

Creating Value: Transforming a Little Chip Into Big Business

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Senior Vice President

Worldwide Semiconductor Sales and Marketing

Who's Here



**World's best
*DSP Third Party Developers***

Who's Here

DSPS Fest
2000



World's best *DSP Third Party Developers*

**World's most knowledgeable
*DSP Educators***

Who's Here

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- World's best *DSP Third Party Developers*
- World's most knowledgeable *DSP Educators*

**World's most influential
*DSP Technical and Business
Leaders***

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- World's best *DSP Third Party Developers*
- World's most knowledgeable *DSP Educators*
- World's most influential *DSP Technical and Business Leaders*

**TI's most valued
*Customers***

Why Are We Here?

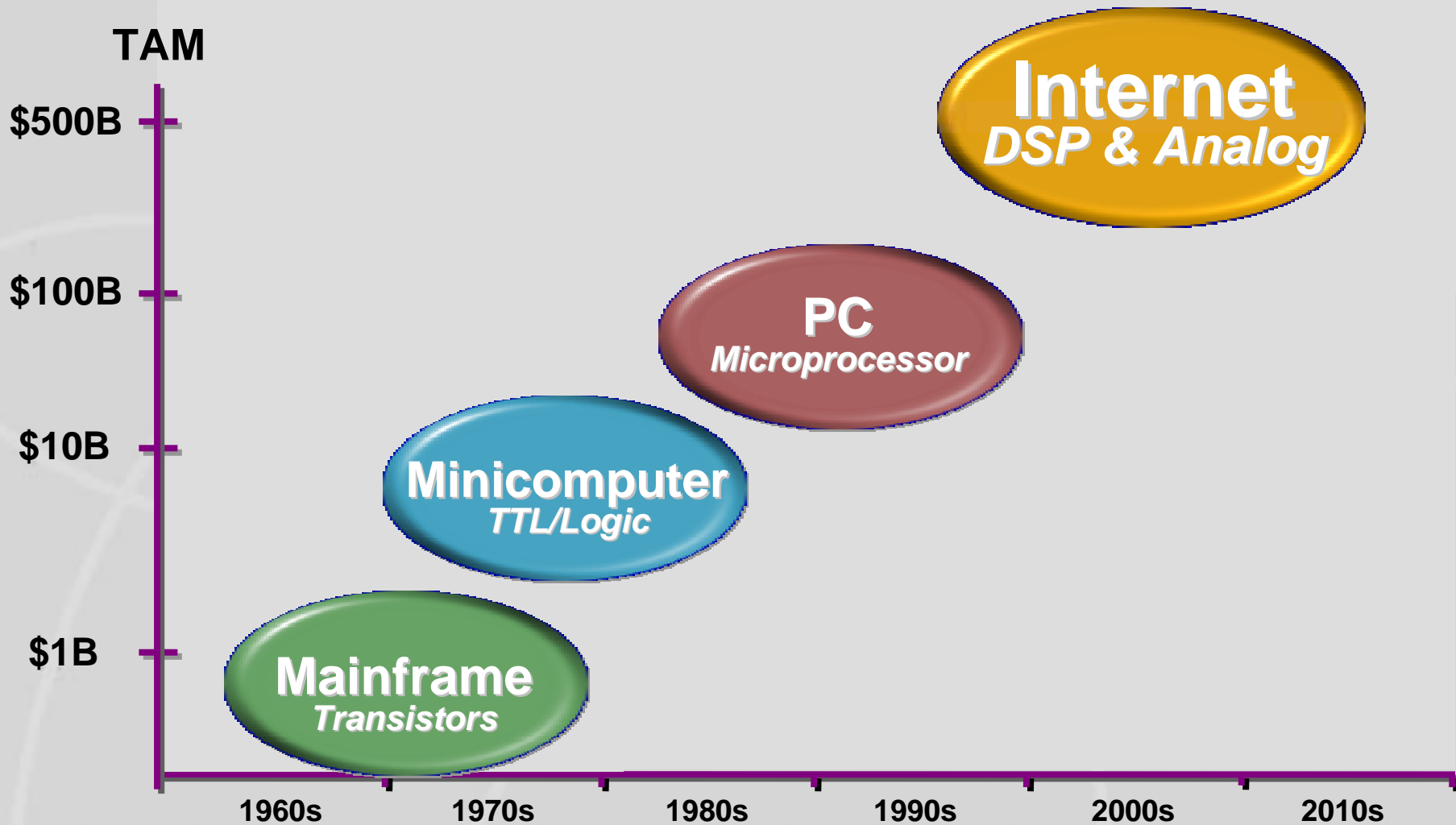
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**Guaranteed Riches
in the
.Com World**

DSP is the Engine of the Age ... and Much More

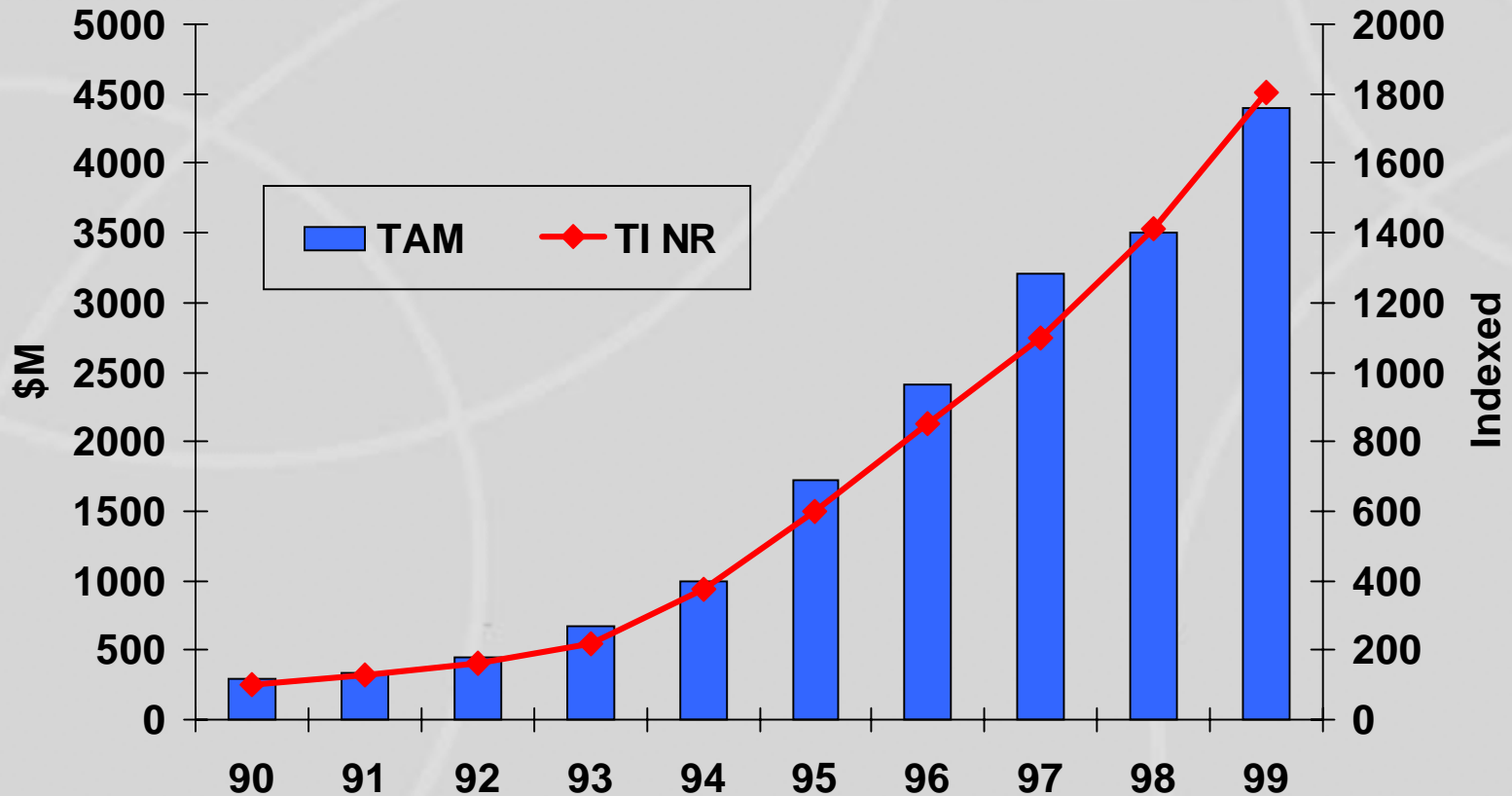
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Little Chip....Big Business

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DSP TAM Growth





*To Excel and Thrive in an
Environment of Great Change,
Your Rate of Learning Must
Exceed the Rate of Change*

Opportunities to Learn

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- **Hands on Workshops**
- **Technical Symposia**
- **Product & Tools Updates**
- **Emerging Applications Sessions**
- **Customized 1 on 1 Sessions**

Tonight.....

Product & Technology Expo



Tomorrow Night ... First Ever

“Birds of a Feather Session”

Commitment to DSP and Analog

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Product Leadership

C2000™ DSP

Motor
Control
DSP

The world's first control
optimized DSPs

C5000™ DSP

Personal
DSP

The world's lowest
mW/MIPS DSPs

C6000™ DSP

Broadband
Infrastructure
DSP

The world's highest
performance DSPs

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Leadership Tools Development Support

- eXpressDSP™ Software
- EVM's & DSK's
- Technical Workshops
- Field Support

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Partnerships.....

Universities & 3rd Parties

- More than 900 Universities
- More than 350 3rd Parties

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Acquisitions.....

Burr-Brown

Unitrode

Power Trends

Dot.Wireless

Alantro Communications

Amati

Libit

Toccata

Telogy

Butterfly

GO DSP

TI Leadership

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TI Leadership

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- **Tom Engibous, President, Chairman and CEO**
- **Mike Hames, TI VP, Manager WW DSP**
- **Greg Delagi, TI VP, Manager WW Catalog DSP**
- **Doug Rasor, TI VP, WW Strategic Marketing**
- **Gene Frantz, TI Senior Fellow**
- **Bob Frankel, Senior Software Strategist**

Closing Thoughts



- **Markets enabled by DSP and Analog are Important**

Closing Thoughts



- Markets enabled by DSP and Analog are Important
- **They are big**

Closing Thoughts

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- Markets enabled by DSP and Analog are Important
- They are big
- **You are in the right place at the right time**

Closing Thoughts

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- Markets enabled by DSP and Analog are Important
- They are big
- You are in the right place at the right time
- **Together we are going to develop solutions that Change the World**

Closing Thoughts

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- Markets enabled by DSP and Analog are Important
- They are big
- You are in the right place at the right time
- Together we are going to develop solutions that change the world
- **TI is here to help you!**

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In the Internet Age

TI's the Place To Be!

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www.ti.com

THE WORLD LEADER IN DSP AND ANALOG

 TEXAS INSTRUMENTS