

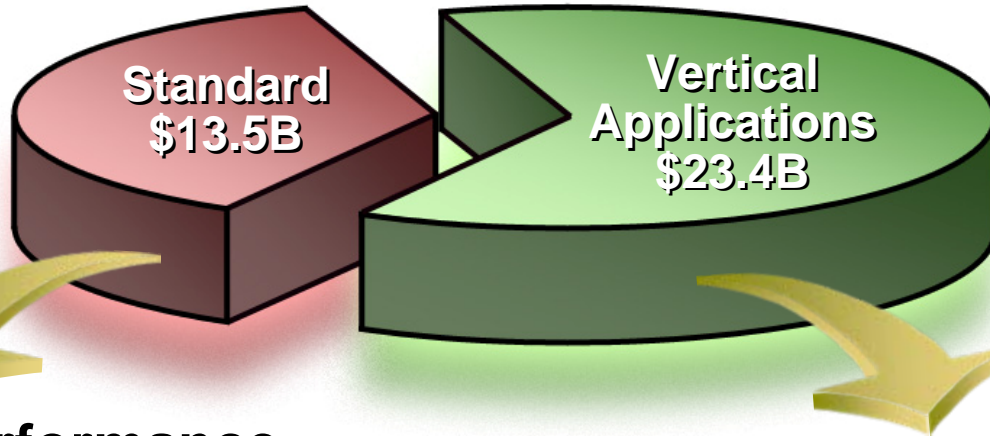
Analog

Gregg Lowe

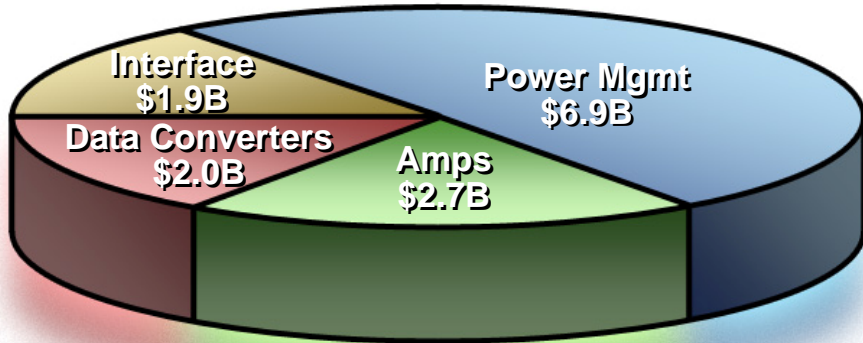
Senior Vice President
Analog

Analog Market

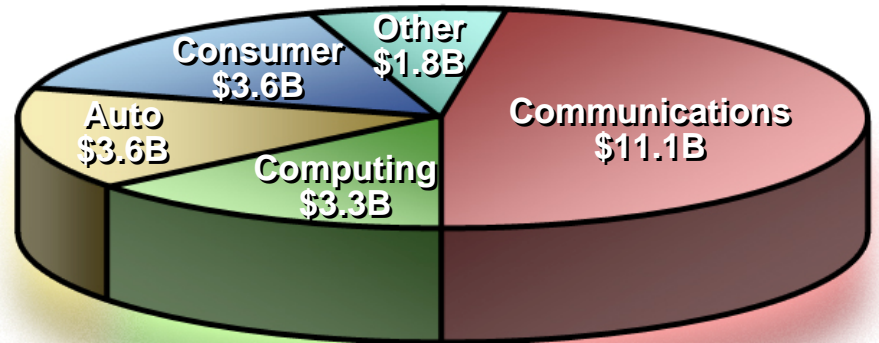
Total Analog TAM 2006
\$37B



High-Performance Analog Market

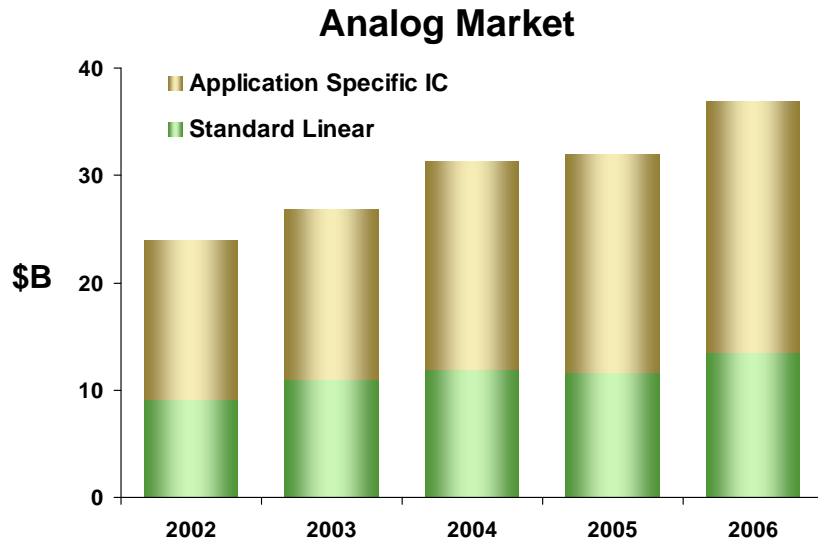


Mixed-Signal Market

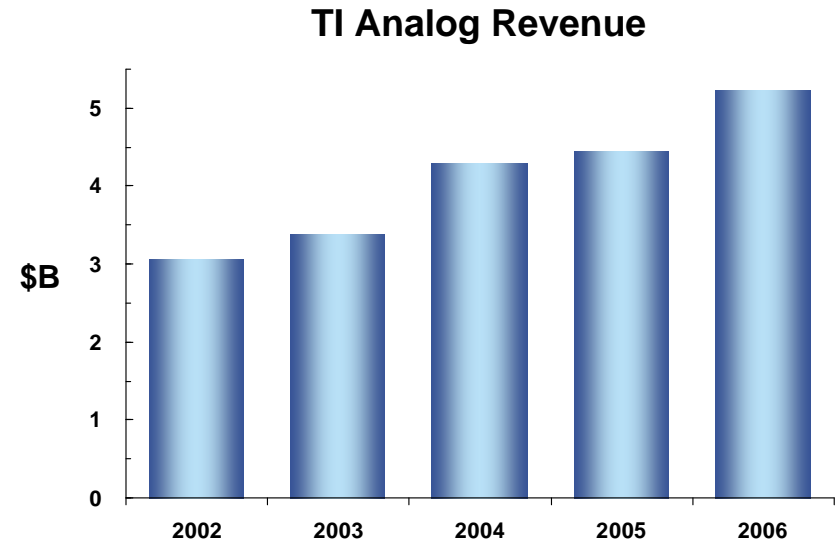


Source: WSTS 2006

Growing Market, Growing TI Revenue



Source: Databeans, March 2007

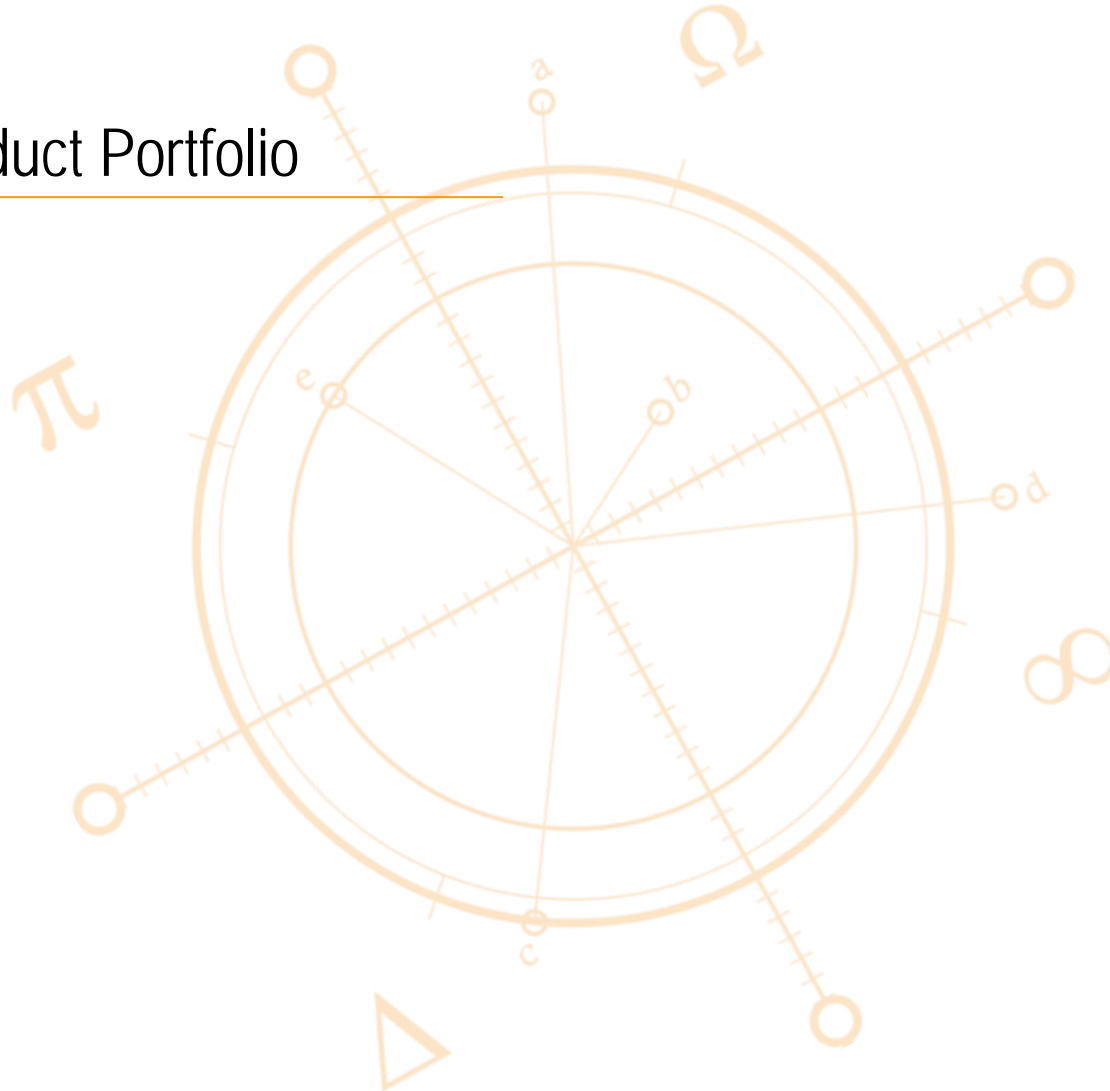


- ◆ **11% analog TAM CAGR 2002-2006**
- ◆ **Demand driven by balanced application base**

- ◆ **14% TI analog CAGR 2002-2006**
- ◆ **TI outgrowing competition**
- ◆ **TI is only company that is a leader in both standard (HPA) and application-specific segments**

TI Analog Uniquely Positioned for Growth

Product Portfolio



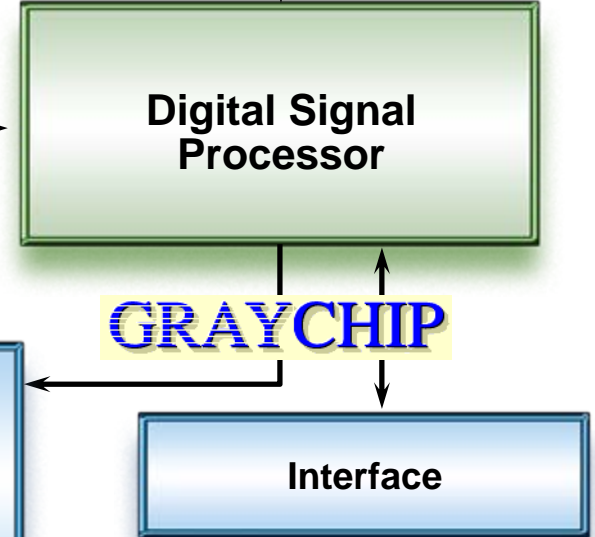
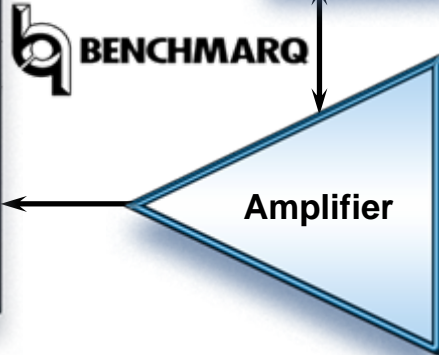
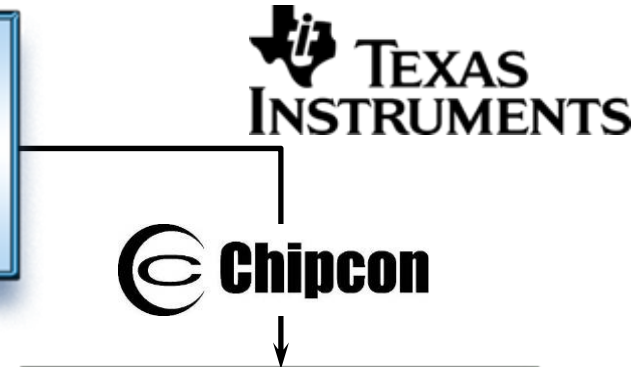
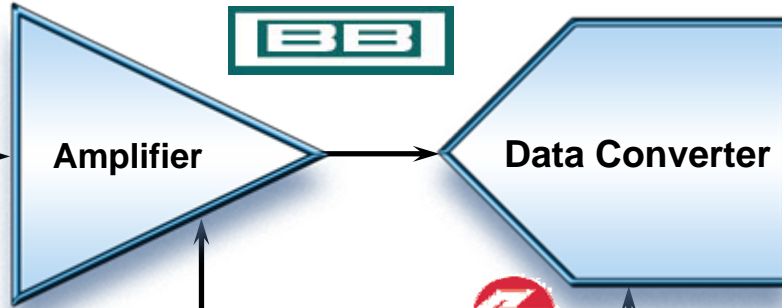
Complete Signal Processing Chain and Power Architecture



UNITRODE

The Real World

- Temperature
- Pressure
- Position
- Speed
- Flow
- Humidity
- Sound
- Light

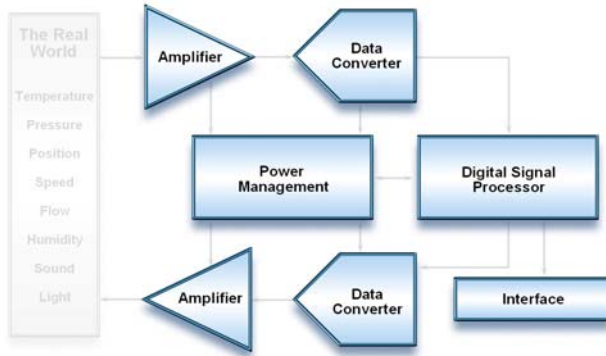


Competitive Landscape

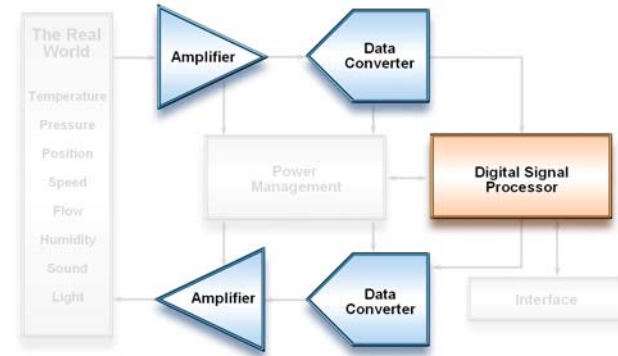
 #1 or #2 in worldwide market

 #3 or #4 in worldwide market

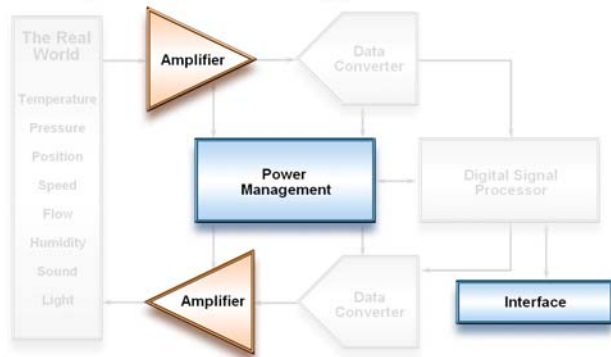
Texas Instruments



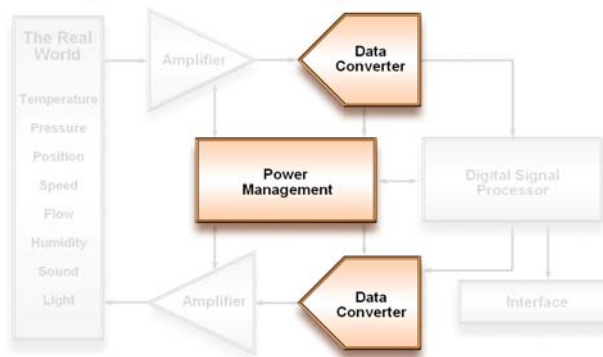
ADI



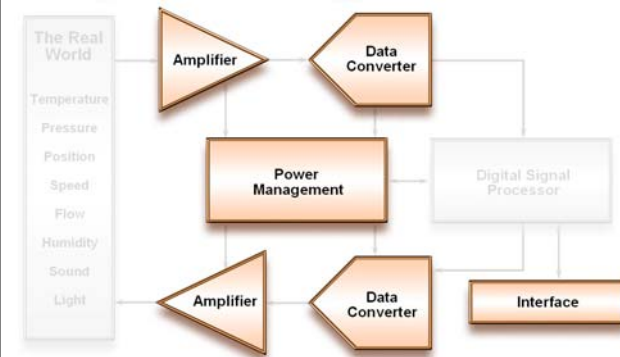
National



LTC

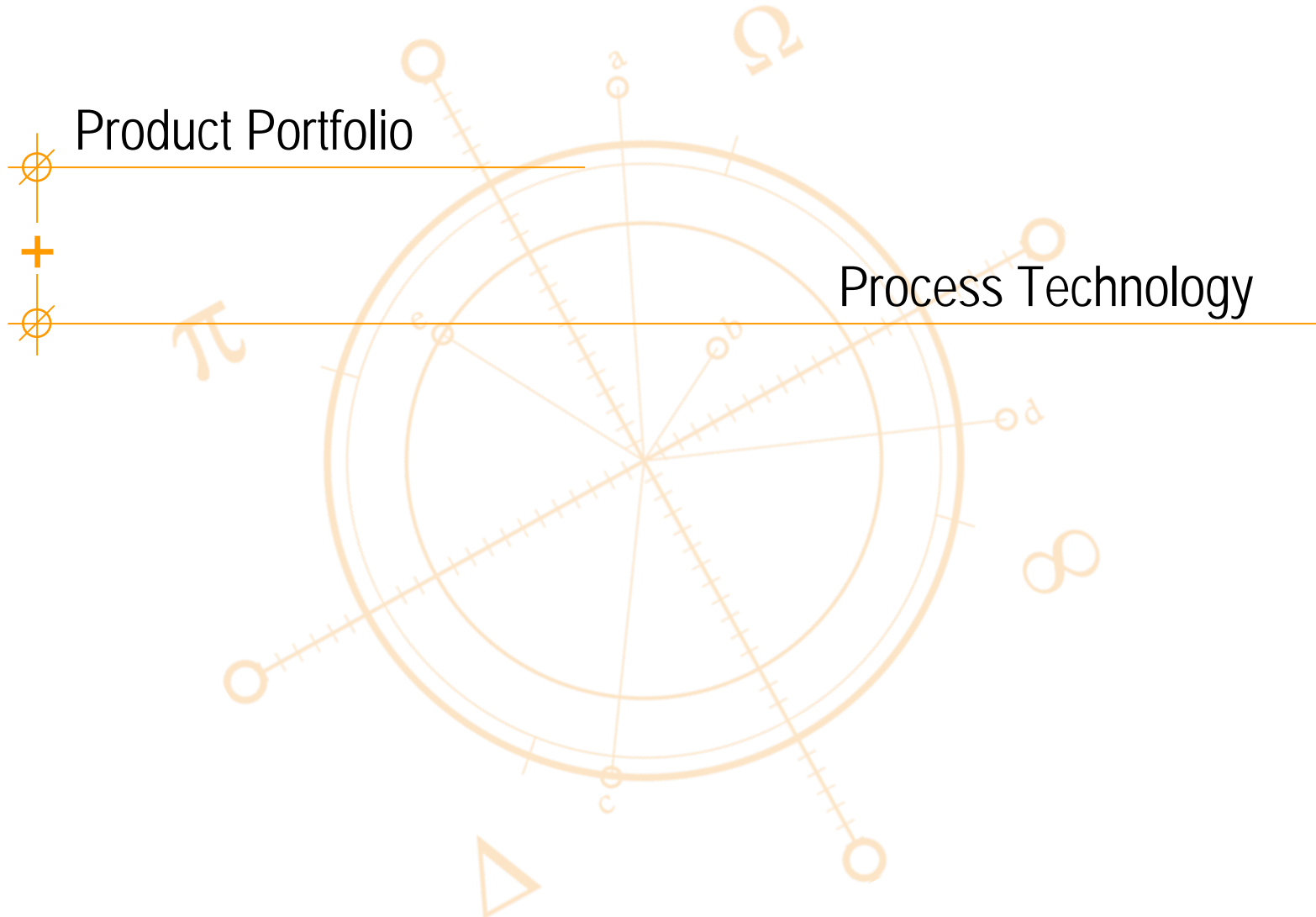


Maxim



Source: Databeans, March 2007, and Forward Concepts, February 2007

TI Analog Uniquely Positioned for Growth



High-Performance Products from Leadership Processes

BiCom3
High-Speed
Low-Noise



HPA07
High-Precision
Low-Noise



BiCom3HV
High-Precision
Small Size

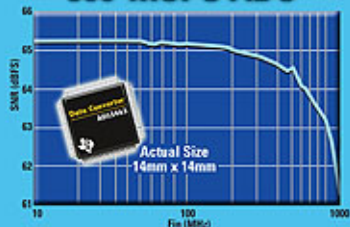


LBC7
Low-Power
Integration



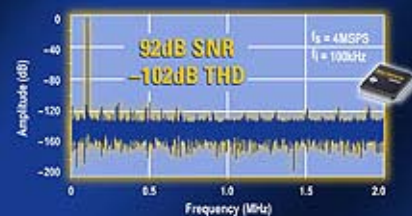
High-Performance Products from Leadership Processes

High-Performance 12-bit, 500-MSPS ADC



ADS5463
High-speed
Data Converter
Radar & Imaging

16-Bit, 4MSPS SAR ADC



ADS8422
Precision
Data Converter
Industrial

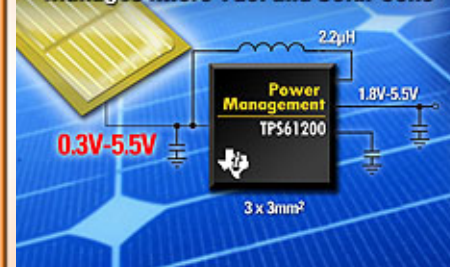
36-V Industrial Precision Op Amps

- Low Noise
- Low Power
- Small Size



OPA211/827
Precision
Amplifiers
Instrumentation/
Audio

0.3-V Input Boost Converter Manages Micro-Fuel and Solar Cells

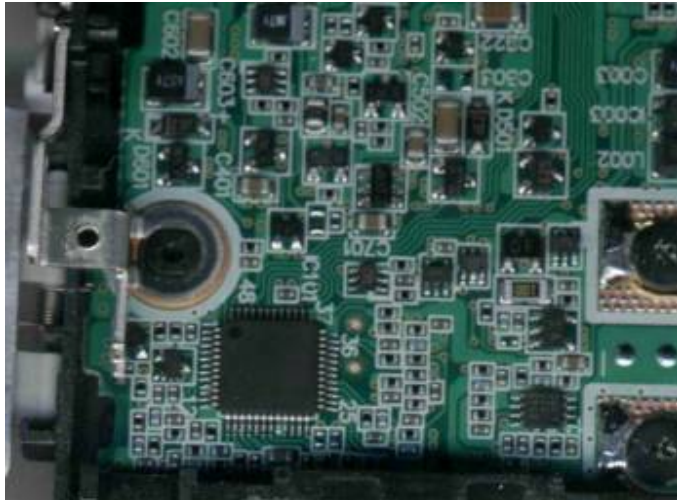


TPS61200
DC/DC
Converter
Micro-fuel cells

The Value of Custom Mixed Signal

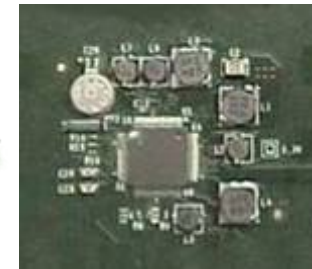
Analog for Digital Camera

Prior Generation



- ◆ 6-channel DC/DC converter
- ◆ >90 discrete external components required

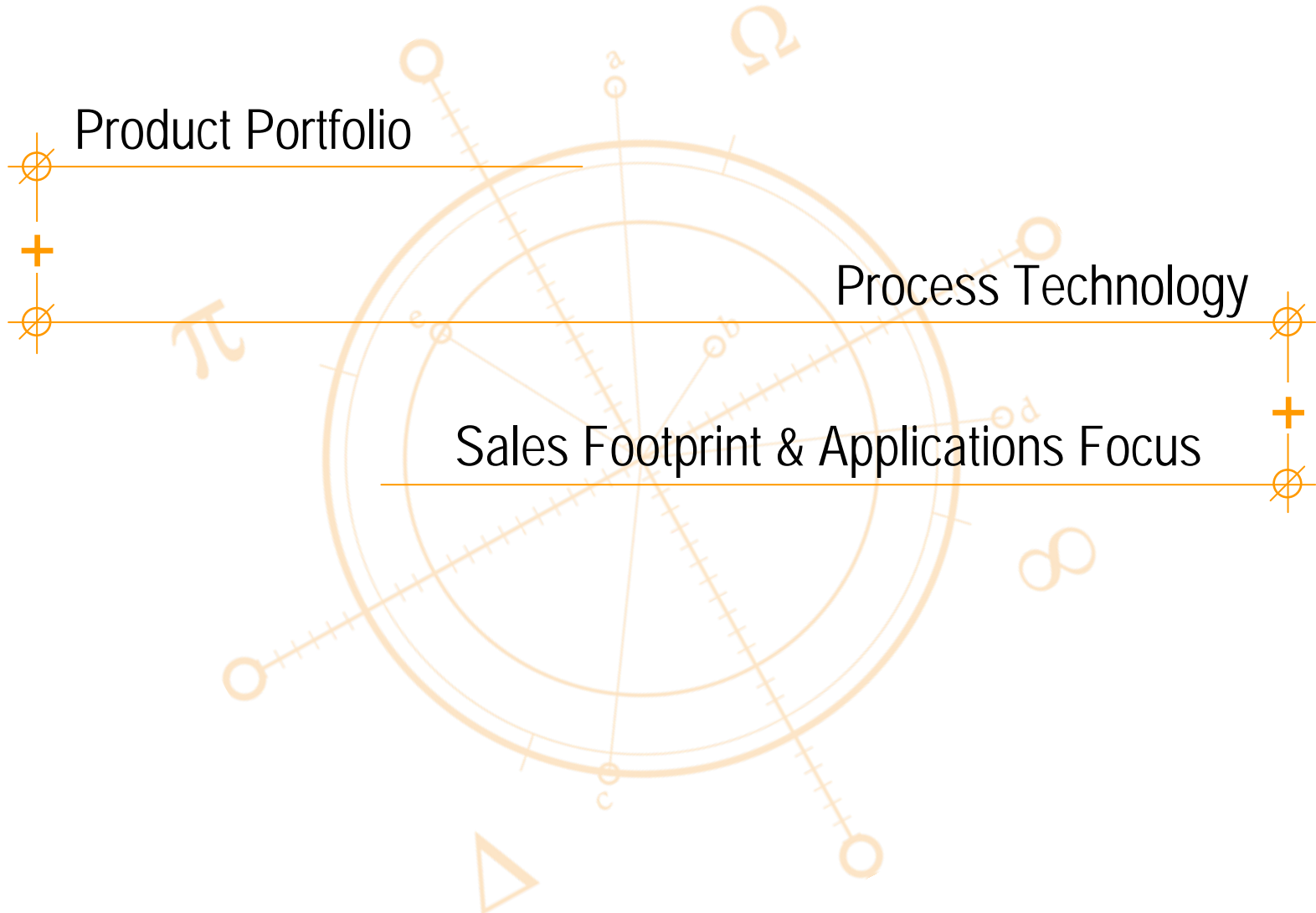
Custom Solution



Application-specific

- ◆ Integrated power management, control, strobe charge, motor drive
- ◆ Reduced cost, space, heat and ~60% of external components

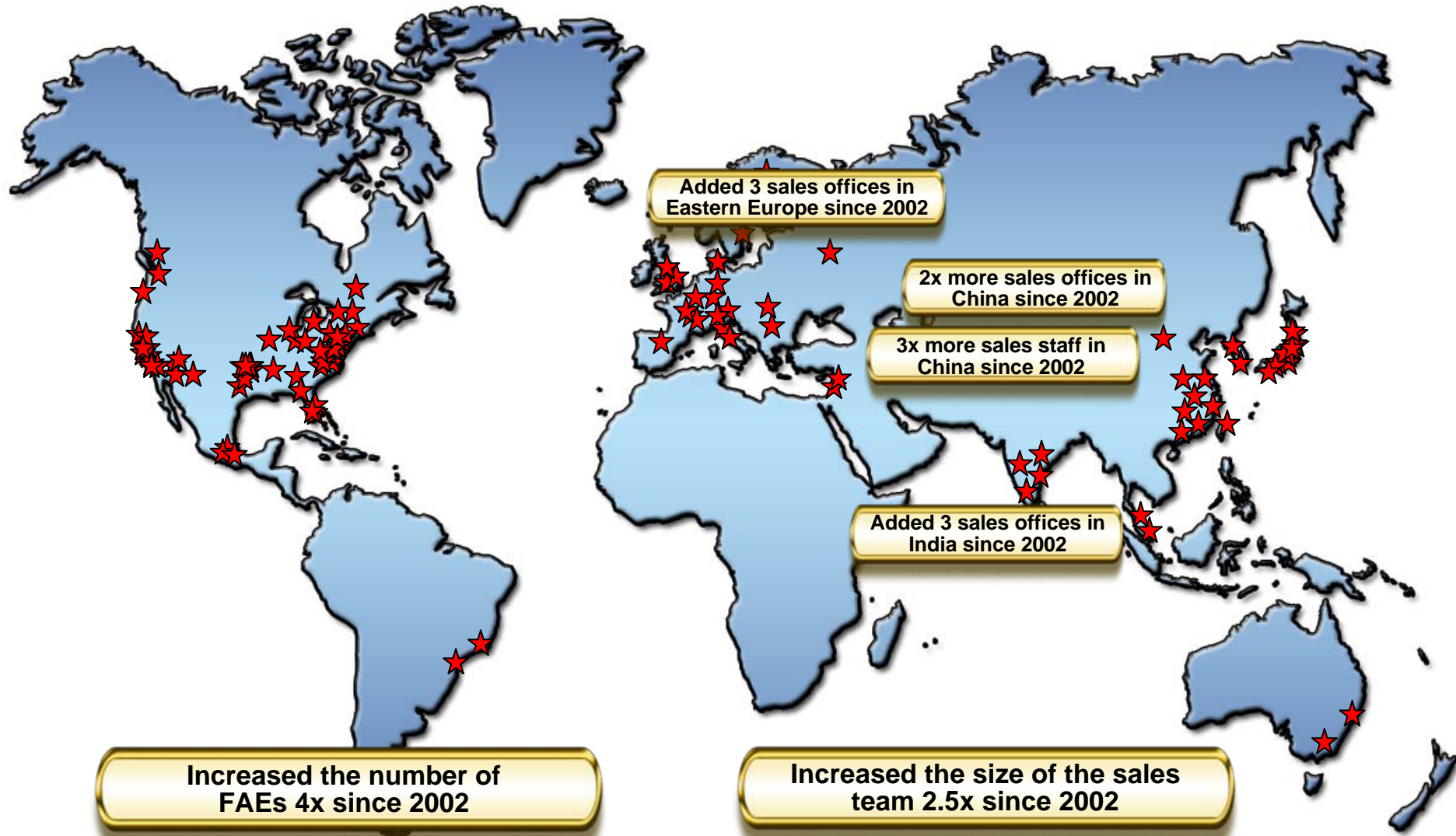
TI Analog Uniquely Positioned for Growth



Sales & Applications Strength Benefits TI and Customers

- ◆ **Sales & Applications team enables TI to support more customers than the competition**
 - ❖ **Largest technical sales force**
 - ❖ **Largest network of analog applications engineers**
 - **>75% are experienced, professional hires, many from analog competitors**
 - **Average 15+ years industry experience**
- ◆ **Breadth of portfolio allows us to go deeper at each customer**
 - ❖ **Sales opportunity is 2-3x larger for TI than for most competitors**
 - ❖ **Work collaboratively with customers to design solutions for their applications (analog + digital)**

TI Supports Customers Worldwide





Video Pachinko



WiMax Modem



**Programmable Logic
Controller**



**Noise Cancellation
System**

TI Strong in Diverse Applications



**Laser Distance
Meter**



**Health Weigh
Scale**



**Medication
Dispensing System**



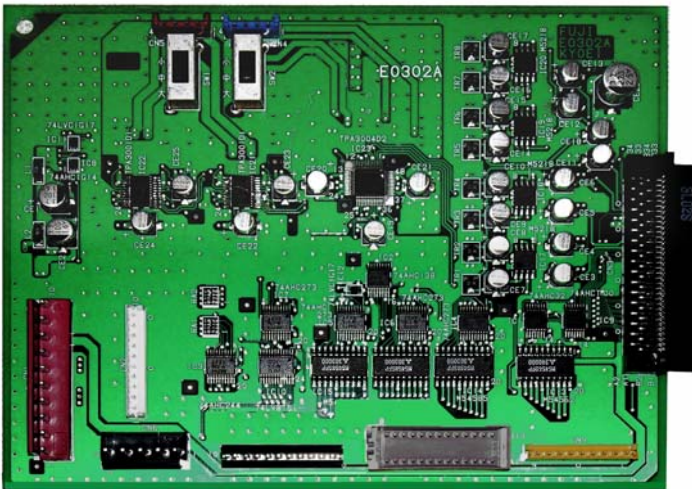
Toothbrush



IP Net Camera

TI in Pachinko

- ◆ **5-6 million Pachinko units sold per year**
 - ❖ **Growing at an average annual rate of 9%**

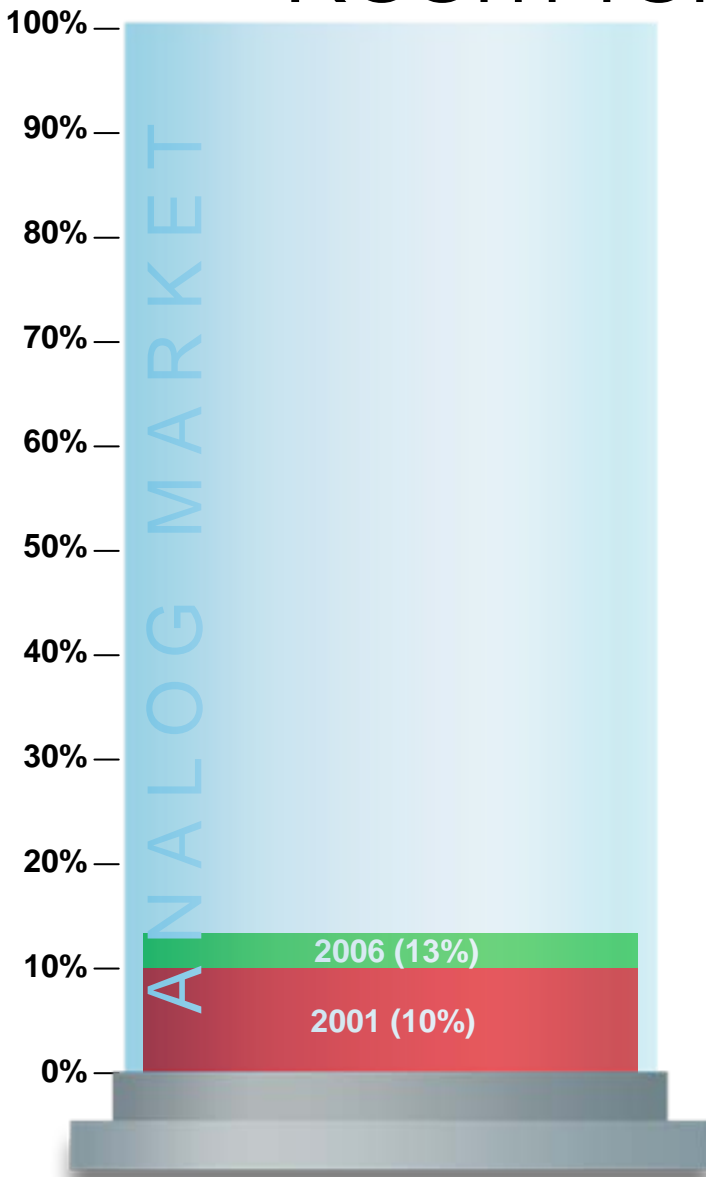


- ◆ **In Pachinko products, TI has approximately:**
 - ❖ **70% share in audio amplifiers and data converters**
 - ❖ **60% share in LED controllers and drivers**
 - ❖ **15% share in audio/melody DSPs**

TI Analog Uniquely Positioned for Growth



Room for Growth in Analog



- ◆ **Leading-edge process technologies**
- ◆ **Leading-edge engineering talent**
- ◆ **Increasing development of the right high-performance products**
- ◆ **Collaboration with customers to define products and support their applications**

Source: WSTS, February 2007

More to Come . . .

- ◆ **Increase efficiency in R&D**
- ◆ **Accelerate mixed-signal growth**
- ◆ **Headroom in GPM and operating leverage**

Summary

- ◆ **Unique ability to offer more products to more customers**
- ◆ **Using TI scale advantage by increasing sales & applications footprint**
- ◆ **Increasing R&D in analog process technology development, driving even more product innovation**
- ◆ **Share gains put us at the top, but lots of room for upside**