

Project Digits is Nvidia's affordable AI supercomputer that rivals some data centers

Article

The news: Nvidia will soon make it possible for researchers, developers, and students to run powerful AI models locally with the **Project Digits** desktop AI PC, per [Ars Technica](#).

The \$3,000 AI desktop, unveiled at **CES 2025**, could upend the [AI PC market](#) by offering a cost-effective, energy-efficient alternative to cloud-based models when it becomes available in May.

AI diversifies beyond the cloud: Featuring the **GB10 Grace Blackwell Superchip**, Digits can handle models with up to 200 billion parameters, rivaling some data center capabilities.

- AI hardware developed by Nvidia could be more compelling than comparable options from PC manufacturers.
- It could be a boon to AI startups and educational institutions specializing in AI training.

The ability to run models with up to 200 billion parameters locally allows researchers to experiment with [state-of-the-art architectures](#), including large language models (LLMs) and image generators.

What this means for Nvidia: [2025 is Nvidia's expansion year](#). The company wants to power robots, autonomous vehicles, and mixed reality with AI. Digits could be Nvidia's way of testing the waters for a wider AI PC and even smartphone expansion.

Nvidia [partnered with MediaTek](#) to develop Project Digits and is reportedly working on a CPU for personal computers—a move that directly competes with **Intel, Qualcomm, Apple,** and **AMD** and could disrupt the status quo of PC and smartphone chips.

Our take: Making high-performance AI tools easily available to independent developers and researchers levels the playing field for AI growth and gives Nvidia an additional revenue stream. It also brings the firm closer to becoming an [end-to-end AI solutions](#) provider.



(Source: Nvidia)

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