

# 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