



Stanford eCorner

Branding a Product

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Video URL: <http://ecorner.stanford.edu/videos/1117/Branding-a-Product>

With every product development, NVIDIA asks What is the purpose of this product and the soul of its existence? NVIDIA has been very successful developing distinctive brand names for their products that describe the soul of the product. These names have become widely recognized and have given the product a personality.



Transcript

This is our next-generation product. It's called GeForce Effects. With every single architecture, one of the things that we ask ourselves right off the bat is, "What is the purpose of this existence? What is the soul of this product?" I think now that's one of the things that we've done really terrifically in our company because most of our products have brand names. And most of these brand names are sought after and so worldwide recognized that we've really given our products, these semiconductor devices, a personality. The GeForce brand is, from my understanding, the second most popular technology brand in China, right behind Pentium. And so, I think the personality of our products really stand out as a result of us really searching for what is the soul of the product.