

THE RISE OF THE MACHINES


GPU WARS AND REAL-TIME RENDERING

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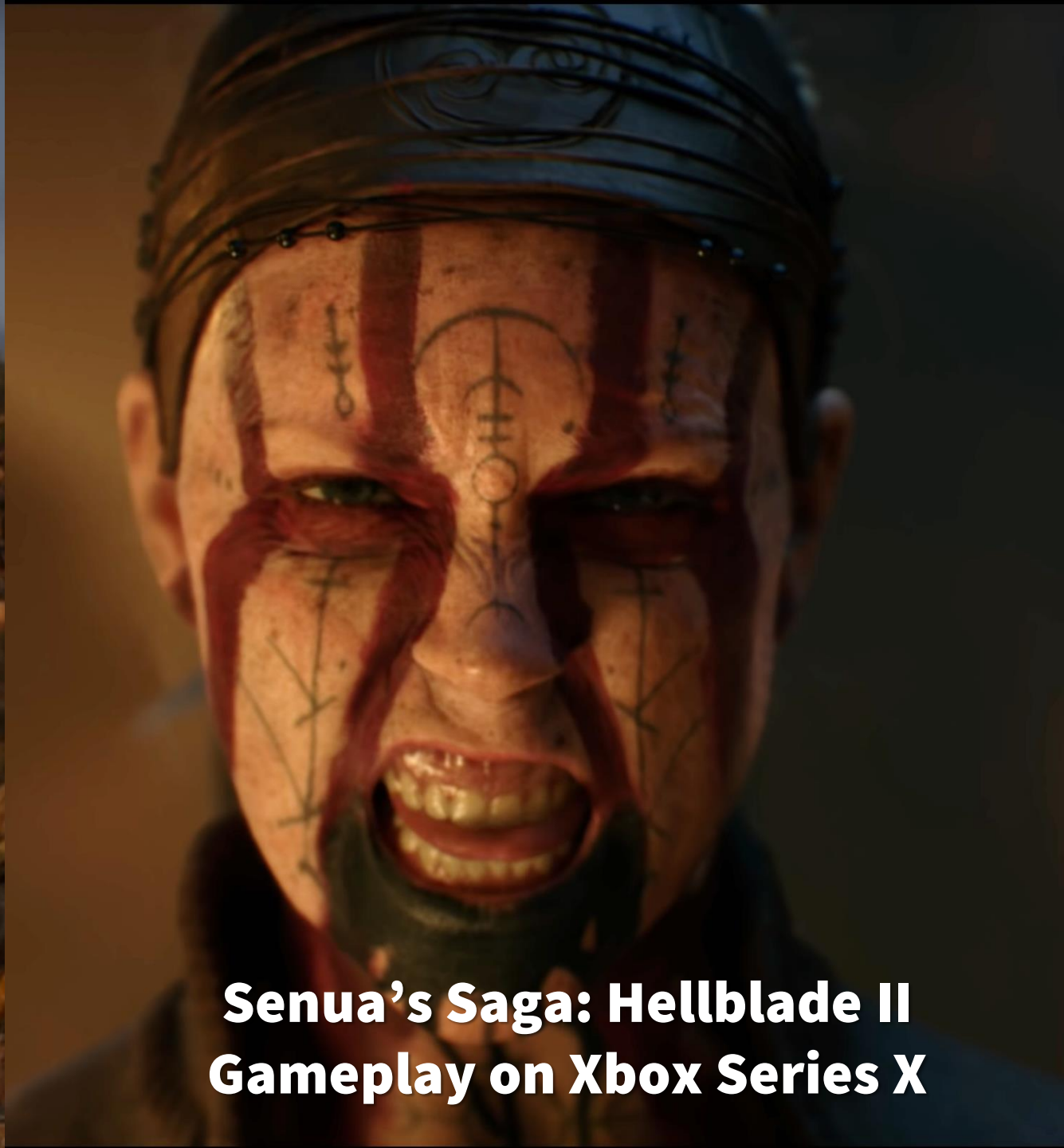
A person in a black jacket and pants stands on a stage, holding a VR controller. Behind them is a large screen displaying a virtual environment with a car and two large, reflective spheres. The word "QUADRO" is visible on the screen. The scene is dimly lit, with the screen being the primary light source.

**First Real-Time Ray-Tracing
Pro GPUs**

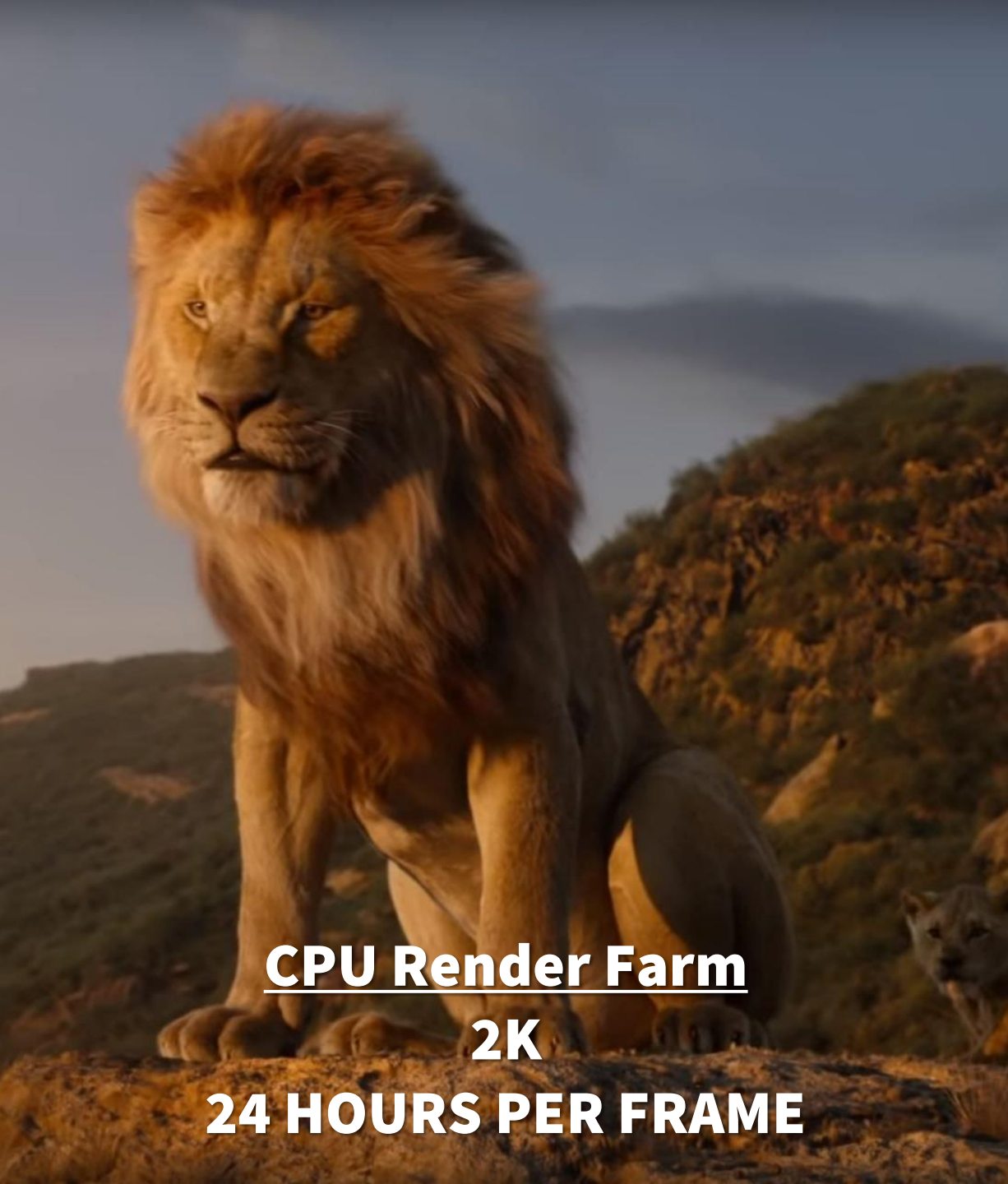
Why Raytracing?



**Disney's
The Lion King**



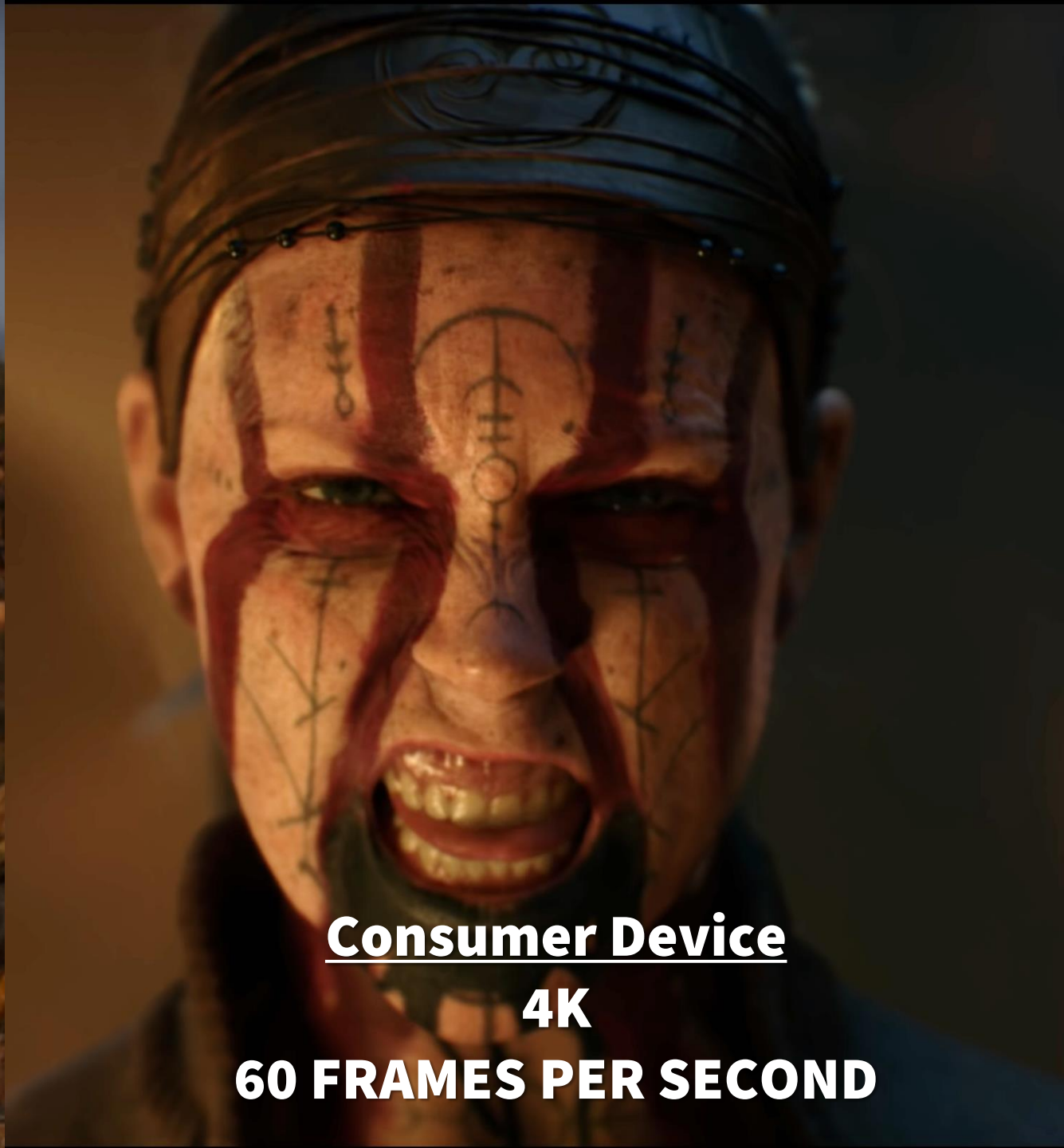
**Senua's Saga: Hellblade II
Gameplay on Xbox Series X**



CPU Render Farm

2K

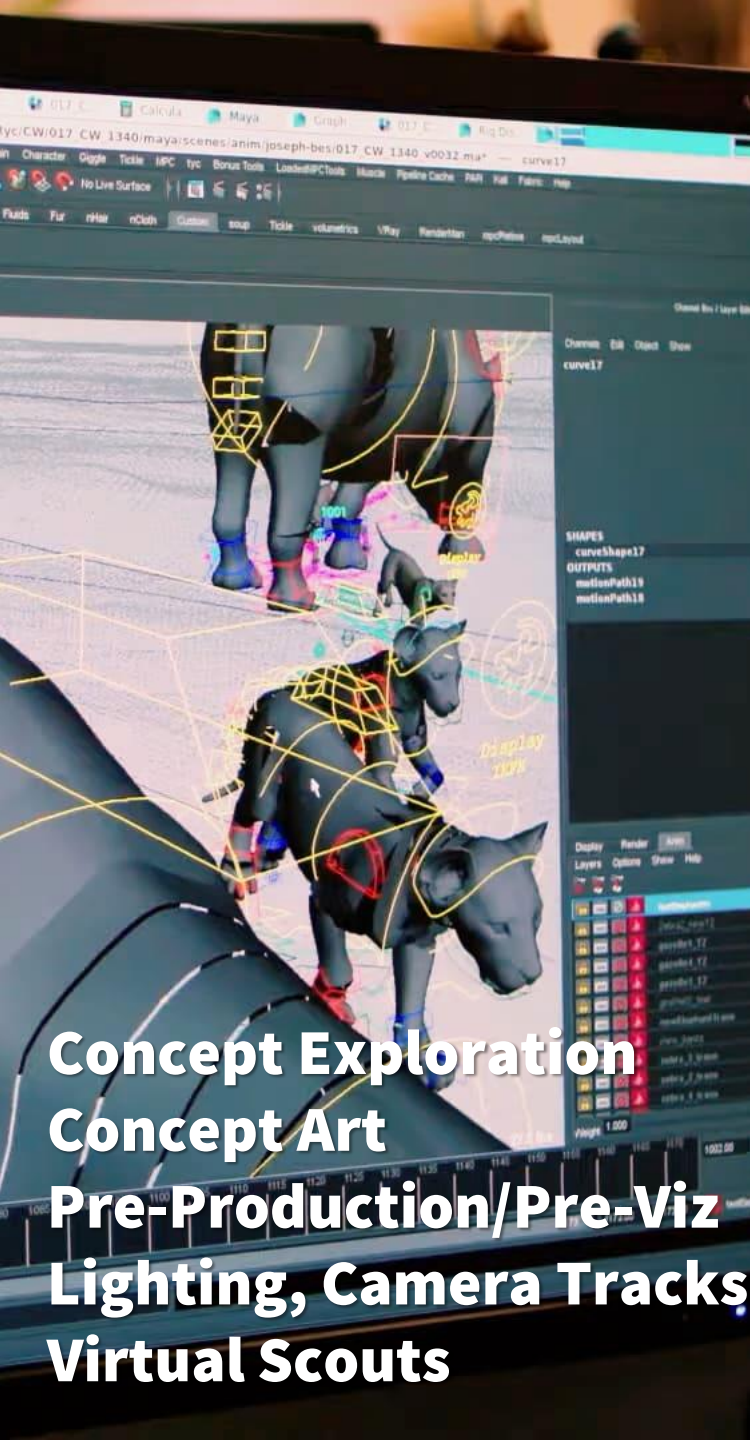
24 HOURS PER FRAME



Consumer Device

4K

60 FRAMES PER SECOND



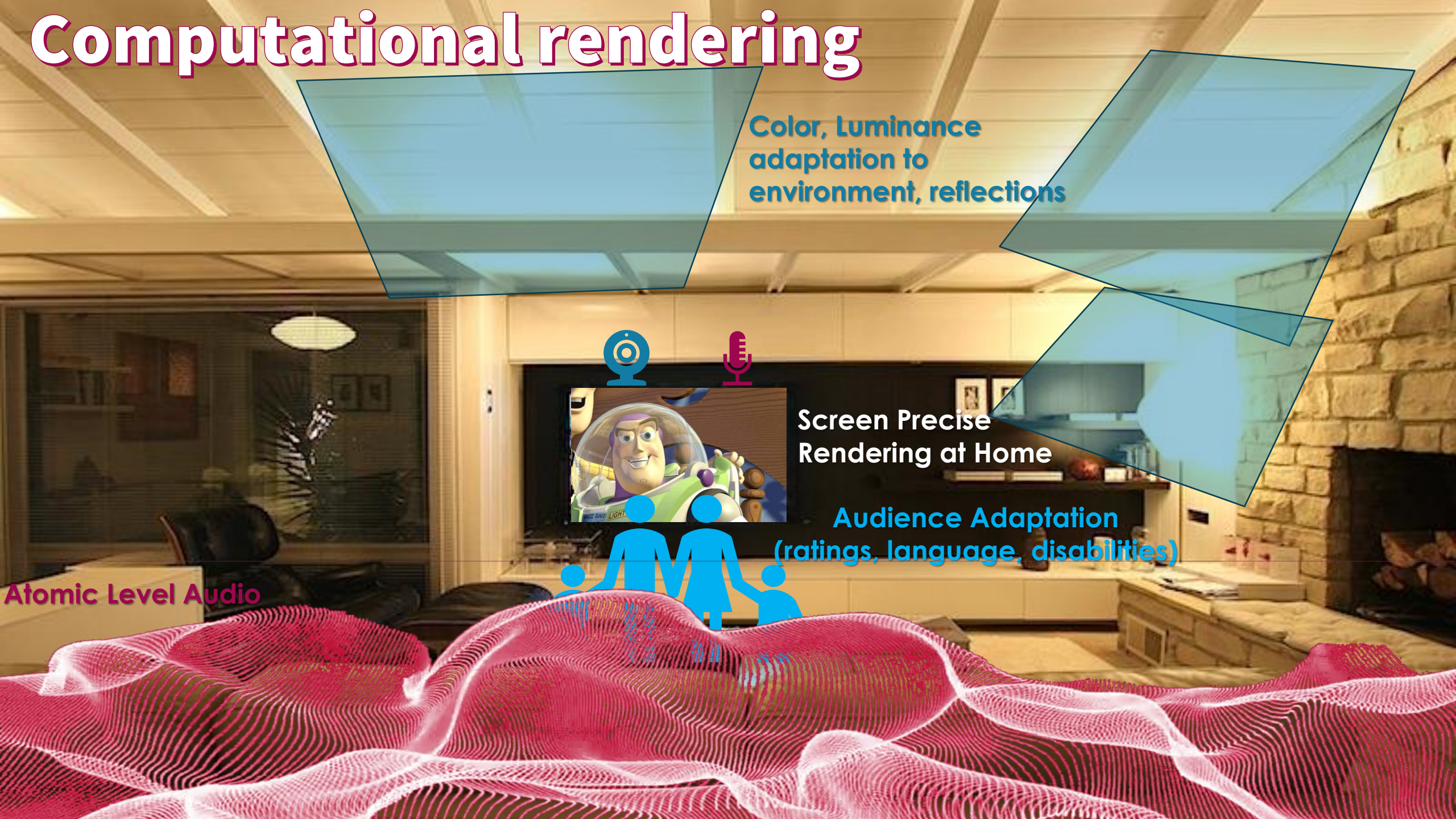
Computational rendering

Color, Luminance
adaptation to
environment, reflections

Screen Precise
Rendering at Home

Audience Adaptation
(ratings, language, disabilities)

Atomic Level Audio

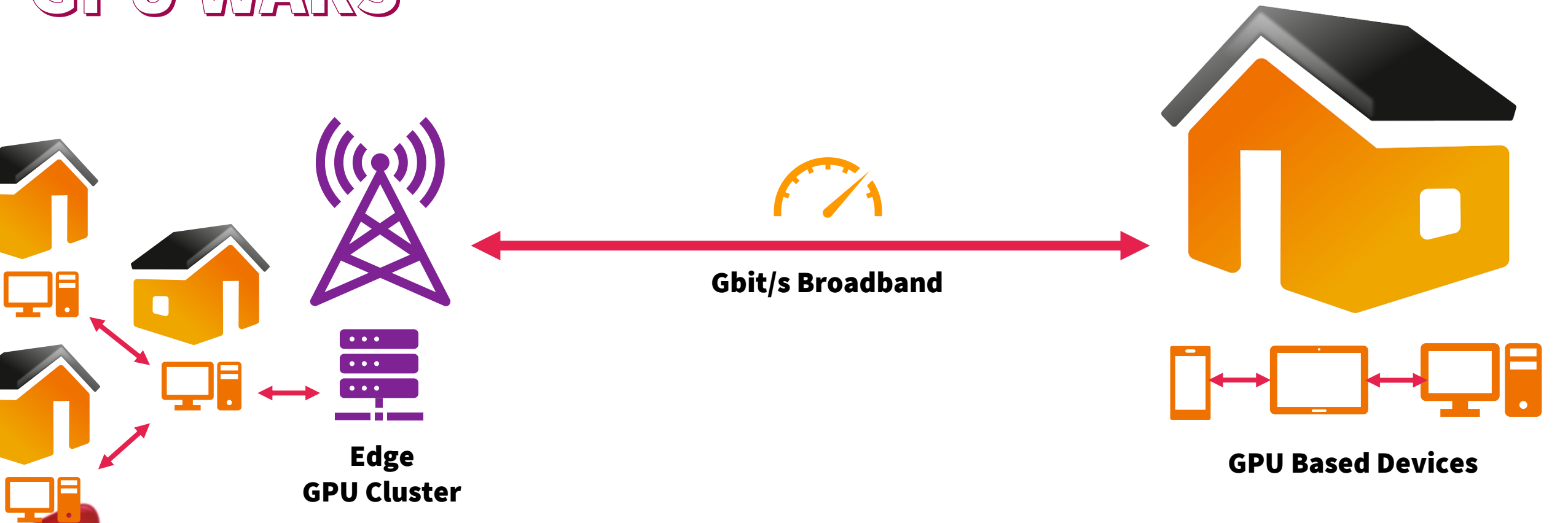


The future of entertainment?

- Rendered uniquely for every user
- Deeply immersive
- Social
- Filled with AI driven characters
- Best of a movie (narrative) but with free roam exploration (from gaming)



GPU WARS





The Answer is “Yes”...

What’s the question?

