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## **NVIDIA SPONSOR GAME ZONE AT GADGET SHOW LIVE**

### ***Heaven Media announce key sponsor for the event***

**27<sup>th</sup> March 2009 (Huntingdon, UK)** – Heaven Media are pleased to announce NVIDIA as a key sponsor for the Heaven Media's 700m<sup>2</sup> Game Zone, hosted at Gadget Show Live, taking place at Birmingham NEC 17th-19th April.

On top of the already announced £6,000 Alienware Area-51 Pro Challenge, a host of other activities will be taking place at Game Zone, including competitions, giveaways and demonstrations.

NVIDIA is the worldwide leader in graphics processing technology, with years of experience creating innovative and industry-changing products. NVIDIA is also the most popular brand of graphics card, according to surveys by games distributor Valve.

At the Heaven Media Game Zone, over 30,000 visitors will be able to try out NVIDIA's GeForce 3D Vision, a combination of high-tech wireless glasses and advanced software. Using this technology gamers can be immersed into full stereoscopic 3D for hundreds of different game titles.

"NVIDIA are the world wide leaders in graphics technology, and now they've managed to create a big hit with these revolutionary 3D glasses," said Adam Godfrey, Business Development for Heaven Media. "Every year in-game graphics improve, but with GeForce 3D Vision, NVIDIA have taken a quantum leap forward with gameplay, offering a truly mind-blowing experience."

"GeForce is synonymous with gamers for providing the best graphical experience in games. Now, with GeForce 3D Vision and PhysX, gamers are getting the most immersive, realistic experience available in their home," said Fiona Faulkner, NVIDIA's Director of Sales for Northern Europe.

### **About Gadget Show Live**

Gadget Show Live is set to be the UK's largest and most dynamic consumer electronics event, providing the perfect consumer launch venue for new technology. More details can be found at [www.gadgetshowlive.net](http://www.gadgetshowlive.net)

## **About Heaven Media Group**

Heaven Media Group is a publisher of leading websites for enthusiast PC hardware, gaming and eSports. Heaven Media's portfolio consists of some of the biggest names in the industry including Driverheaven.net, Gamingheaven.net, Cadred.org, QuadV.com and Crossfire.nu. Combined, Heaven Media presents one of the world's largest online communities based around PC and console gaming.

Over 1.6 million unique users and 20 million page views per month currently contribute to Heaven Media's success. More than a quarter of a million registered users contribute regularly to a collection of vibrant online communities. Heaven Media is one of the only publishers to cover all major eSport events live and regularly provides expertise to Sky and Eurosport.

## **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® products, the professional design and visualisation market with its Quadro® products, and the high-performance computing market with its Tesla™ products. NVIDIA is headquartered in Santa Clara, Calif. and has offices throughout Asia, Europe, and the Americas.

