



ATHARVA EDUCATIONAL TRUST'S COLLEGE OF HOTEL MANAGEMENT & CATERING TECHNOLOGY

(Recognized by Government of Maharashtra & Affiliated to University of
Mumbai- Estd. 2007-2008)
ISO 9001:2015 ISO 22000:2018
NAAC Accredited

Department of Data Science

Current News on Innovation & Technology

Big Tech develops AI networking standard but without chip leader Nvidia

Major tech firms, including Meta , Microsoft, Advanced Micro Devices and Broadcom, said on Thursday they have developed a new industry standard for networking in AI data centers, the latest effort to break the dominance of market leader Nvidia.

The “Ultra Accelerator Link,” is an attempt to establish an open standard for communication between artificial intelligence accelerators – systems that can help process the vast amounts of data employed in AI tasks.

Other members include Alphabet-owned [Google](#), [Cisco](#) System, Hewlett Packard Enterprise and [Intel](#).

Why it's important

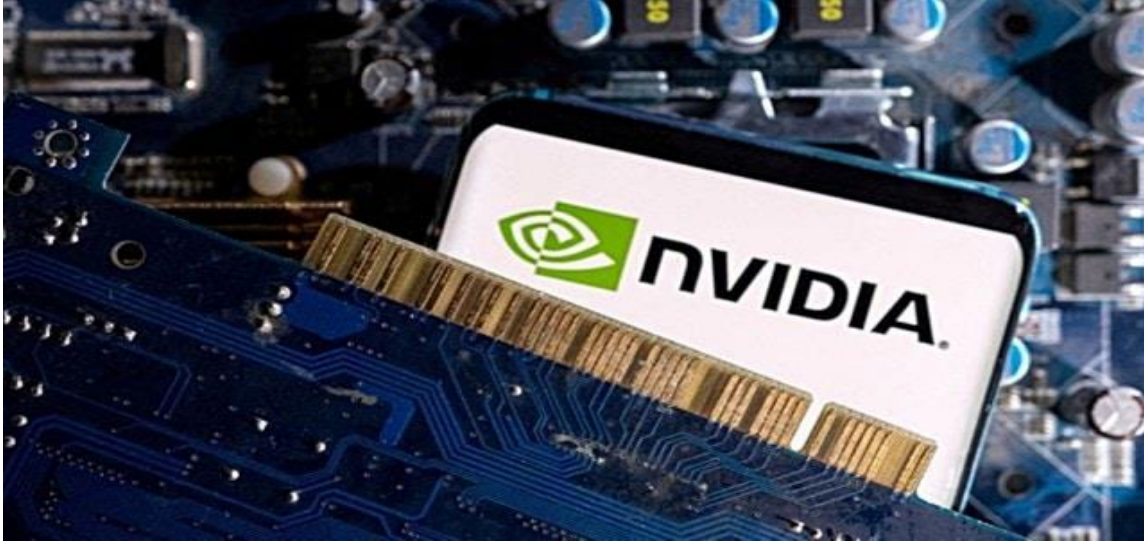
Nvidia, the biggest player in the AI chip market with a share of around 80%, is not part of the grouping.

Tech giants like Google and Meta are keen to reduce their dependence on Nvidia, whose networking business forms an essential part of the package that enables its AI dominance. Broadcom's central rival in the networking and custom chip market – Marvell Technologies, is also not part of the group.



**ATHARVA EDUCATIONAL TRUST'S
COLLEGE OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY**

**(Recognized by Government of Maharashtra & Affiliated to University of
Mumbai- Estd. 2007-2008)
ISO 9001:2015 ISO 22000:2018
NAAC Accredited**



[Latest News on Tech News: Get Tech News News Updates along with Photos, Videos and Latest News Headlines | The Indian Express](#)