

Growing the DSP Market

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Vice President
General Manager, Catalog DSP

Agenda

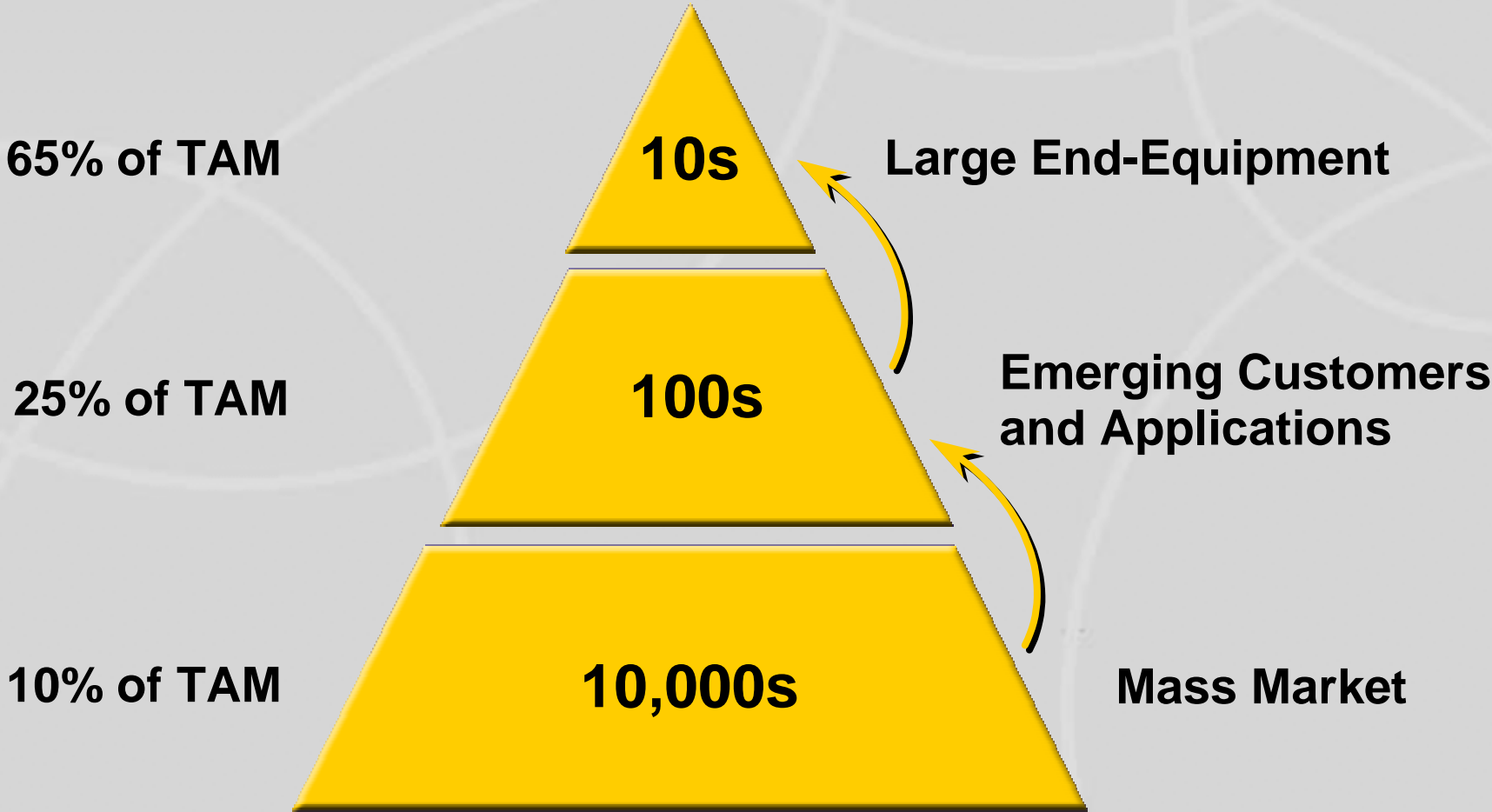
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- **Fundamentals of the Catalog strategy**
- **Results**
- **Investments to drive momentum**
- **Summary**

DSP Market Stratification

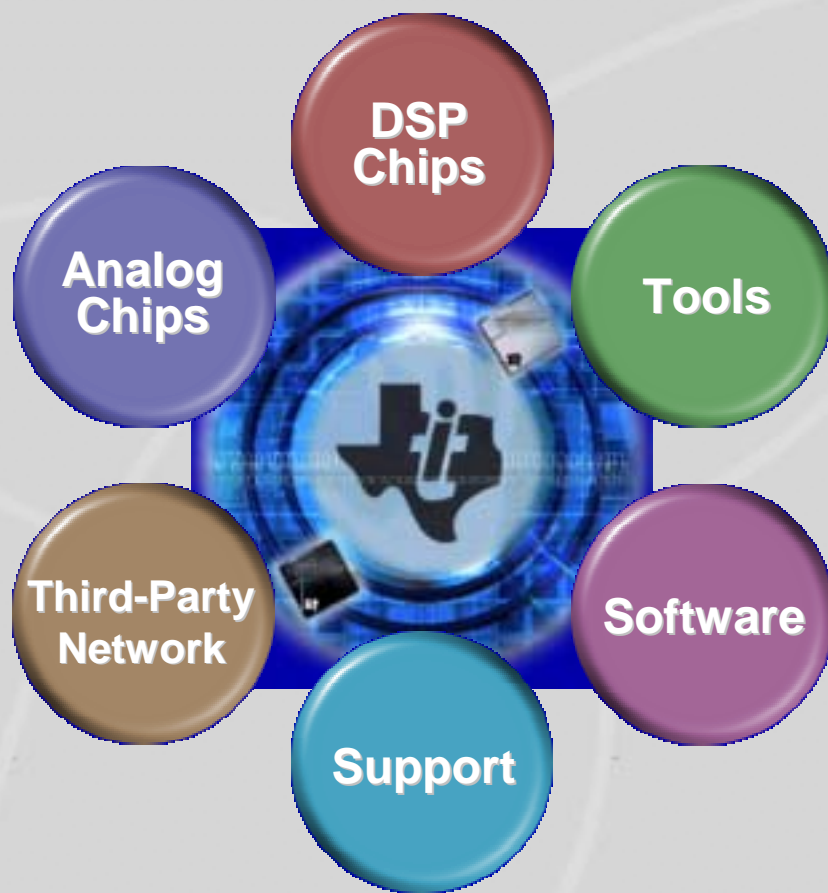
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Total DSP Market



Model Builds Momentum

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- **Leadership - Performance, Low Power, and Cost Effectiveness**
- **Robust families of highly differentiated, software compatible products**
- **Everything needed to build and debug DSP applications, reducing level of customer investment**
- **Everyone on the planet writes their DSP software on TMS320™**

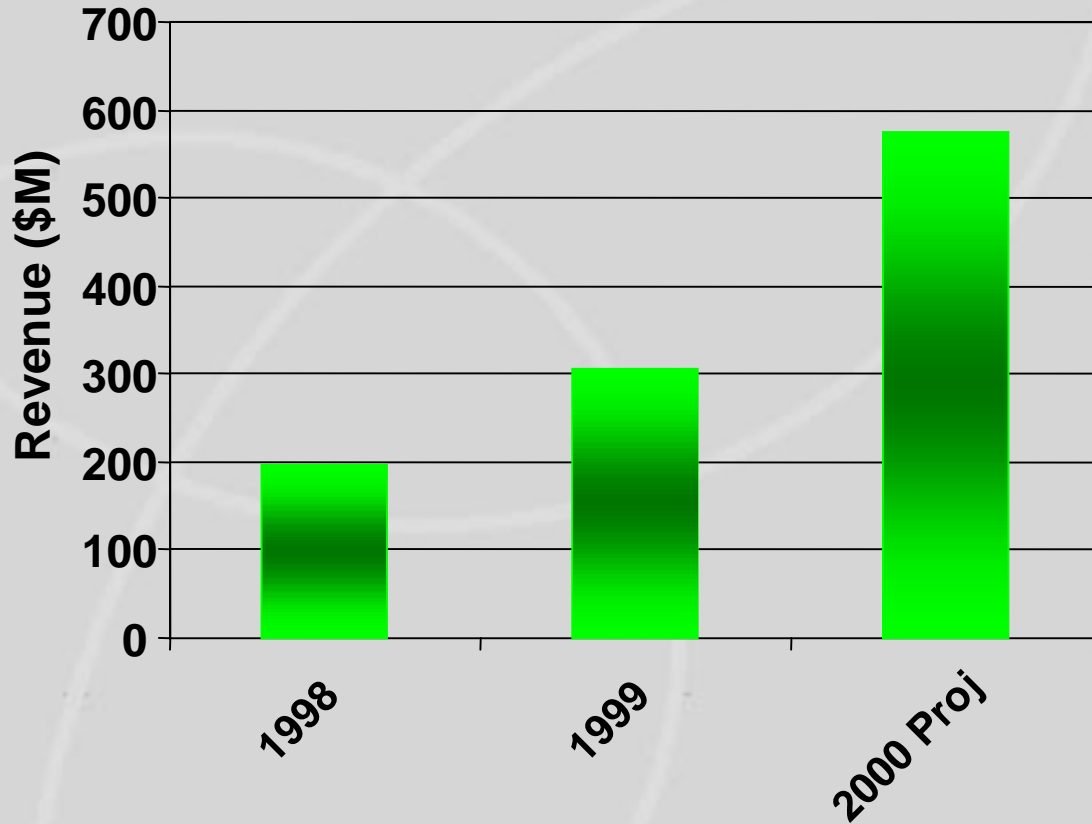
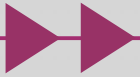
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Growing Faster Than Market

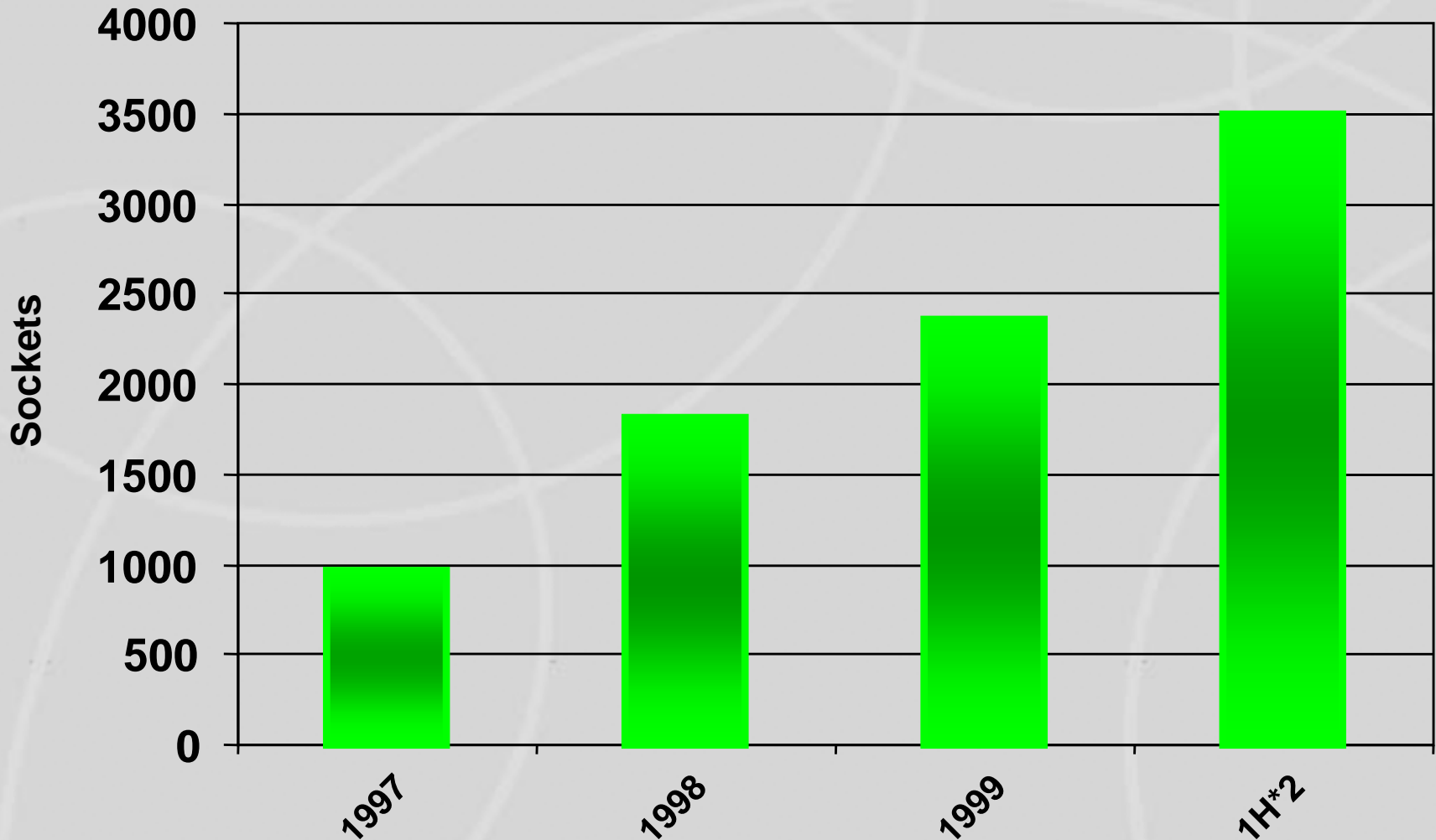
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- 58% growth in 1999
- 84% growth 1H99 to 1H00
- 11 quarters of >10% sequential growth

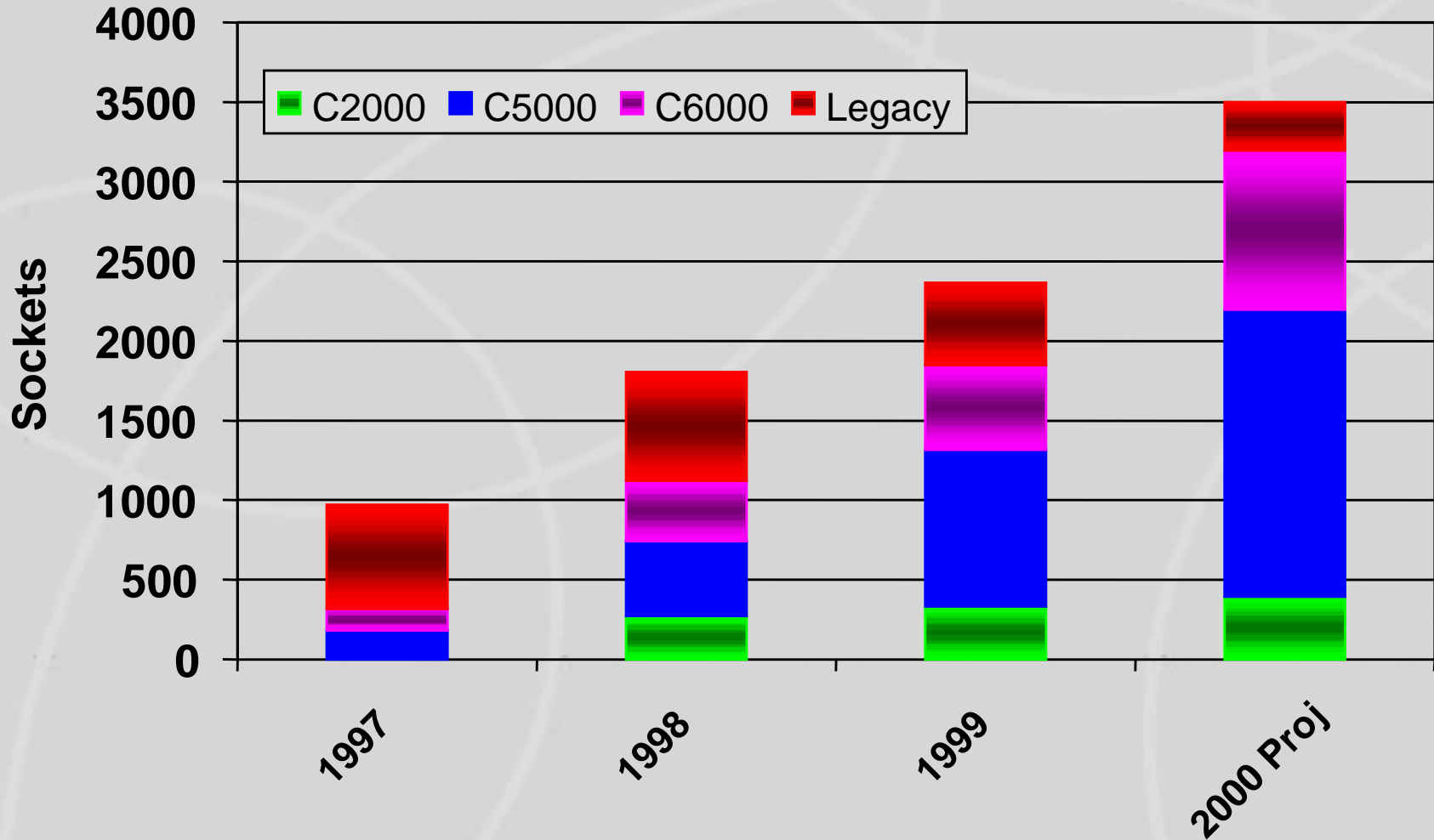
Design Ins Fuel Future Growth

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Focused ISAs Leading the Charge

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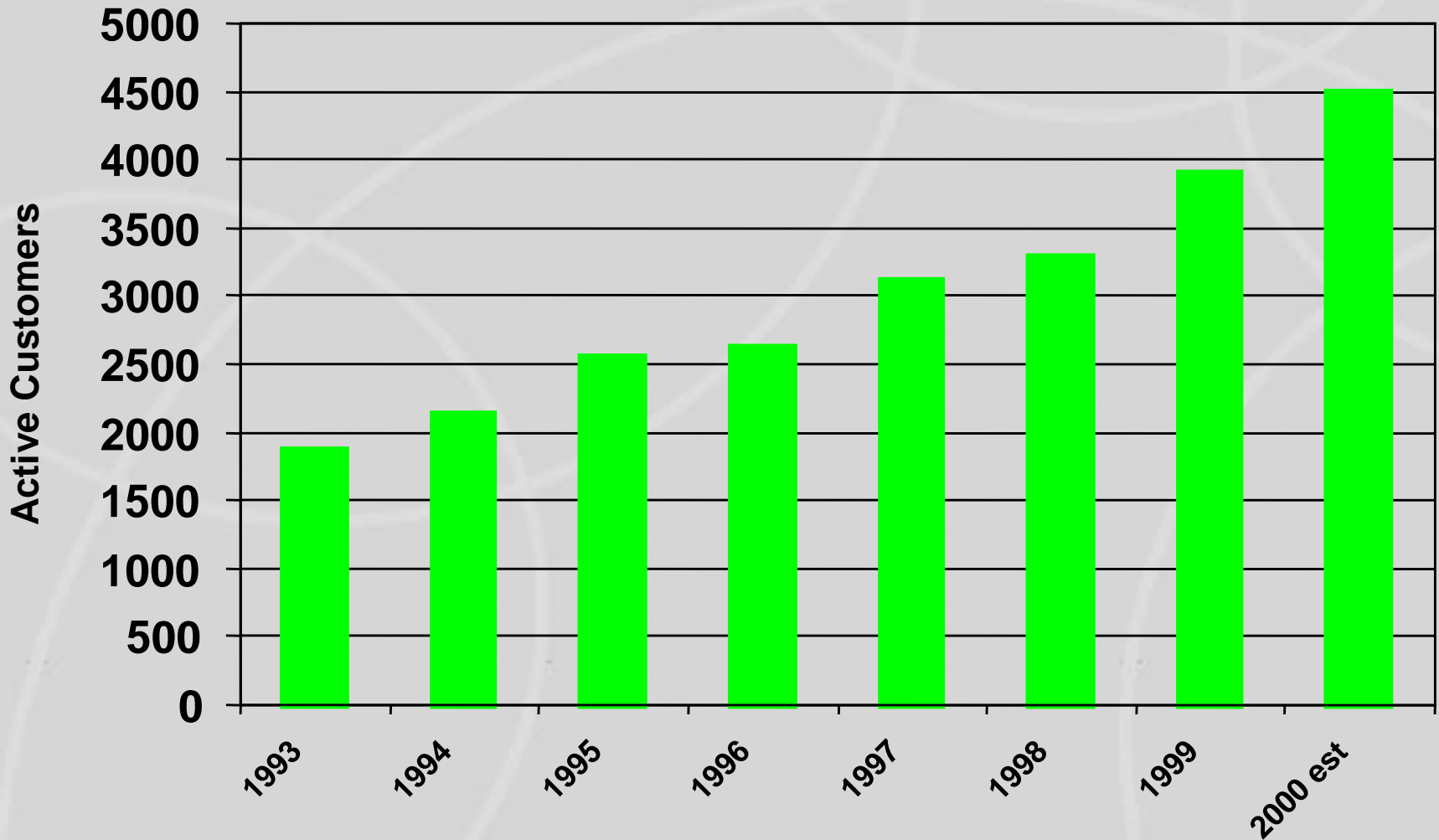
New Product Momentum



<u>1Q99</u>		<u>2Q99</u>		<u>3Q99</u>		<u>4Q99</u>		<u>1Q00</u>		<u>2Q00</u>	
C6201	58	C5402	120	C5402	99	C5402	119	C5402	126	C5402	237
C549	57	C549	65	C5410	43	C6211	76	C5409	50	C33	80
C5402	53	C6201	62	C549	35	C5409	44	C5410	46	C6211	69
C6701	23	C6701	30	C6201	26	C5410	39	C6211	44	C5409	65
C5420	15	C5420	29	C6202	22	C6201	39	C33	43	C549	60
C5410	14	C5410	28	C6701	18	C549	38	C549	41	C5410	54
		C6202	17	C6211	18	C6701	37	C6201	37	C6202	45
		C542	10	C5409	17	C6202	31	C5420	24	C6701	40
				C5420	14	C5420	30	C6202	24	C6711	39
				C33	11	C6711	19	C6701	24	C5420	34
						C33	16	C5416	21	C6201	31
						C6203	12	C6203	20	C5416	30
								C6711	19	C5421	26
								C5421	18	C6203	16
										C542	15
										C6204	13

DSP Customer Base Exploding

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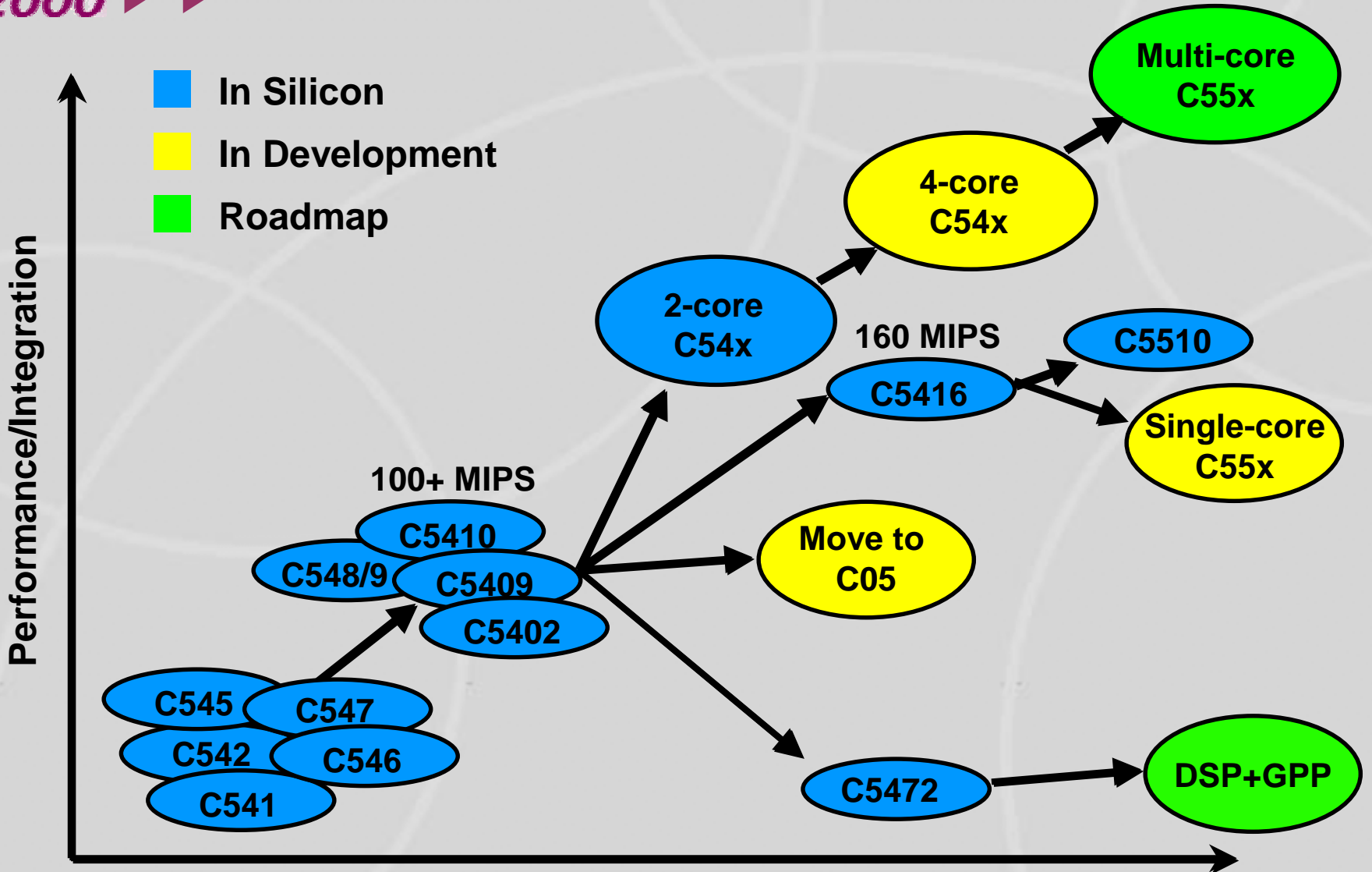
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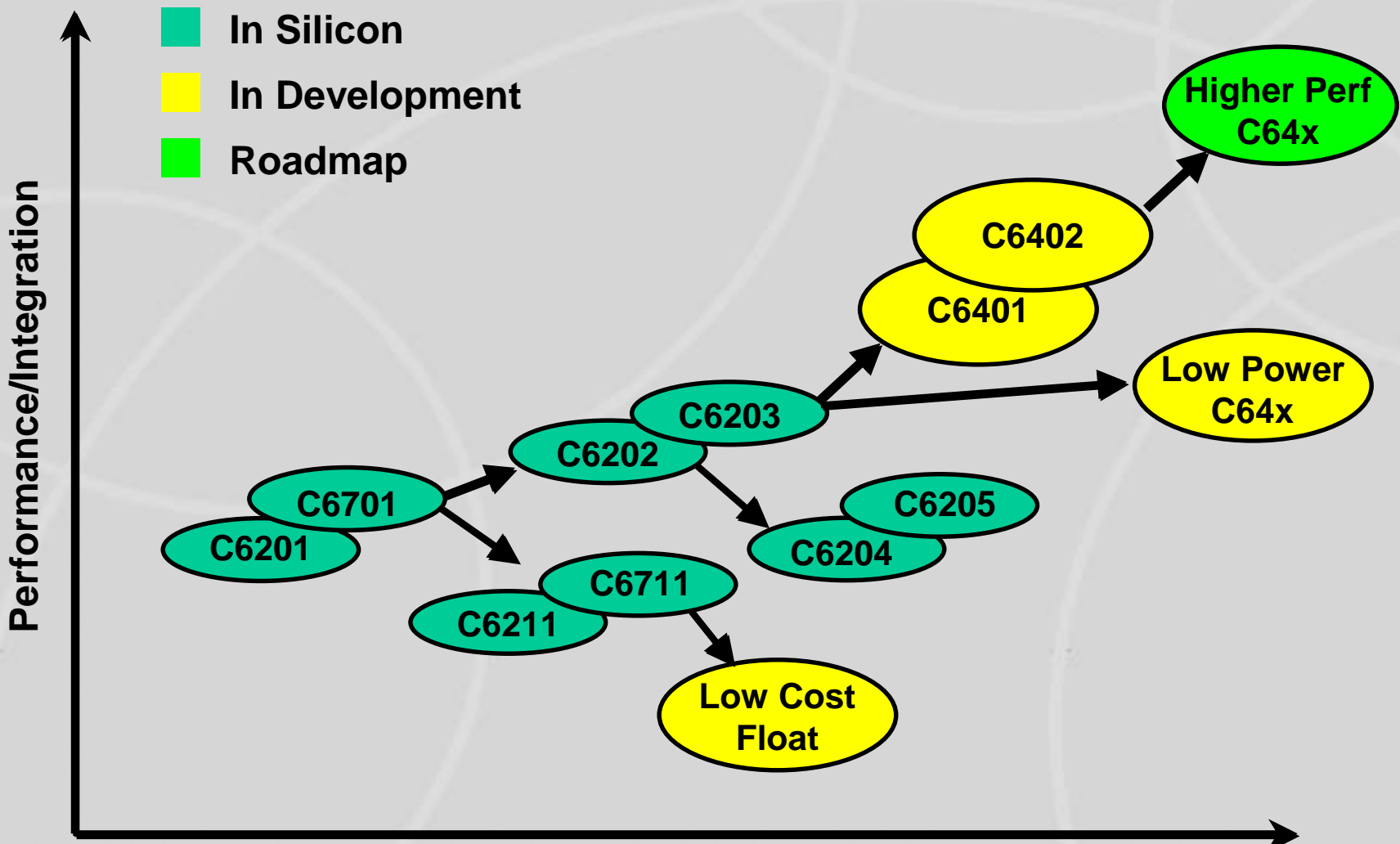
C5000 Roadmap

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C6000 Roadmap

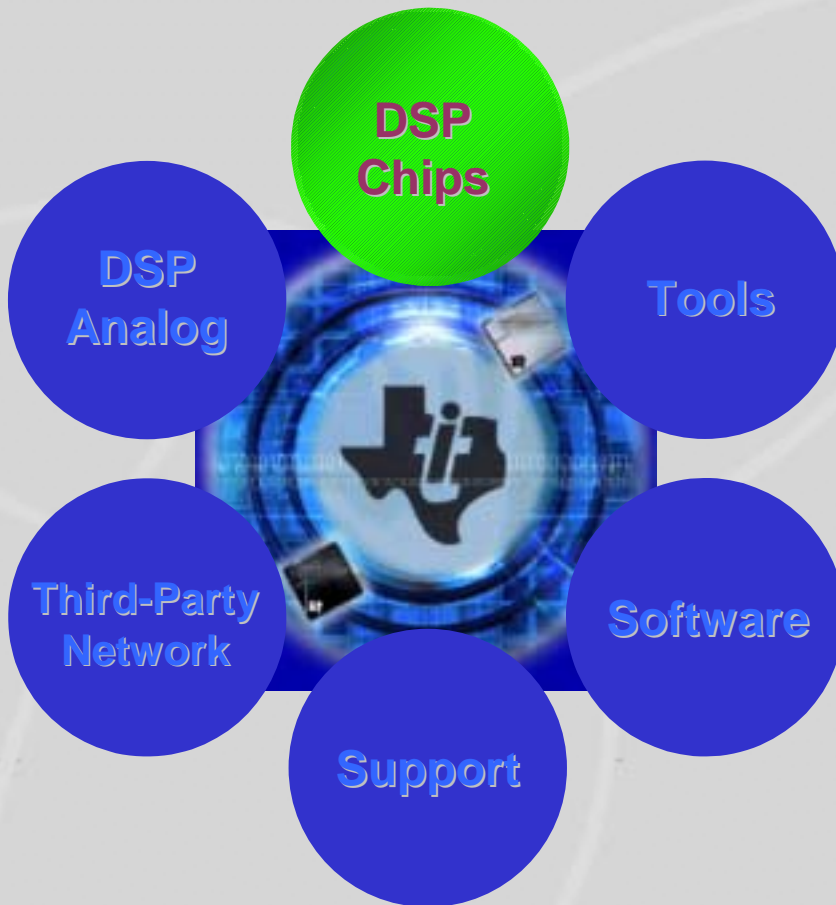
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Breakthrough Products

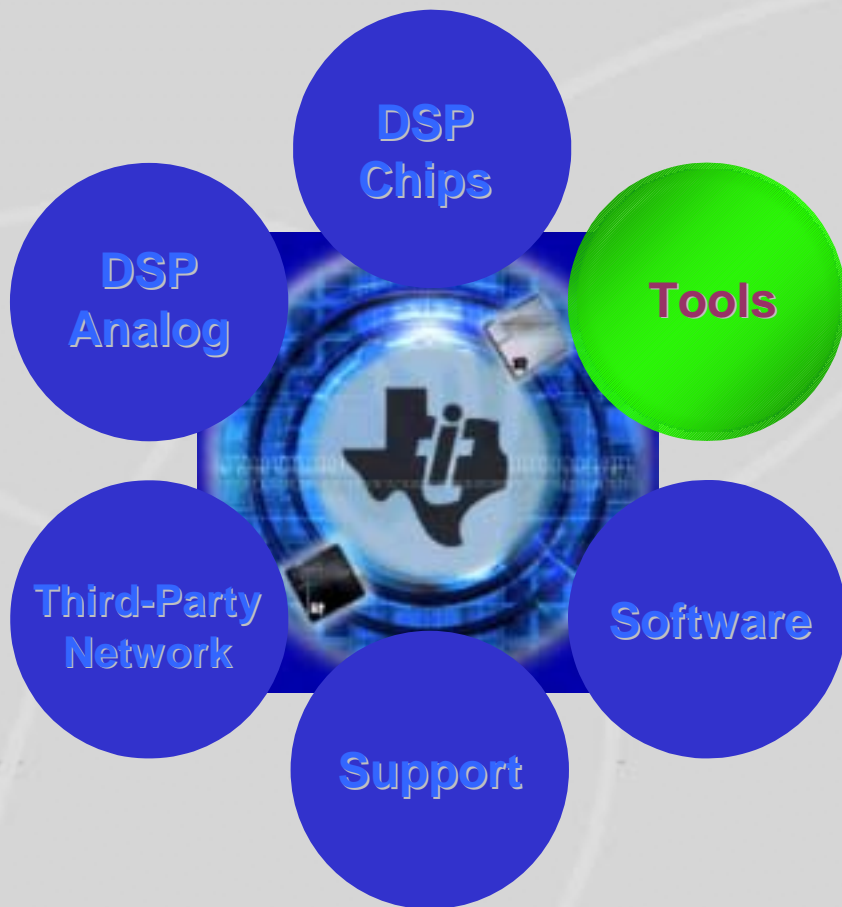
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- 22 new products in silicon today ... 12 more this year



Leadership Tools

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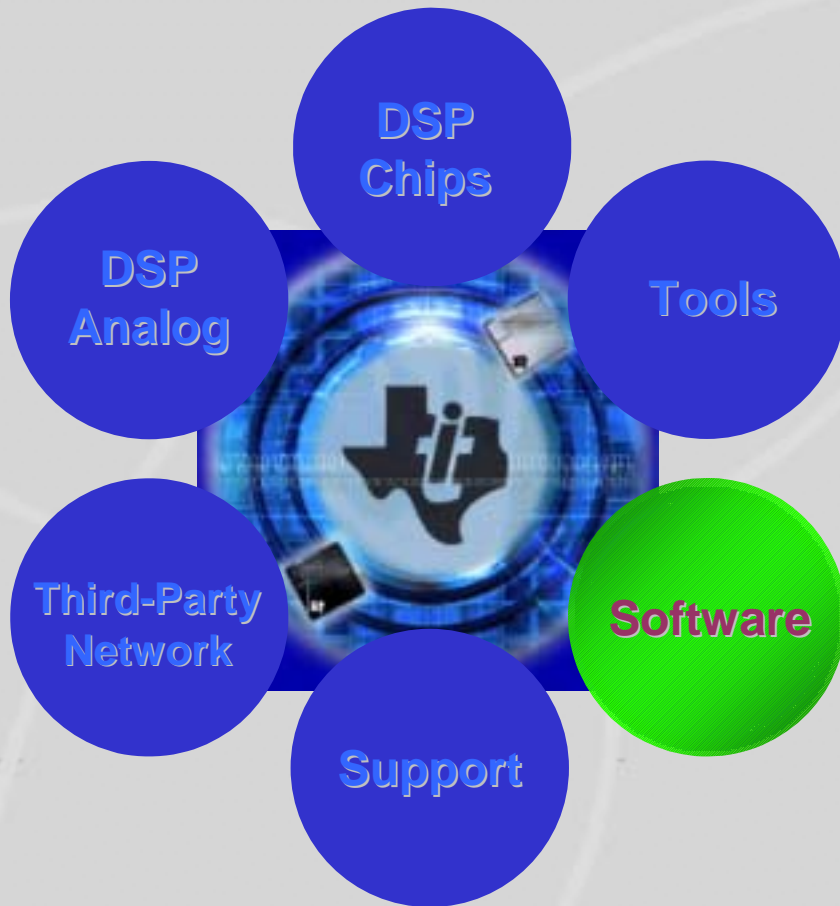


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- **New Code Composer and upgraded HW tools**

Differentiating Software

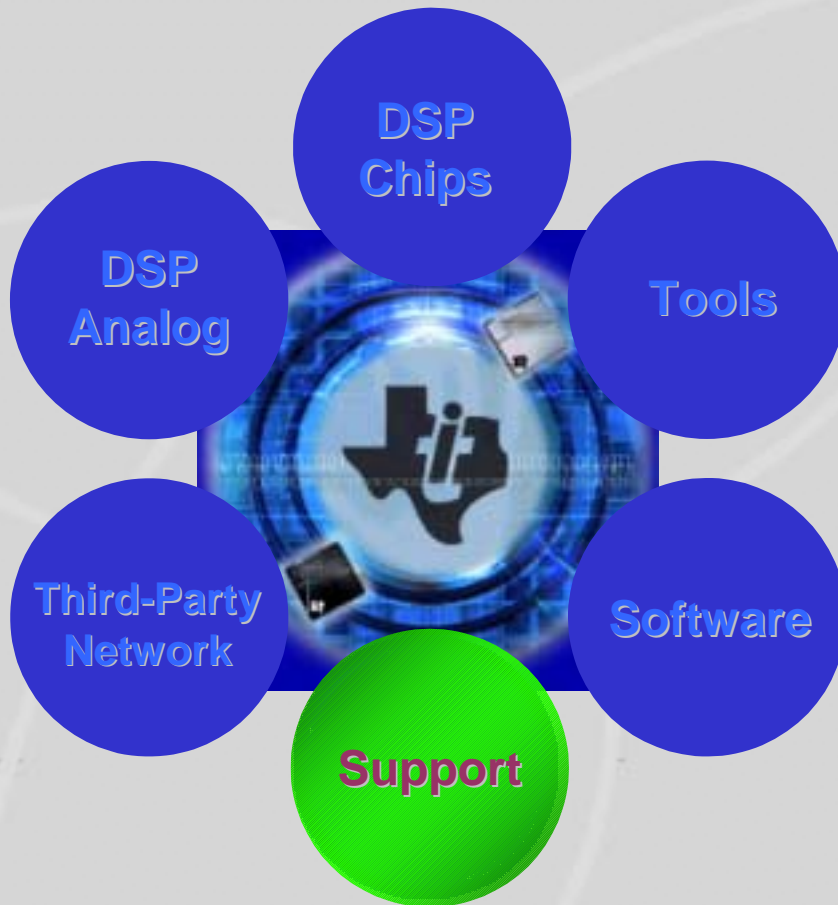
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- New Code Composer and upgraded HW tools
- BIOS and foundational software to expand the base of new users

Strong Customer Support

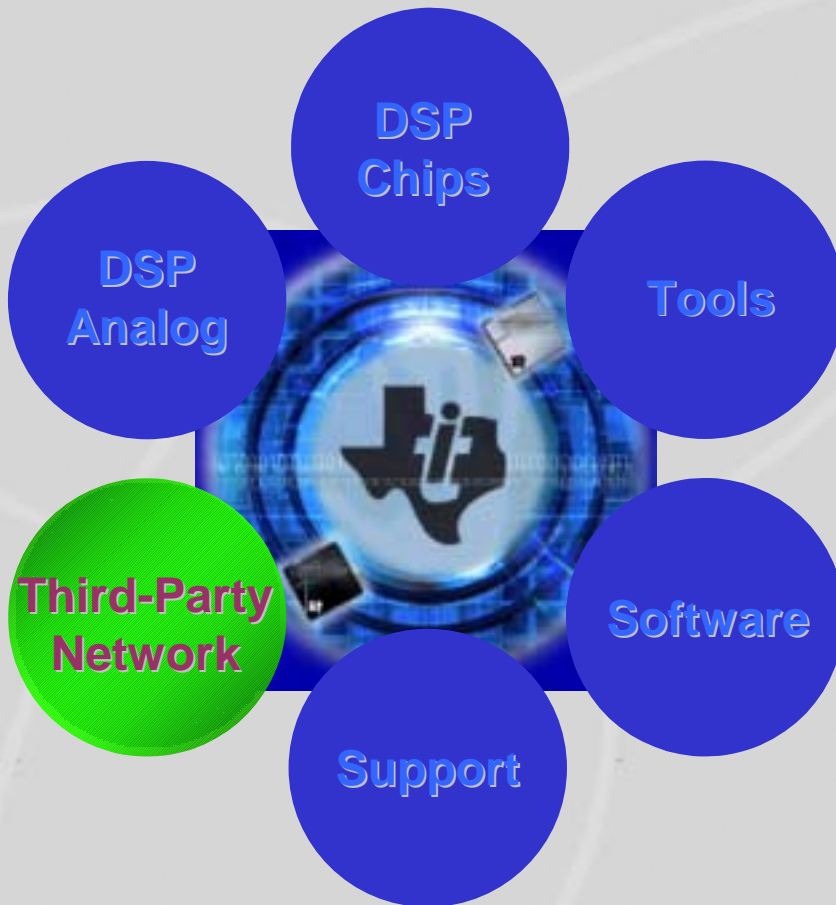
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- BIOS and foundational software to expand the base of new users
- **Centralized models, Web, and consultant network**

Broad Third-Party Network

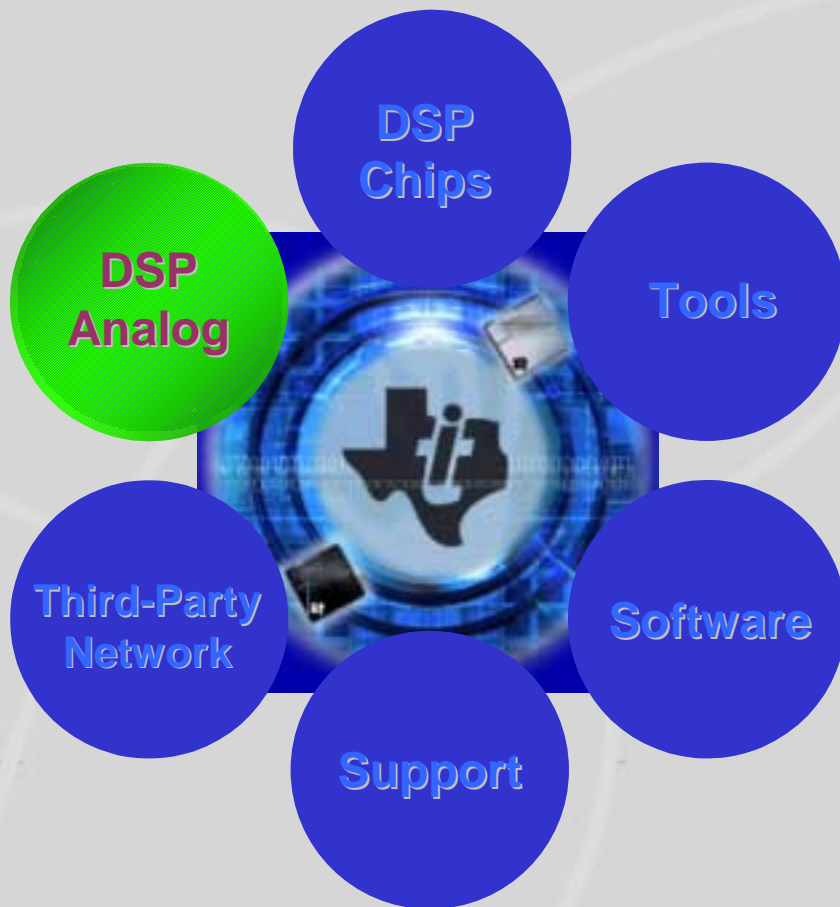
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- 22 new products in silicon today ... 12 more this year
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- BIOS and foundational software to expand the base of new users
- Centralized models, Web, and consultant network
- Hundreds of third parties with thousands of products today

Analog Attach

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- New Code Composer and upgraded HW tools
- BIOS and foundational software to expand the base of new users
- Centralized models, Web, and consultant network
- Hundreds of third parties with thousands of products today
- 70 new DSP-specific power management and data converter products

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The Catalog DSP Engine

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- Explosive growth in applications
- Leadership in mass market and emerging end-equipment markets
- Revenue is happening now
- Aggressive product development plans will continue to fuel growth while widening competitive gap

Parting Thoughts

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- Expansion of DSP customer base is a company-level, strategic imperative
- 3rd Parties and Universities are *fundamental* elements of our strategy
- Significant progress has been made in the past few years but we have only scratched the surface