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Optimus Artwork
Nvidia

[NVIDIA Optimus to Choose the Most Efficient GPU to Work for You](#)

Smoother user experience

Most of savvy people know that NVIDIA has provided its hybrid graphics system that allows laptops users to choose between using [a built-in GPU when battery life is a priority and using the discrete graphics processor when more GPU power is a goal](#). If until now choosing that was done by the user, then within the recently debuted Optimus tech, that task is automatically done by the system, according to the current needs.

"Consumers no longer have to choose whether they want great graphics performance or sustained battery life," said Rene Haas, general manager of notebook products at NVIDIA. "NVIDIA Optimus gives them both - great performance, great battery life and it simply works."

The Optimus technology is definitely a breakthrough for notebook PCs, because it chooses for itself what graphics processor is best for running a certain application, and automatically routes the workload to either one of the company's discrete GPUs or to Intel integrated graphics, thus ensuring an optimum ratio between performance and battery life. Come to think about it, this is just like hybrid cars that can choose between the gas-powered and electric car engine on-the-fly using the most appropriate one, with the difference that NVIDIA Optimus technology does that for graphics processors.

"The genius of NVIDIA Optimus is in its simplicity," stated Dr. Jon Peddie, President of Jon Peddie Research, a pioneer of the graphics industry and a leading analyst. "One can surf the web and get great battery life and when one needs the extra horsepower for applications like Adobe Flash 10.1, [Optimus automatically switches to the more powerful NVIDIA GPU](#)."

Optimus instantly redirects the workload via the most efficient processor for the given task, thus extends the battery life by up to two times compared to similarly configured systems packing discrete graphics processors. I don't think there is any need for relevant examples with this, because everyone can relate to that; when playing videogames or watching videos, the NVIDIA discrete GPU will be used, whereas when just browsing the internet will lead to usage of the integrated graphics processor. Available very soon, the NVIDIA Optimus technology will first show up with the Asus UL50Vf, N61Jv, N71Jv, N82Jv, and U30Jc notebooks.

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