

CEO perspective

Rich Templeton

Chairman, president and chief executive officer

TI's strategy to grow

- Stay close to customers
 - Deliver customer-driven solutions
 - Expand sales & support, especially in emerging markets
- Make Analog the most important growth engine
 - Continue the momentum in high-performance analog
 - Accelerate growth in application-specific analog
 - Use process technology to differentiate
 - Capitalize on strong manufacturing capability
- Seek growth in embedded processing markets where customers differentiate by writing their own software to work with TI architectures
 - Digital signal processors
 - Microcontrollers
- Widen leadership in applications processors for the wireless market
 - OMAP™
- Pioneer new opportunities
 - Medical electronics
 - Energy efficiency
 - Low power
 - Safety