

## Developer.NVIDIA.com

- Learn more about GeForce NOW
- Understand program benefits
- Register for Developer Login Portal



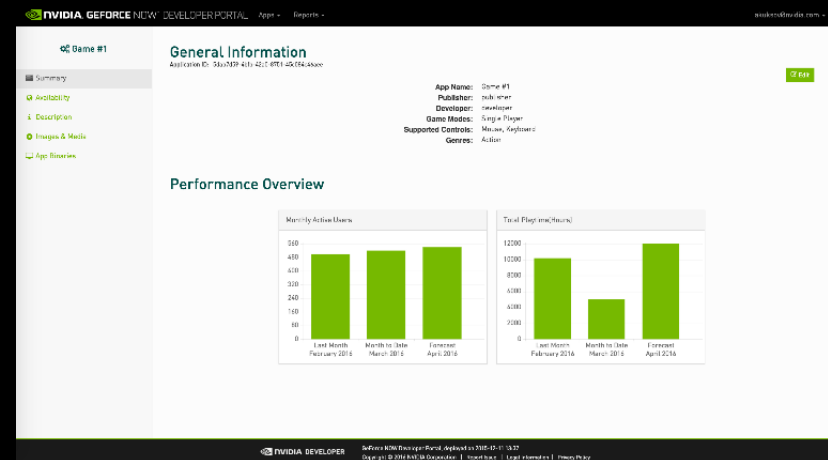
**Join the GeForce NOW Developer Program**

NVIDIA's GeForce NOW service expands the market for PC games by reaching a growing segment of gamers that prefer the convenience of streaming.

The GeForce NOW Developer Program provides an easy way for you to take advantage of this new market by instantly streaming your games with GeForce GTX 1080 performance directly into broadband-connected living rooms around the world.

## Developer Login Portal

- Upload game binaries for testing
- Manage game assets & description
- Publish game and view statistics



<https://developer.nvidia.com/geforce-now>

# PUBLISHER BENEFITS

## GeForce NOW for Mac/PC

- Join Express Install Program
- Sell through existing stores
- Connect with NVIDIA Auto Updater



## GeForce NOW for SHIELD

- Sell new games in the Game Store
- Monetize classic games in Game Pack
- Link platforms for better UX



