



# **NVIDIA<sup>®</sup> SHIELD<sup>™</sup> TV Pro | Home Media Server**

FINAL—12/20/16

**PN | UPC**

**Channel Line Listing**

**Positioning**

**Messaging**

**Tagline**

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**Line Listing**

**Legal Text**

## PN | UPC

945-12571-2500-010 / 812674020464

## Line Listing

NVIDIA® SHIELD™ TV Pro | Home Media Server

## Positioning

NVIDIA® SHIELD™ TV Pro powers the smoothest, fastest, highest-quality video and game streaming, with hands-free voice assistants to power your smart home.

## Messaging

**A KILLER VIEW** - Movies, TV shows and games look unbelievably good with best-in-class 4K HDR or high-definition 1080p, with thousands of apps including Netflix, Amazon Video, YouTube, HULU, HBO, ESPN, VUDU, Showtime, Pandora, Spotify, Sling TV, PlayStation Vue, Plex, Kodi, with more joining the line-up all the time.

**GAME YOUR WAY** - Expand your entertainment with the most advanced gaming of any streaming media player. Enjoy the smoothest streaming of hundreds of PC quality games with the next generation of GeForce NOW™. Play exclusive Android™ games or cast your PC game library from your GeForce® GTX-powered rig to your living room in up to 4K HDR with NVIDIA GameStream.

**THE WORLD AT YOUR COMMAND** - Just say what you want to see and let Google's revolutionary voice search technology find it within seconds. Get the most comprehensive search results of any streaming device with results from over 100 apps, including Netflix, YouTube, HULU, HBO, VUDU, and more.

**THE COMPLETE PACKAGE** - SHIELD TV Pro delivers the complete entertainment experience, shipping with the SHIELD remote and the newly redesigned SHIELD Controller. Enjoy voice search support, rumble feedback, 6-axis motion controls, and private listening, all in a sleek and stylish form factor. Game changer.

## (ADDITIONAL TOPIC SPECIFIC FEATURE POINTS)

**GEFORCE NOW™: THE NEW WAY TO GAME** - Instantly play on-demand PC games, supercharged Pascal GPUs in the cloud power gameplay 4X faster than “next-gen” game consoles. Multiplayer gaming, online leaderboards, login and play anywhere there’s a SHIELD. And the first month is free for a limited time.

**PC-TO-TV CASTING FOR GTX GAMERS** - Stream your library of PC games to your TV in up to 4K HDR with NVIDIA Gamestream. Game the way you want.

**CHROMECAST 4K ULTRA BUILT-IN** - SHIELD has integrated Chromecast built in. Share your valuable photos, fantasy football lineup, or that thing you just have to show your friends to the big screen from your Android or iOS phone!

## **THE POWER OF PLEX**

SHIELD TV Pro with its 500 GB internal storage gives you a powerful media server for streaming all your movies, TV shows, music, and photo collections to any device, anywhere. It's pre-loaded with Plex Media Server and accelerated by NVIDIA Tegra X1's hardware transcode, making it the perfect hub for your entertainment world.

## **Tagline**

THE STREAMER FOR GAMERS

## **Copy Blocks**

### **Short (~25 words)**

NVIDIA® SHIELD™ TV Pro powers the smoothest, fastest, highest-quality video and game streaming. Enjoy limitless entertainment, plus hands-free voice assistants to power your smart home.

### **Medium (~50 words)**

NVIDIA® SHIELD™ TV Pro is a streaming beast. The fastest, smoothest 4K HDR video offers limitless entertainment. Watch movies or shows, enjoy music or play thousands of games. Control every experience with your voice using Google's revolutionary search technology. It's everything you want in one game-changing device, 3X faster than competitors.

### **Long (~100 words)**

NVIDIA® SHIELD™ TV Pro is the streamer for gamers. The fastest, smoothest 4K HDR video offers limitless entertainment with all the essential apps, including Amazon Video, Netflix, YouTube, Spotify and more. A streaming beast, SHIELD is 3X faster than the closest competitor. Game on GeForce Now to stream hit PC games from the cloud, instantly. Or cast your games from a GTX rig to the comfort of your living room. Control every experience with your voice—even your home. Dim the lights, order an Uber, or change the temperature, just ask. SHIELD is everything you want in one game-changing device.

## **Sample Copy Draft**

NVIDIA® SHIELD™ TV Pro

## THE STREAMER FOR GAMERS

NVIDIA® SHIELD™ TV Pro powers the smoothest, fastest, highest-quality video and game streaming. Enjoy limitless entertainment, plus hands-free voice assistants to power your smart home.

**A KILLER VIEW** - Movies, TV shows and games in amazing 4K HDR, explore thousands of apps like Netflix, Amazon Video, YouTube, HBO, Showtime, Pandora, Spotify, Sling TV, PlayStation Vue, Kodi, and more.

**GAME YOUR WAY** - Stream of hundreds of AAA PC games with GeForce NOW™. Cast your PC games in 4K HDR from your GeForce® rig to the living room with GameStream. Exclusive Android games only on SHIELD.

**THE WORLD AT YOUR COMMAND** - Just say what you want and let Google's voice search find it in seconds. Get search results from over 100 apps, including Netflix, YouTube, HULU, HBO, and more.

**THE COMPLETE PACKAGE** - SHIELD TV includes the remote and redesigned SHIELD controller with voice search, rumble feedback, 6-axis motion control, and private listening, in a stylish new form factor.

**GEFORCE NOW™: THE NEW WAY TO GAME** - Instantly play on-demand PC games, supercharged Pascal GPUs in the cloud power gameplay 4X faster than “next-gen” consoles. Multiplayer gaming, online leaderboards, login from anywhere, and free for the first month.

**PC-TO-TV CASTING FOR GTX GAMERS** - Stream your library of PC games to your TV in up to 4K HDR with NVIDIA Gamestream. Game the way you want.

**CHROMECAST 4K ULTRA BUILT-IN** - SHIELD has integrated Chromecast built in. Share your valuable photos, fantasy football lineup, or that thing you just have to show your friends to the big screen from

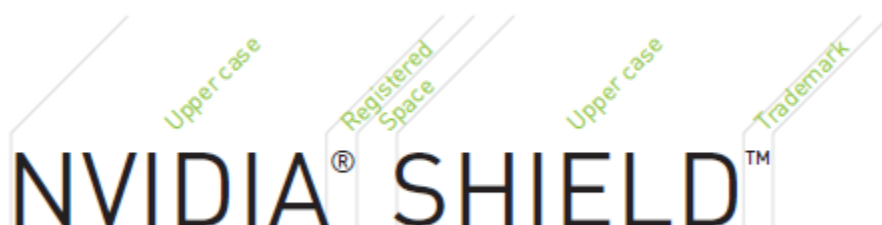
**THE POWER OF PLEX** - SHIELD TV Pro's 500GB internal storage and pre-loaded Plex app gives you a powerful media server for streaming movies, TV shows, music, and photos to any device, anywhere.

## Technical Specs (NVIDIA SHIELD TV Pro)

|                       |   |
|-----------------------|---|
|                       |   |
| <b>Processor</b>      | NVIDIA® Tegra® X1 processor with a 256-core GPU and 3 GB RAM  |
| <b>Video Features</b> | 4K HDR ready<br>Up to 4K HDR playback at 60 FPS (H.265/HEVC)<br>Up to 4K playback at 60 FPS (VP8, VP9, H.264, MPEG1/2)<br>Up to 1080p playback at 60 FPS (H.263, MJPEG, MPEG4, WMV9/VC1)<br><br>Format/Container support: Xvid/ |

|                          |   |
|--------------------------|---|
|                          | DivX/ASF/AVI/MKV/MOV/M2TS/MPEG-TS/MP4/WEB-M   |
| <b>Audio</b>             | <p>Dolby Atmos and DTS-X surround sound pass through over HDMI</p> <p>High-resolution audio playback up to 24-bit/192 kHz over HDMI and USB</p> <p>High-resolution audio up-sample to 24-bit/192 kHz over USB</p> <p>Audio support: AAC, AAC+, eAAC+, MP3, WAVE, AMR, OGG Vorbis, FLAC, PCM, WMA, WMA-Pro, WMA-Lossless, DD+/DTS (pass-through), Dolby Atmos and Dolby TrueHD (pass-through), DTS-X and DTS-HD (pass-through)</p> |
| <b>Storage</b>           | <p>500 GB (Note: portion of storage occupied by system software).</p> <p>Expandable with microSD card or USB 3.0 drive.</p>   |
| <b>Wireless</b>          | <p>802.11ac 2x2 MIMO 2.4 GHz and 5 GHz Wi-Fi</p> <p>Bluetooth 4.1/BLE</p> <p>Captive Portal support</p>   |
| <b>Interfaces</b>        | <p>Gigabit Ethernet</p> <p>HDMI 2.0b with HDCP 2.2 and CEC support</p> <p>Two USB 3.0 (Type A)</p> <p>Micro-USB 2.0</p> <p>MicroSD slot</p> <p>IR receiver (compatible with Logitech Harmony)</p>   |
| <b>Weight &amp; Size</b> | <p>23 oz / 654 g</p> <p>Height: 5.1 in / 130 mm</p> <p>Width: 8.3 in / 210 mm</p> <p>Depth: 1.0 in / 25 mm</p>  |
| <b>Operating System</b>  | Android 7.0 (Nougat) powered by Android TV™ and Google Cast™ (Chromecast built-in)  |
| <b>Software Updates</b>  | SHIELD software upgrades directly from NVIDIA   |
| <b>Power</b>             | 40 W power adapter (5-10 W typical consumption)   |
| <b>Gaming Features</b>   | <p>NVIDIA GeForce NOW™ game streaming service</p> <p>NVIDIA GameStream™</p> <p>NVIDIA Share</p>   |

|                             |  |
|-----------------------------|--|
| <b>Included Accessories</b> | SHIELD Controller <ul style="list-style-type: none"> <li>- Mic for voice search</li> <li>- Hands-free voice support</li> <li>- Headset jack for private listening</li> <li>- Dual vibration feedback</li> <li>- IR blaster for TV volume &amp; power control</li> <li>- 50+ hour gaming battery life</li> </ul> SHIELD Remote <ul style="list-style-type: none"> <li>- Mic for voice search</li> </ul> |
| <b>Included Apps</b>        | NVIDIA Games<br>Netflix<br>Amazon Video<br>YouTube<br>Google Play Store<br>Google Play Movies & TV<br>Google Play Music<br>VUDU<br>PLEX<br>Photos and Videos   |



Always precede SHIELD™ with NVIDIA® on first use. Use ® (registered trademark) for NVIDIA and ™ (trademark) for SHIELD on first use.

The product name NVIDIA SHIELD should always appear in all caps.

## PRONOUNCE

[en-VID-eeyah] [SHēld]

## Legal Text:

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