

Nero Adds NVIDIA® CUDA™ Acceleration

Nero Move it utilises NVIDIA CUDA Architecture to Accelerate Video Encoding Time, Decreases CPU Usage

CeBIT 2009, Hannover, Germany (March 3, 2009) -- Nero, creators of liquid media technology, today previewed the newest version of Nero Move it which now features support for the NVIDIA® CUDA™ architecture at the CeBIT trade fair. Available as a free update to current Nero Move it customers in April, this new feature includes impressive accelerated video encoding times and a decrease in CPU usage to enable users to enjoy even faster file transfer time. By using CUDA technology to tap the massively parallel processing power of NVIDIA Graphics Processing Units (GPUs) Nero Move it makes tasks such as customizing a HD video for an iPod, go from hours to minutes. Even more time will be saved when creating full HD video content in the H.264 video compression standard.

“Nero Move it is designed to allow consumers to effortlessly convert and share digital media content among a variety of popular entertainment devices. Shifting specific video processing tasks from the CPU to the GPU enables consumers to complete their content transfers in a fraction of the time,” said Michael Steele, General Manager of Visual Consumer Solutions at NVIDIA. “People now expect to interact with technology in a more natural and visually appealing way. Whether it’s with photos, video, or 3D graphics, the GPU is the perfect processor to enable the best experience.”

The standards-based Nero Move it technology allows even non-technical consumers to quickly and easily convert music, videos, and photos from one file format to another for use across a broad range of portable devices. Nero Move it is designed to move content between PCs, mobile phones and smartphones including the Apple® iPhone™ 3G, T-Mobile G1™, iPod® devices, digital cameras, camcorders, PlayStation® Portable devices (PSPs) and social networking web sites.

"Nero Move it empowers users to take control of their video, music and photo libraries. By utilizing NVIDIA CUDA technology, and the subsequent accelerated video encoding time, we have made it even easier and faster for consumers to freely move their content between their mobile devices," said Charly Lippoth, chief technology officer, Nero AG. "By leveraging our core technology expertise and platform neutral approach, Nero Move it users can transfer their content to hundreds of compatible devices and take their multimedia content with them wherever they go."

Nero Move it is currently available worldwide with a suggested retail price of €49.99 and via online download from the Nero online shop. The version of Nero Move it with support for NVIDIA CUDA will be available to consumers in April 2009. For further information on Nero Move it and other Nero products, please visit www.nero.com.

About NVIDIA

NVIDIA (Nasdaq: NVDA) is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the entertainment and consumer market with its GeForce graphics products, the professional design and visualization market with its Quadro graphics products, and the high-performance computing market with its Tesla™ computing solutions products. NVIDIA is headquartered in Santa Clara, Calif. and has offices throughout Asia, Europe, and the Americas. For more information, visit www.nvidia.co.uk.

About Nero

Nero, the creator of liquid media technology, enables liquid content creation and distribution anytime, anywhere, and on any device. The company provides consumers with the freedom to simply enjoy their music, photos, and videos, regardless of hardware or file format, by taking a unique platform neutral, standards-based approach to solution development. More than 300 million units of Nero's trusted software solutions are used in the home, on the go, and professionally. Nero also provides strategic partners with cutting-edge applications, codecs, tools, software development kits, and programming interfaces for use with a variety of the latest platforms and devices. Products are available globally through hardware manufacturers, international partners, retailers, and directly through the Nero Online Shop at www.nero.com. Headquartered in Karlsbad, Germany, Nero maintains regional offices in Karlsbad, Germany; Glendale, Calif., USA; Yokohama, Japan; and development centers in Karlsbad, Germany and Hangzhou, China.