

# AGEIA Joins Futuremark's 3DMark Benchmark Development Program

## Hardware accelerated physics pioneer endorses value of benchmarking via real-time 3D game content

**Saratoga, California - September 27th, 2006** - Futuremark Corporation, the leading provider of system performance-analysis software and services for PCs and handheld devices, and AGEIA™ Technologies, Inc., pioneers of hardware-accelerated physics for games, announced today that Mountain View, California based AGEIA has joined the 3DMark Benchmark Development Program.

Futuremark has created the 3DMark Benchmark Development Program (BDP) to build partnerships with leading PC and gaming industry stakeholders that have an interest in the development unbiased benchmark software that accurately measures the performance of next generation technology and hardware. Futuremark provides all its BDP Members with specifications and pre-production versions of its benchmarks and, in turn, evaluates the feedback provided by those members.

"Futuremark is pleased to welcome AGEIA to the 3DMark BDP. AGEIA brings a wealth of knowledge and experience in hardware acceleration of real-time physics to the BDP, and their advances in the marketplace offer great promise to the PC gaming environment" said Oliver Baltuch, Futuremark's VP of Sales and Marketing, North America. "AGEIA is fully committed to the development of fair and objective benchmarks and understands that as a result; consumers will get better performing hardware and software, and a more exciting gaming experience."

AGEIA develops hardware solutions that accelerate processor intensive advanced physics, enabling dynamic interaction in extremely complex immersive 3D games. Their flagship processor, the AGEIA PhysX, is the world's first dedicated hardware accelerator for advanced physics. AGEIA currently lists over sixty content partners that plan to support physics hardware acceleration in the next generation gaming platforms.

"Using hardware to accelerate compute-intensive advanced physics is our core business. Increasing the performance of specialized physics algorithms, typically requiring tremendous amounts of mathematical and logical calculations with massive memory bandwidth is important to us and our partners," Manju Hegde, CEO of AGEIA. "AGEIA recognizes that our participation in the specification and development of Futuremark's 3DMark will help us deliver the best performing physics acceleration solutions in the PC industry."

### **About Futuremark® Corporation**

Futuremark® Corporation is the leading provider of performance analysis software products for PCs and smartphones, and professional services including technology demos, performance analysis services and data research projects. Futuremark® is known around the world for its benchmark products, including the 3DMark® and PCMark® Series and SPMark™ (with more than 30 million copies distributed worldwide) and value-added services powered by a database of over 13 million real life benchmarking results from over 3 million registered users. Futuremark® maintains

offices in Saratoga, California and Helsinki, Finland. For more information, please visit <http://www.futuremark.com>

#### **About AGEIA™ Technologies, Inc.**

AGEIA™ Technologies, Inc., is the pioneer of hardware-accelerated physics for PC games and has developed the world's first dedicated physics processor, the AGEIA PhysX™ processor. The AGEIA PhysX processor powers massive and pervasive real-time interactive worlds that for the first time obey the laws of classical physics. AGEIA provides a world-class cross platform software development kit to simplify advanced physics programming for the PhysX processor, as well next-generation gaming consoles. AGEIA is changing the face of gaming by working with more than sixty leading developers and publishers to deliver the next generation of physically immersive entertainment. The company, headquartered in Mountain View, Calif., is privately-held. For more information visit <http://www.ageia.com>

© 2006 Futuremark® Corporation. 3DMark®, PCMark®, SPMark® and VGMark trademarks and logos, Futuremark character names and distinctive likenesses, are the exclusive property of Futuremark Corporation. AGEIA and PhysX are trademarks of AGEIA Technologies, Inc. All other trademarks are property of their respective companies.

#### **Futuremark Contact**

Futuremark Corporation  
Phone: +1-408-517-0910  
Mr. Oliver Baltuch  
Vice President of Sales and Marketing, North America  
Email: [ollie@futuremark.com](mailto:ollie@futuremark.com)

#### **AGEIA Contact**

AGEIA Technologies  
Phone: +1-650-210-3809  
Miss Marti Miernik  
PR Manager  
Email: [mmiernik@ageia.com](mailto:mmiernik@ageia.com)