



# Stanford eCorner

## Where Do We Go From Here?

Jensen Huang, *NVIDIA*

January 29, 2003

Video URL: <http://ecorner.stanford.edu/videos/1118/Where-Do-We-Go-From-Here>

NVIDIA's goal is to light up every pixel in the world. LCD technology has made displays more prevalent. NVIDIA hopes to take advantage of this trend, and future trends, in display technology to drive as many pixels as they can.



### Transcript

Now, the question of where are we going to go from here, our goal is actually rather simple. We believe that, and maybe this is a way to think about it, when we first started the company about 10 years ago, the majority of us see pixels, see graphics from a CRT. All of the computers at NVIDIA were CRT-based. All of the computers in our demo room were CRT-based. CRT-based computing fundamentally is a challenge from a transportability perspective, it's a challenge from a miniaturization perspective and it's challenged from a cost perspective. It will never, ever be light. It will never be cheap. It will never be everywhere. And yet, all of a sudden, out of nowhere, LCD technology powered by semiconductor technology is now everywhere. The LCD technology and, of course, in the future other type of technology such as OLEDs will make displays more and more prevalent.

And our hope is that we'll drive as many of those pixels as we can. So, our goal as a company is to light every pixel in the world.