DELL TEAMS WITH ONLIVE INC. FOR PIONEERING CLOUD-GAMING SERVICE

- OnLive has made a major deployment of custom-engineered Dell servers for the initial rollout of its new cloud-gaming service on June 17.
- It is one of the largest installations of GPU-powered servers to date.
- Dell Data Center Solutions designed servers to allow OnLive to quickly and efficiently scale with service and subscriber growth.

Dell today announced that it is working closely with OnLive Inc., a pioneer of on-demand, instant-play video games, to power the OnLive® Game Service, which launches on June 17 . Dell Data Center Solutions (DCS) has been helping OnLive for several years to custom-design servers tailored for the OnLive platform, allowing OnLive to quickly scale with the growth of its customer base, starting from what is already one of the largest GPU-powered server deployments to date .

"As a startup, it can be challenging to access the resources needed to produce and quickly scale computing infrastructure," said Steve Perlman, Founder and CEO of OnLive. "Dell has been an outstanding partner, working closely with our engineers to design servers to our exact specifications and business needs, incorporating patented and patent-pending OnLive technology. Dell has the expertise and mechanisms in place that enable us to quickly ramp up to a mass-market scale for the delivery of the hottest games instantly through the Internet to gamers anywhere on a PC, Mac®, TV and other devices."

In preparation for the launch of the OnLive Game Service at the 2010 E3 Expo, OnLive has been rapidly installing the customized Dell servers in its data centers. A DCS team worked directly with OnLive to design a unique, ultra-dense and power efficient infrastructure solution that would allow OnLive to scale quickly while driving down total cost of ownership. The resulting servers were designed around OnLive's proprietary hardware and software, and were engineered specifically to address the complex challenges of instant access to HD-quality video games and other high-performance applications over the Internet.

Using the DCS supply chain and fulfillment expertise, Dell delivers the servers rack-integrated and ready to be hooked up and powered up the same day they arrive at an OnLive data center. Dell will continue to work closely with OnLive on new infrastructure designs for future generations of the service.

"Customers in the hyperscale data center segment like OnLive demand a different approach to infrastructure design and delivery, one that is customized and collaborative, and focused on dramatically reduced total cost of ownership," said Forrest Norrod, vice president and general manager of server platforms, Dell. "Dell is proud to be working with a truly innovative company like OnLive to design and produce the infrastructure solutions that will help OnLive grow its business and bring this breakthrough service to gamers worldwide."

Dell Solutions for Cloud Gaming

The Dell Data Center Solutions (DCS) team has been custom-designing infrastructure solutions for the world's leading cloud service providers and hyperscale data center operators for the past three years. With a client roster including some of the most heavily trafficked Internet sites and several of the top global search engines, Dell has deep expertise about the specialized needs of organizations in HPC, Web 2.0, gaming, social networking, energy, SaaS, plus public and private cloud builders.

For organizations in the gaming industry looking for the efficiencies that DCS customers have achieved with customized hyperscale computing infrastructures, Dell recently introduced new Cloud Infrastructure Solutions and PowerEdge C servers.

Additional Information:
Dell Data Center Solutions
Dell PowerEdge C Series
Dell Unveils Open Solutions for the Virtual Era

About Dell
Dell (NASDAQ: DELL) listens to its customers and uses that insight to make technology simpler and create innovative solutions that deliver reliable, long-term value. Learn more at www.dell.com.

About OnLive
OnLive is a pioneer of on-demand, instant-play video game services, delivering real-time interactive experiences and rich media through the Internet. With groundbreaking, patent-pending video compression technology, OnLive harnesses cloud computing to provide the power and intelligence needed to instantly deliver the latest, premium game titles directly via a sleek, inexpensive MicroConsole™ TV adapter, or on PCs and Macs via a web browser. OnLive technology is backed by hundreds of patents and patents pending. The company is headquartered in Palo Alto, CA. OnLive investors include Warner Bros., Autodesk, Maverick Capital, AT&T, British Telecommunications (BT) and The Belgacom Group. More information is available at www.onlive.com.

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