

The image features a close-up of a woman's face on the left side, with her eye and mouth visible. Overlaid on her face are white digital graphics, including concentric circles around her eye and a network of lines and dots across her cheek and chin. The background is a dark blue-grey with a faint, glowing network pattern of white lines and dots. The word 'arm' is written in white lowercase letters in the top left corner.

arm

# Arm and MediaTek: The Core of Mobile Gaming

Guru Ganesan  
President Arm India

30<sup>th</sup> July 2019



# 70%

of the world's population  
uses Arm technology



# From inception to now

**1990**

Founded in Cambridge, UK.



Designed into first  
mobile phones and  
then smartphones.

**1993  
onwards**

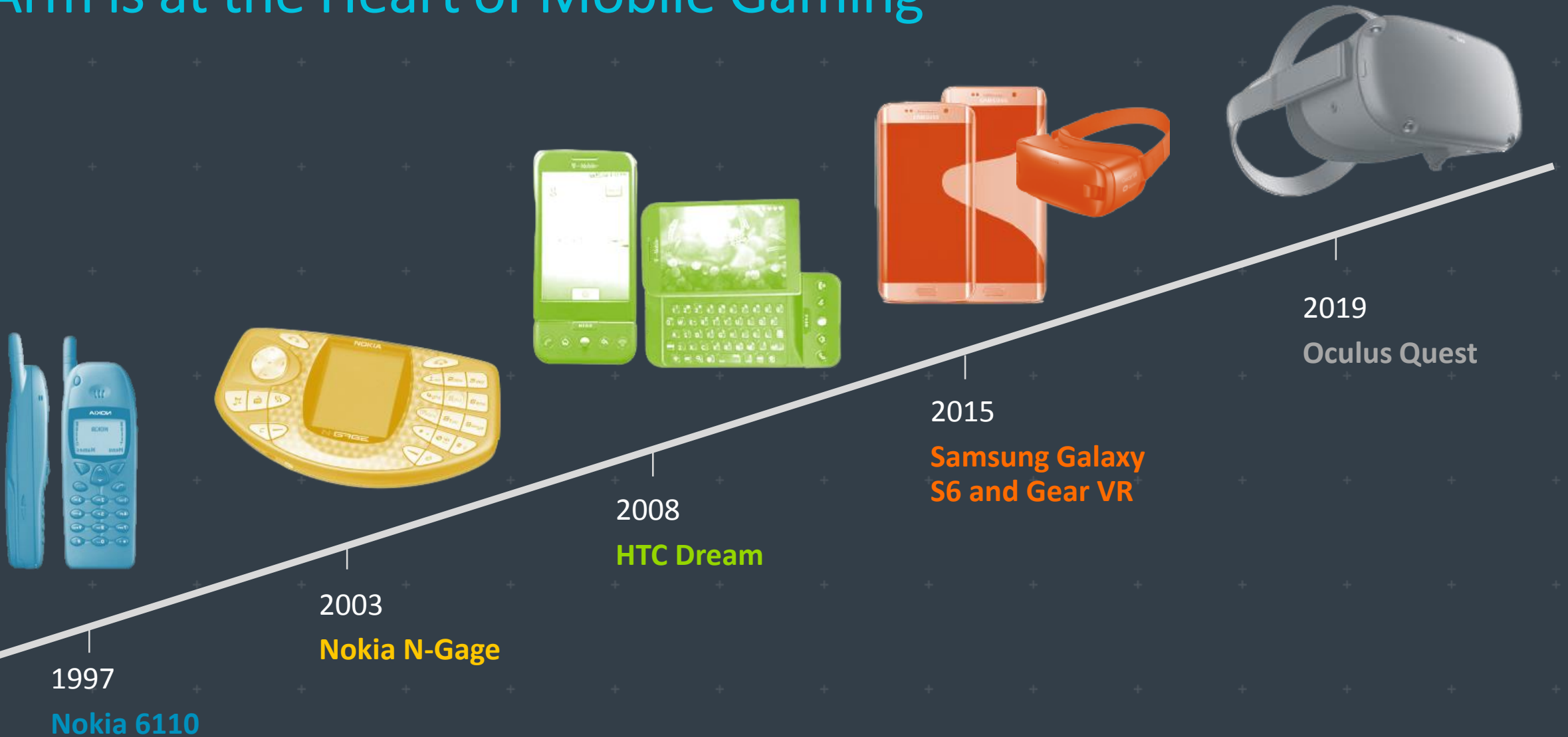


**Today**

Now all electronic  
devices can use  
intelligent Arm  
technology.



# Arm is at the Heart of Mobile Gaming





GAMING

Arm Mali GPUs: The world's #1 shipping graphics processor

AR



Over 1Bn

Mali GPUs shipped in 2018

MEDIATEK

2.5Bn

AI

VR

# Arm Mali-G76 GPU - Designed for the Gamer

High-performance gaming, cross-platform experiences

- High-end gaming on the go
- Improved efficiency delivers longer game play
- Machine learning, enabling more intuitive experiences

**Play even longer**



**Getting the most from your games**



**Smarter experiences**



**1.5x**

Performance for  
mobile gaming

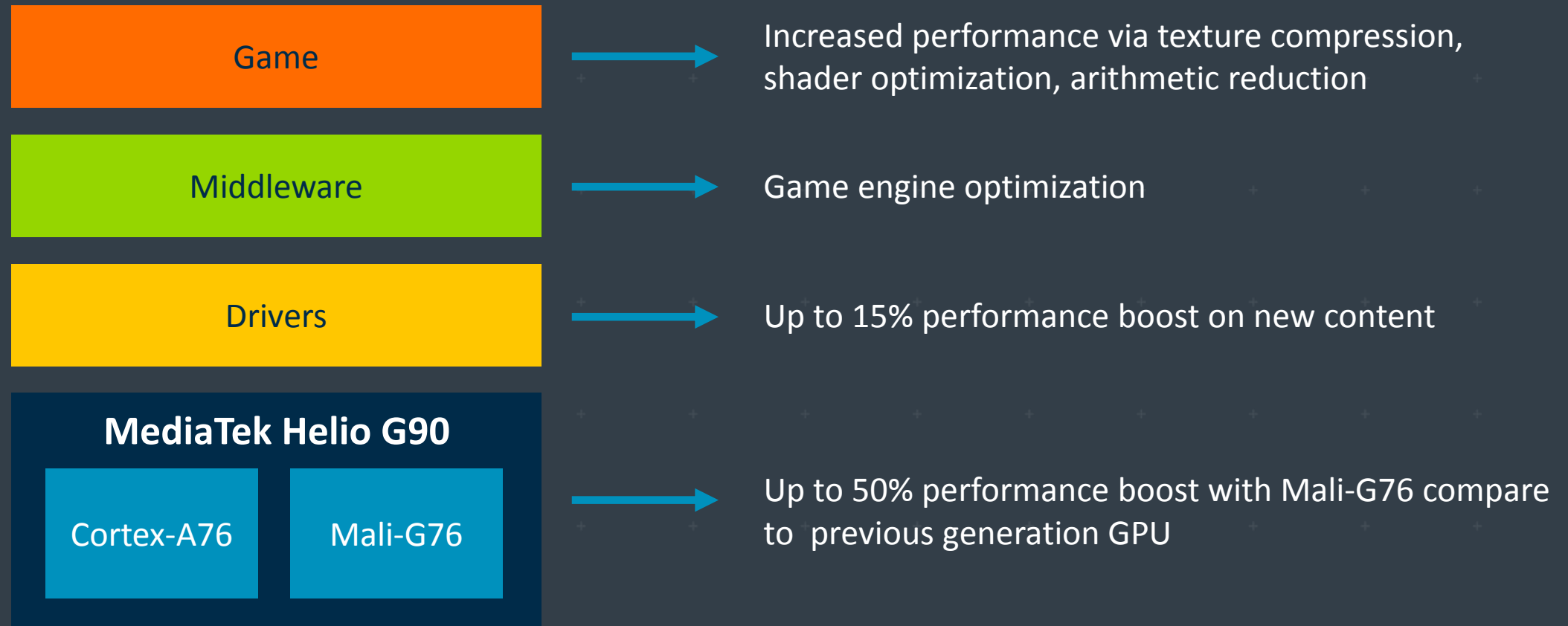


Compared to previous generation devices

# It Takes an Ecosystem to Deliver Great Gaming



# Achieving High Visual Fidelity and Longer Battery Life





# Helio G90 Mobile Gaming Performance Enhancements

**>30%**

**Performance  
Improvement**

**45%**

**Bandwidth  
saving via ASTC\***

**>10%**

**Driver and  
shader compiler  
improvements**

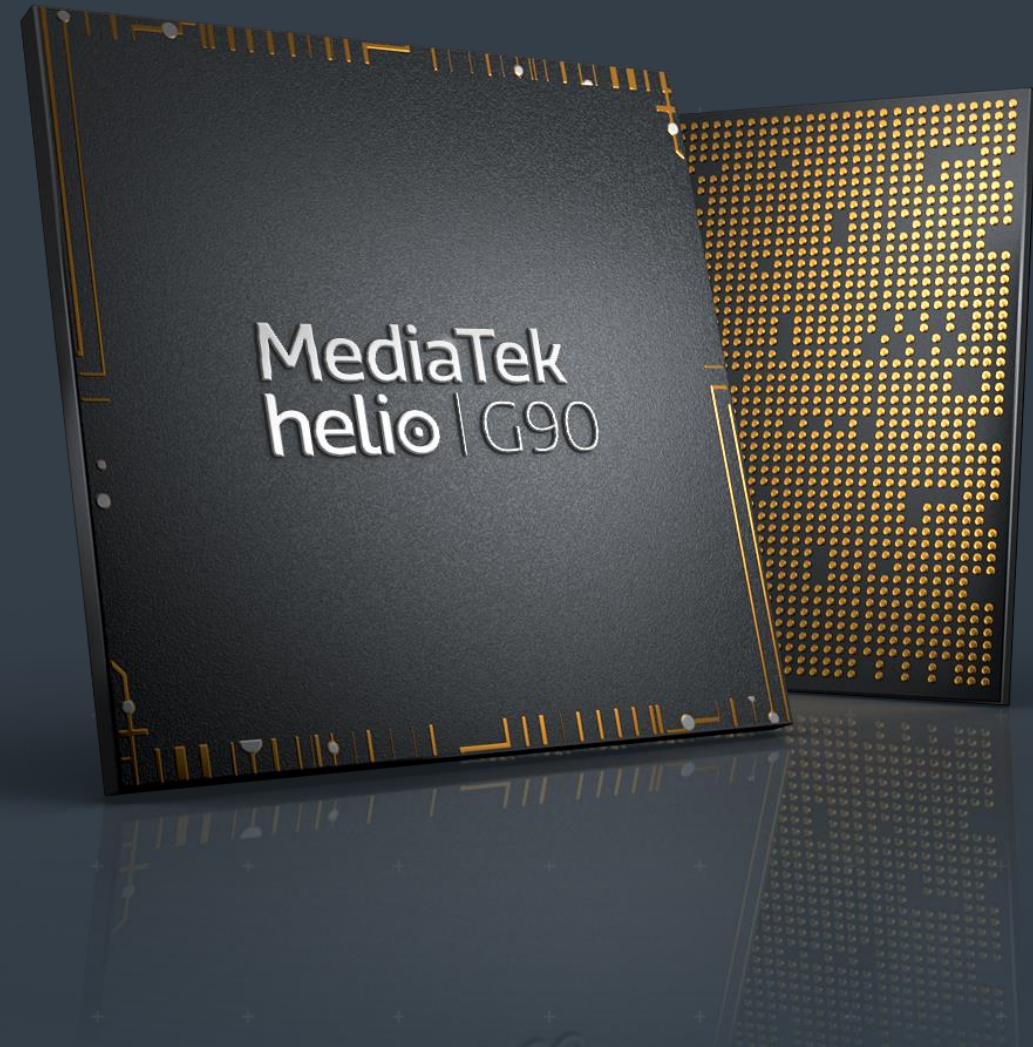
\*Adaptive Scalable Texture Compression

# Making Mobile Gaming Better for Everyone

**MEDIATEK**



**arm**



arm

Thank You

Danke

Merci

谢谢

ありがとう

Gracias

Kiitos

감사합니다

धन्यवाद

شكراً

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