# Nvidia sets sights on consumer CPU market with Project Digits



Nvidia is making significant strides towards entering the consumer CPU market, with plans potentially set to materialise by 2025. The recent unveiling of Project Digits at CES has drawn considerable attention, showcasing a personal AI supercomputer that is powered by Nvidia’s new GB10 Grace Blackwell Superchip. Priced at $3,000, Project Digits features a highly specialised configuration, aimed primarily at AI developers and incorporating a new 20-core desktop CPU co-developed with MediaTek.

During an investor presentation at the event, Nvidia CEO Jensen Huang hinted at the broader ambitions the company holds for the Arm-based CPU contained within the chip. “You know, obviously we have plans,” Huang stated, while also indicating that further details would be forthcoming at a later date. His comments have intensified speculation around Nvidia's future offerings in the CPU sphere.

Furthermore, Huang acknowledged MediaTek's role in this collaboration, stating that the company may pursue its own route in launching the CPU independently of Nvidia. “Now they could provide that to us, and they could keep that for themselves and serve the market. And so it was a great win-win,” he remarked, highlighting the mutually beneficial potential of the partnership.

Although Project Digits is not targeted at the mass market, as it is specifically designed for AI developers operating within a custom Linux environment, it signifies Nvidia's intent to capture a stake in the consumer CPU domain. Speculation regarding Nvidia's ambitions within this sector has circulated since October 2023, when it was reported that both Nvidia and rival AMD were in the developmental stages of Arm-based CPUs slated for a 2025 release.

At present, Qualcomm has established a commanding presence in the Arm-based CPU market for Windows PCs, particularly following the launch of its Snapdragon X Elite processors last year. These processors have demonstrated capabilities comparable to those of Apple's MacBooks, creating competitive challenges for traditional x86 system providers such as Intel and AMD. As Nvidia continues to forge ahead with its plans, the dynamics of the CPU market may be set to evolve further in the coming years.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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