

Nvidias graphics chips arent used just for games anymore Since the company made its chips programmable they are taking on functions that Intel microprocessors do And more than ever they are being used for Big Data number crunching and solving problems that previously had to be done by non graphics supercomputers

Jen Hsun Huang pictured chief executive of Nvidia said in a keynote speech at the companys GPU Tech conference that top enterprise and mobile app companies are using GPUs graphics processing units to handle Big Data analytics advance search and tasks like face recognition These applications are spread across the commercial and consumer spaces

Customers who are using Nvidia GPUs in servers made by computer makers include Shazam Salesforcecom and Cortextica They are using Nvidia Tesla GPUs for computing tasks beyond traditional graphics processing The problems at hand include audio search such as Shazams service that tells you what song youre listening to on the radio

GPUs enable us to handle our tremendous processing needs at a substantial cost savings delivering twice the performance per dollar compared to a CPUbased system said Jason Titus chief technology officer of Shazam Entertainment We are adding millions of video and foreign language audio tracks to our existing services and GPU accelerators give us a way to achieve scalable growth

Shazam can identify the acoustic fingerprint of songs from a 27 million track database and then serve answers to 300 million users People are doing 10 million song searches a day