



LoiLo inc ryu@loilo.tv

105/4489 Endo Fujisawa Kanagawa Japan

New Version of Super LoiLoScope Makes HD Video Editing Quick and Easy with NVIDIA CUDA-Enabled GPUs

Super LoiLoScope Editing Software Edits, Plays and Outputs Full HD Movies at Incredible Speed on NVIDIA GeForce GPUs

-April 8th, 2009- LoiLo Inc. (Kanagawa, Fujisawa City, CEO: Koji Sugiyama) have released *Super LoiLoScope MARS*, a new version of the company's easy to use video editing software that makes editing high definition (HD) movies accessible for the average consumer. By using the parallel processing power of NVIDIA® GeForce CUDA-enabled GPUs, *Super LoiLoScope MARS* creates movie files up to 10 times faster¹ than CPU powered encoders, dramatically lowering the cost of a PC powerful enough to edit high definition content.

"Most amateur videographers will attest that playing, editing and rendering HD movies on an average personal computer was a frustrating task that took an exorbitant amount of time," said Koji Sugiyama, CEO of LoiLo inc. "*Super LoiLoScope MARS* lets you edit full resolution HD movies quickly and output files for playback on various devices, and the web at incredible speed thanks to NVIDIA."

Super LoiLoScope MARS has an intuitive and easy to understand user interface that makes it ideal for aspiring movie makers of all ages to create movies, regardless of their technical knowledge. Despite its unassuming interface, *Super LoiLoScope MARS* is a powerful movie creation software package with a list of new features that includes:

- GPU accelerated H.264 encoding
- Movie output up to 10x faster with NVIDIA CUDA™ enabled GPUs
- Editing & playback of AVCHD HD movies at full HD resolution (1920x1080)
- Magnet output which enables output of multiple movies at once
- A simple new interface for saved projects
- Faster image editing
- A Search button for original files of thumbnails
- Support for 9 languages, including: Japanese, English, French, Spanish, German, Portuguese, Korean, Traditional Chinese, and simple Chinese.
- Support for MP4, iPod, PSP, AVCHD, mp4 for Blu-ray, and Youtube HD movie formats

The MARS version for *Super LoiLoScope* uses the NVIDIA CUDA™ computing engine found inside NVIDIA GPUs to encode, decode and playback high-quality, high definition movie files quickly.

"The beauty of *Super LoiLoScope MARS* is its speed and simplicity," said Michael Steele, general manager of Visual Consumer Solutions at NVIDIA. "Its innovative interface makes advanced video editing understandable for the masses, and LoiLo is yet another example of a mainstream consumer application tapping the

tremendous power of GPU computing.”

For more information on Super LoiloScope MARS or to download a free trial version, visit Loilo’s website at <http://loilo.tv>. Users who are already using LoiloScope will receive an automatic update to enable CUDA support.

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.com.

About Loilo Inc

We Loilo inc. have created a brand new movie editing software for the next generation.

The founding Sugiyama brothers, Koji, a brilliant graphic software developer, and Ryutaro, a computer graphic artist, have years of gaming industry experience at Sega, Namco Bandai. LoiloScope, an Ultra fast GPU-based video editing software with game like interface, developed by two ex-top Japanese game creators. Loilo Inc. won four prestigious awards in 2007 including the Microsoft Innovation Award for Best Commercial Business. Loilo Inc. is a privately held company located in Kanagawa, Japan.

Certain statements in this press release including, but not limited to, statements as to: the benefits, features, impact, and capabilities of NVIDIA GeForce GPUs and CUDA; are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: development of more efficient or faster technology; adoption of the CPU for parallel processing; design, manufacturing or software defects; the impact of technological development and competition; changes in consumer preferences and demands; customer adoption of different standards or our competitor’s products; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission including its Form 10-K for the fiscal period ended January 25, 2009. Copies of reports filed with the SEC are posted on our website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

Copyright© 2008 NVIDIA Corporation. All rights reserved. NVIDIA, the NVIDIA Logo, GeForce, Quadro, Telsa, and CUDA, are registered trademarks and/or trademarks of NVIDIA Corporation in the United States and other countries. All other company and/or product names may be trade names, trademarks and/or registered trademarks of the respective owners with which they are associated. Features, pricing, availability, and specifications are subject to change without notice.

Loilo, LoiloScope and Super LoiloScope Mars are trademarks of Loilo, Inc.

ⁱ Based on testing in Windows Vista on an Intel Core2Duo E8200@2,66GHz CPU (670 seconds) and comparing it to a NVIDIA GeForce GTX280 GPU (65 seconds) and transcoding a 60 sec AVCHD movie file to mp4 at 1920x1080.

<contact information>

Loilo Inc.
Ryutaro Sugiyama
ryu@loilo.tv
+81-50-7572-8089

NVIDIA
Brian Burke
bburke@nvidia.com
+1-512-401-4385
