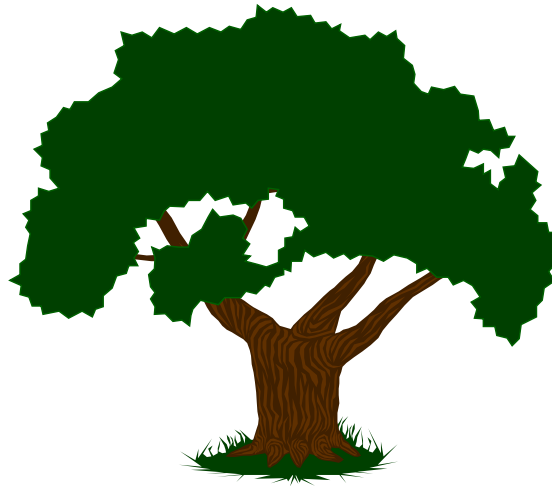


Growing The Software Application Tree



Bob Frankel
Senior Software Strategist
Distinguished Member of the Technical Staff

RF – 08.04.00

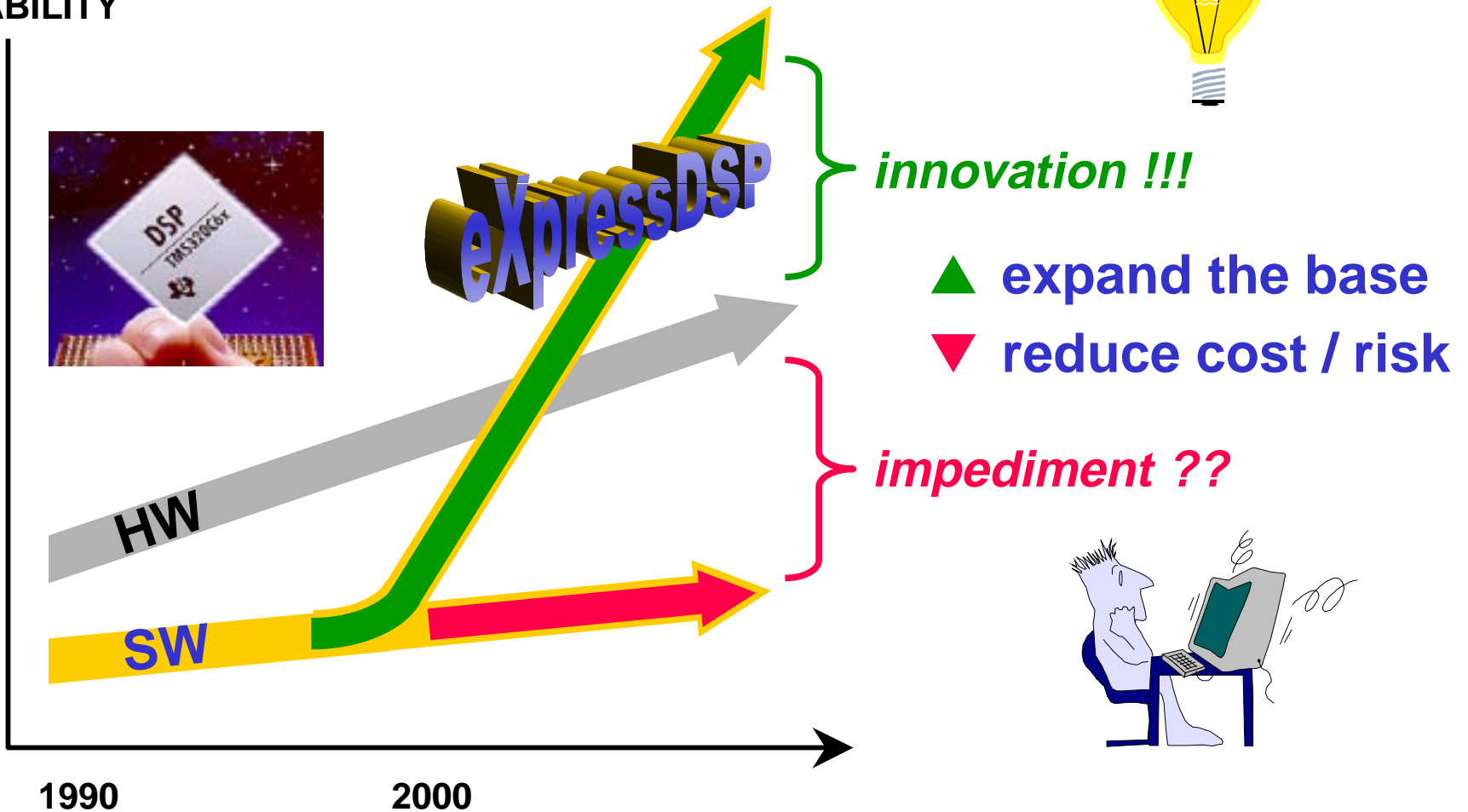
THE WORLD LEADER IN DSP AND ANALOG

 TEXAS INSTRUMENTS

Software – The Critical Factor

DSPS Fest
2000

CAPABILITY



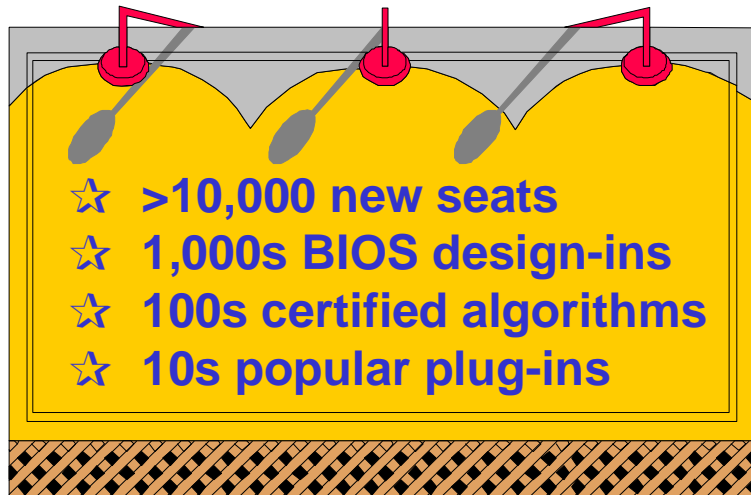
RF – 08.04.00

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TEXAS INSTRUMENTS

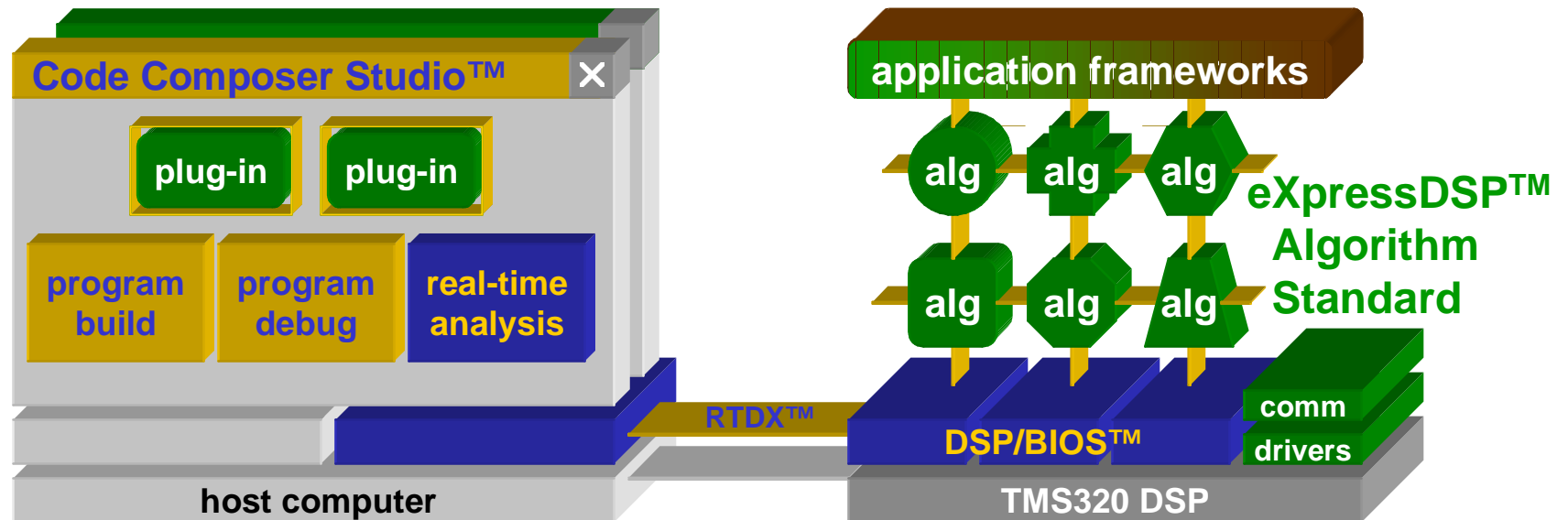
Elevating The Platform

DSPS Fest 2000



EDN Innovation of the Year

- 1 integrated development tools
- 2 real-time software foundation
- 3 standards for interoperability
- 4 network of **third-party** partners



RF - 08.04.00

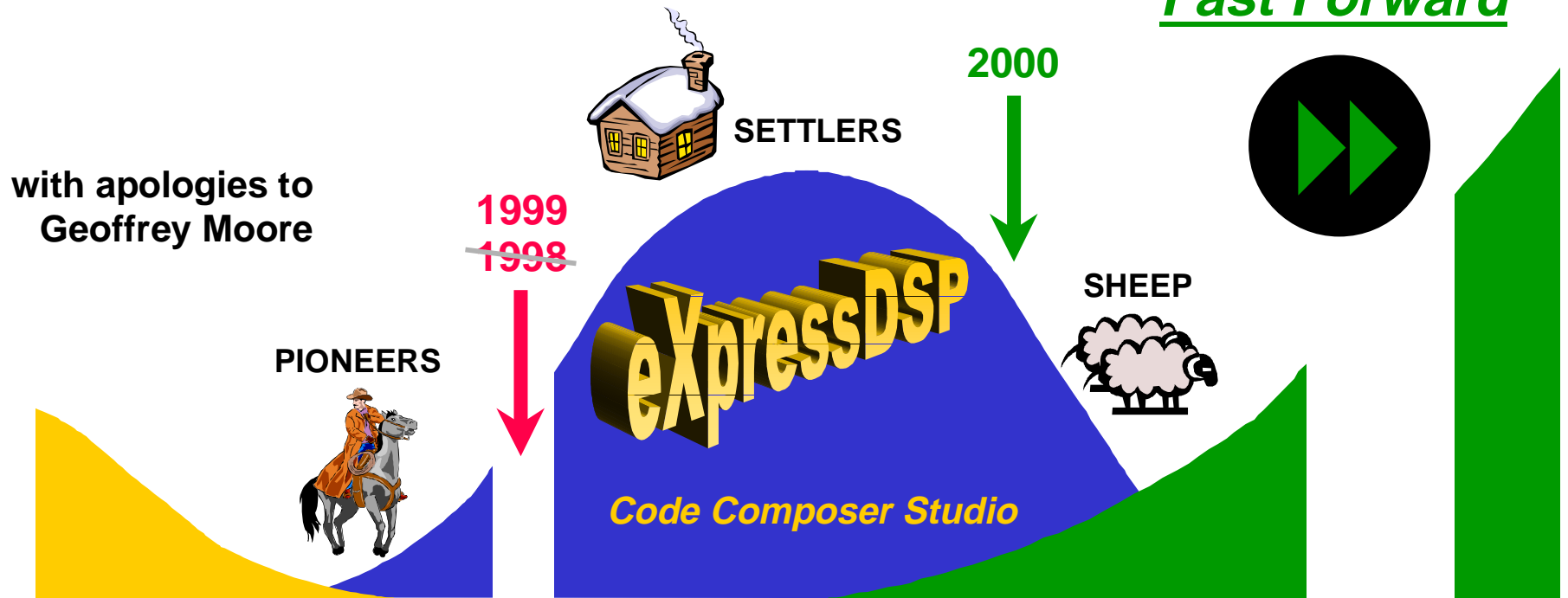
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TEXAS INSTRUMENTS

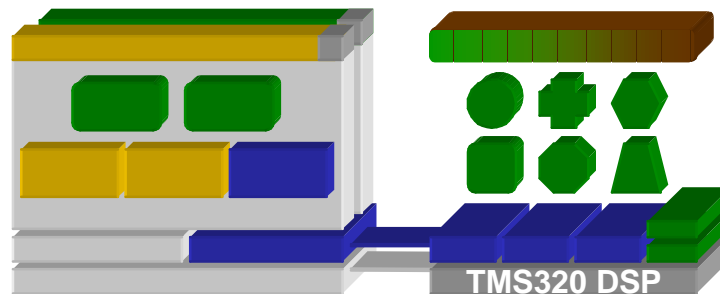
Crossing The Chasm(s)

DSPS Fest 2000

Fast Forward



*high-level
development*



*plug-in
content*

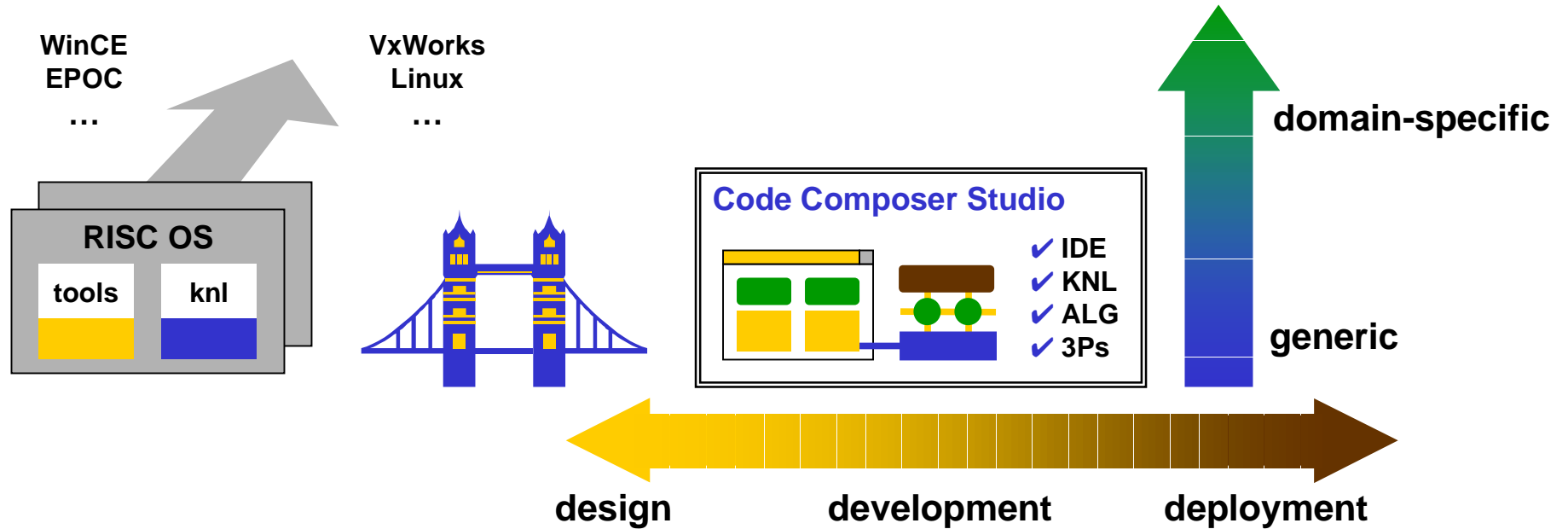
RF - 08.04.00

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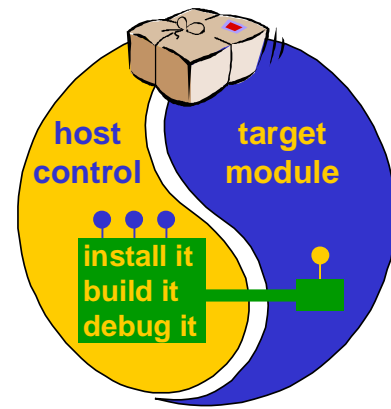
TEXAS INSTRUMENTS

What's Next ...

DSPS Fest 2000



- component infrastructure
- total life-cycle support
- application-extensibility
- RISC•DSP software bridge



RF - 08.04.00

A Robust Value Web

DSPS Fest 2000

grow your own



OEM

basic tools

DSP vendor



an abundance of goods & services

100,000s

Java
WinCE
Linux

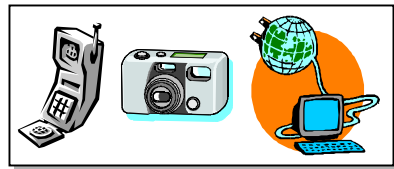


user apps

extensible products

End User

End Equip

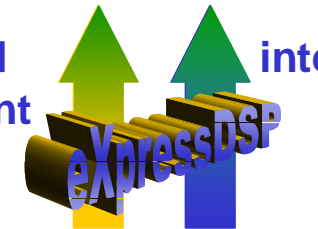


open platforms

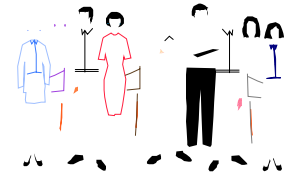
Mkt Solution

integrated environment

interoperable content



commercial infrastructure



100s

RF - 08.04.00

THE WORLD LEADER IN DSP AND ANALOG

TEXAS INSTRUMENTS

Growing To New Heights

DSPS Fest
2000

eXpressDSP

Third Party &
University Partners

Total Life-Cycle

RISC•DSP

Application-Specific

Code Composer Studio

Component Infrastructure



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