

Emerging End Equipment



New users

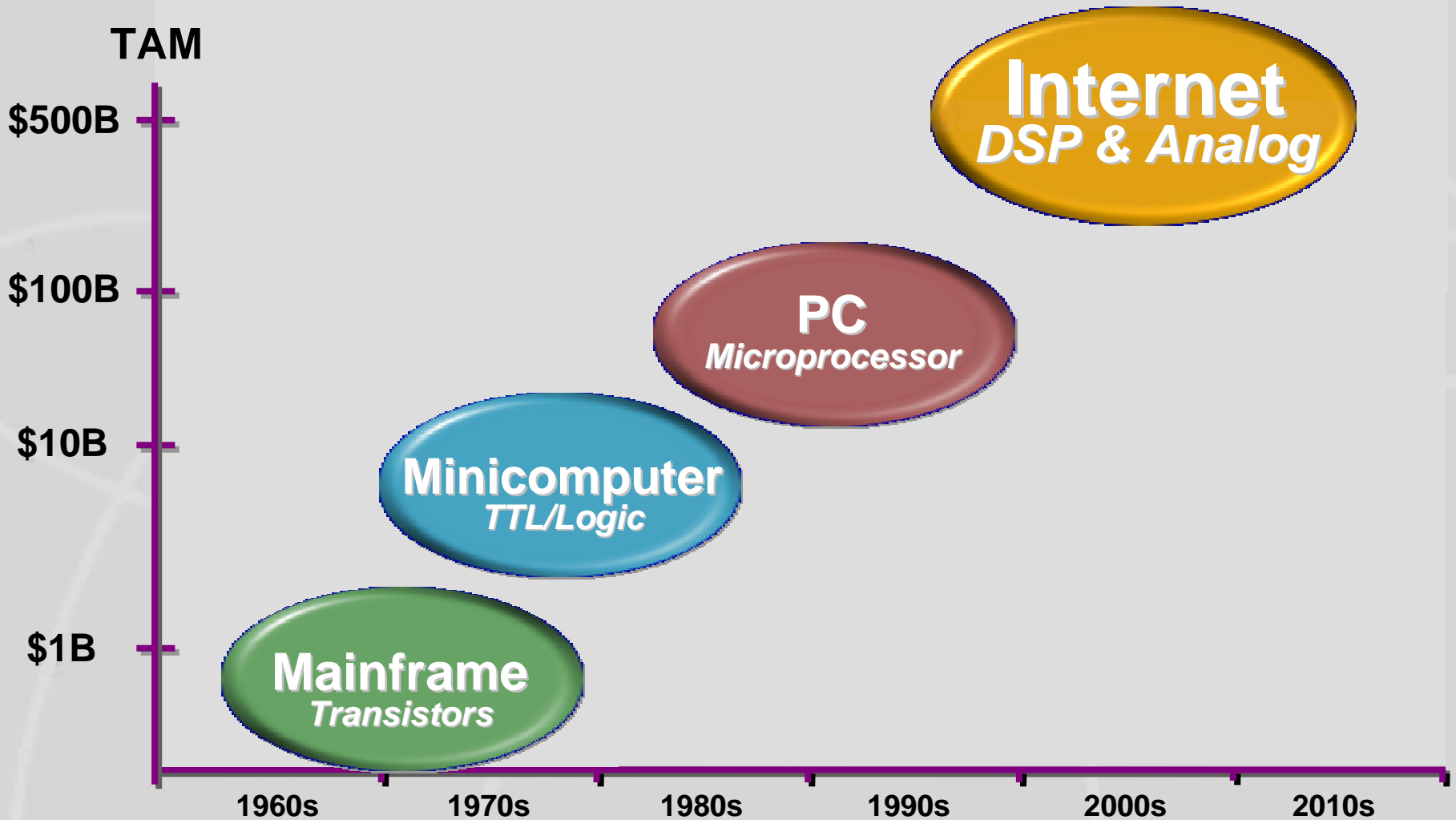
New uses

For DSP

Doug Razor
VP Strategic Marketing
Texas Instruments
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DSP is the Engine of the Age ... and Much More

DSPS Fest
2000

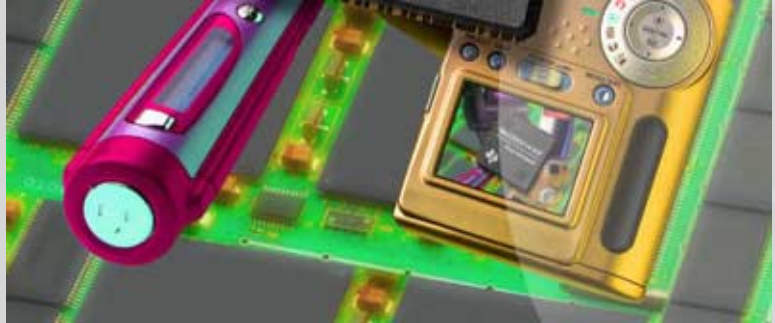
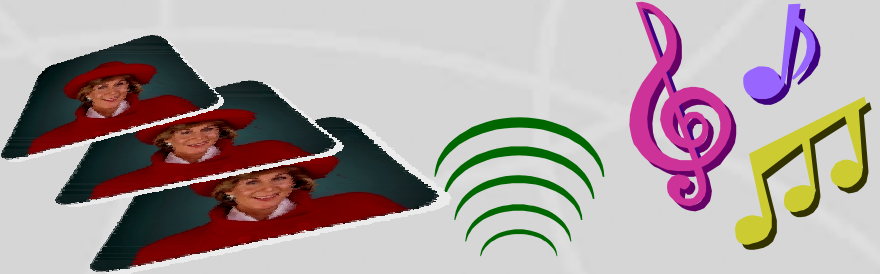


Trends in the Internet Age

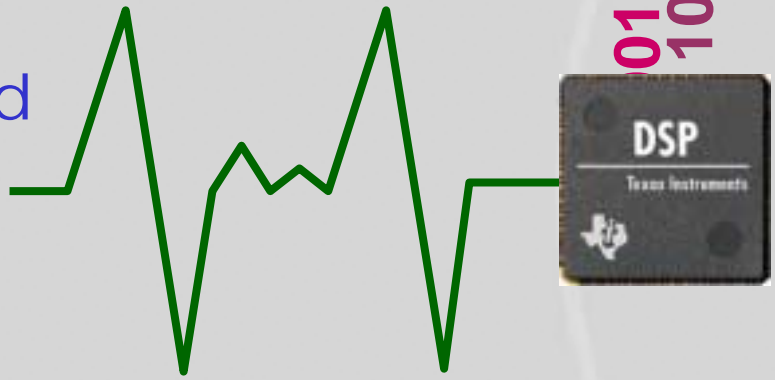
Broadband (everywhere)

Personalization of
Bandwidth

Convergence



All driven by DSP and
Analog technology
breakthroughs

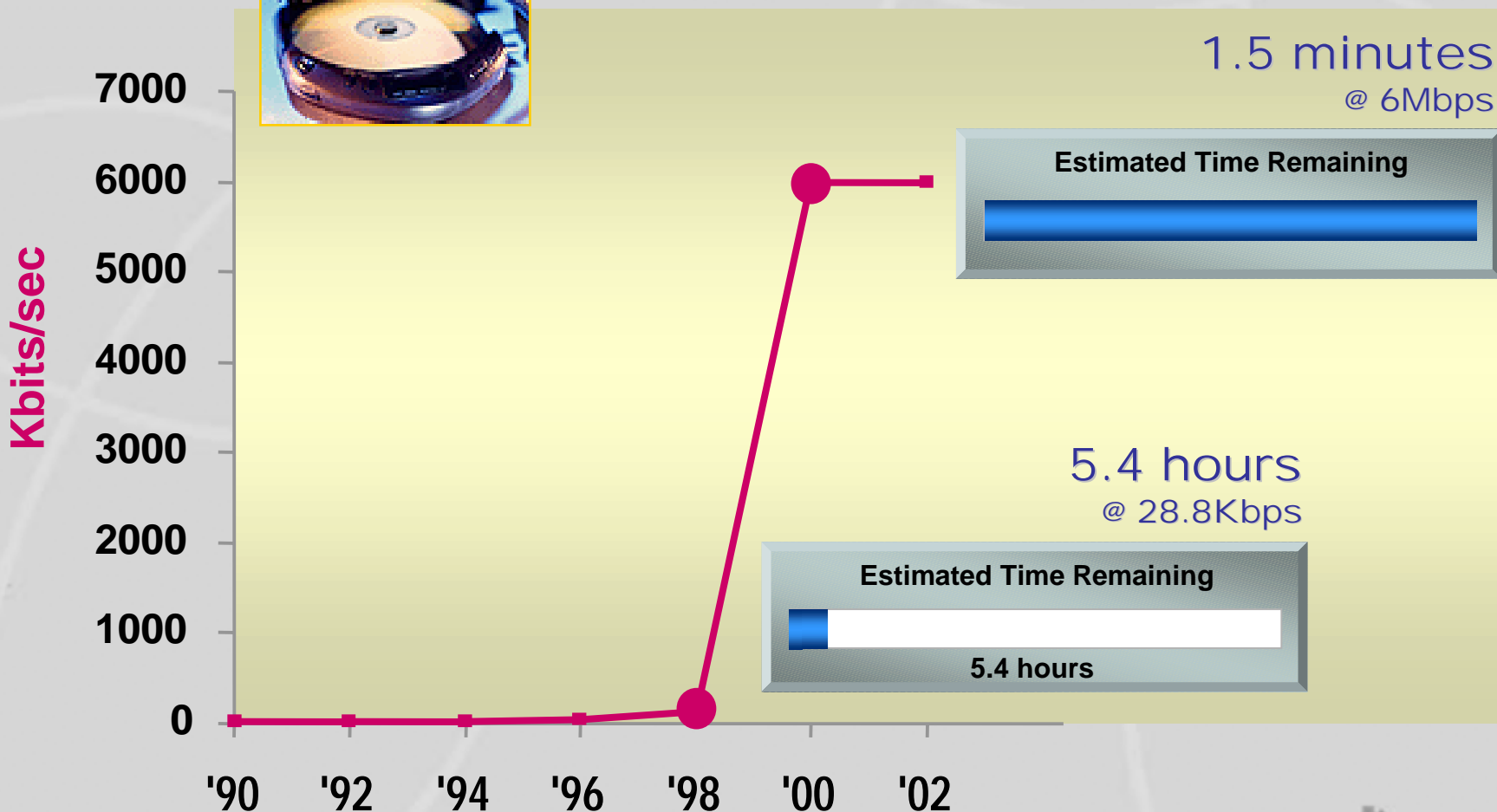


011000
100010

Impact of Broadband

DSPS Fest
2000

Time to Download a 74-minute CD Over the Internet



Personalization of Wireless Bandwidth

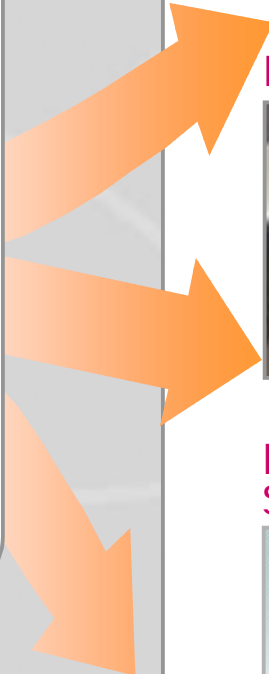
DSPS Fest
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2G

Traditional Cell Phone



Small phone with good service features



3G

Information Entertainment Communication

PDA



Smart Phone



Children's Communicator



Fashion Statement



- No "one phone fits all"
- Optimization for multiple market segments requires a programmable DSP approach

Convergence

3G Wireless Data Revolution

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Digital Audio

- MP3
- Real Audio



Streaming Video

- MPEG 4
- H.263



Connectivity

- Internet
- Bluetooth



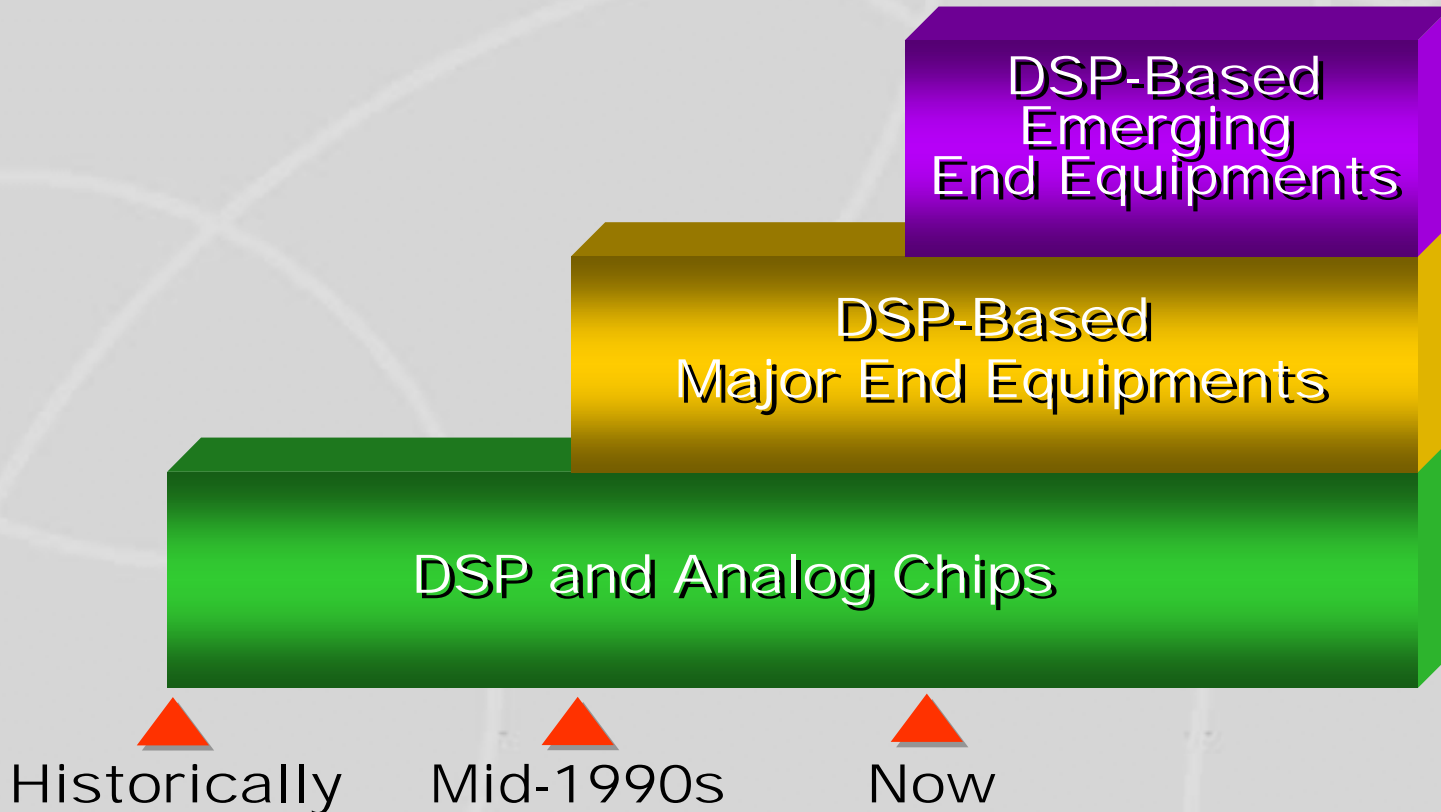
Mobile e-commerce

- Real-time transactions
- Encryption



Structuring for Growth

DSPS Fest
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Emerging Customers & Markets

Ideas come from everywhere

- Mass Marketing Efforts
- TI/H&Q Ventures
- Internal R&D
- “Intrapreneuring”

TI is forming internal “venture-like” startups where:

- DSPS technology is valued
- Market is fast-growing; ultimately large
- TI can lead
- We can get the people, technology to pull it off

Startups During Last 18 Months

Programmable DSP The Engine of the Internet



Short Distance Wireless



Digital Still Camera

InternetAudio

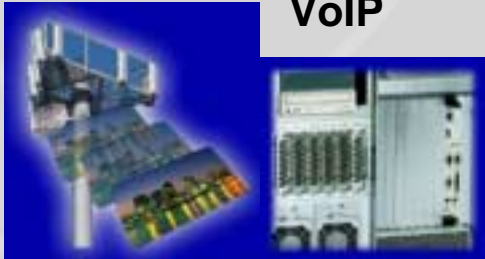


Optical Networking (Switching)

Digital Hearing Aids



VoIP



Digital Speakers (USB speakers & headsets)



Digital Motor Control



Broadband Wireless



Color Lasers (Raster Image Processing)



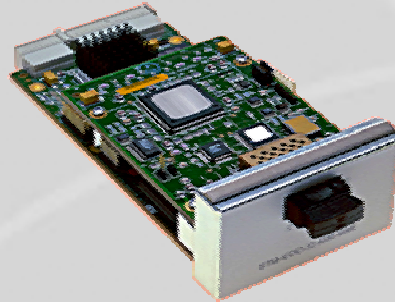
WinCE (Wireless PDA focus)

Ideas We're Working On

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**Power Line Modems
(home networking)**



**Optical Port
Processor
(Optical Network
Line cards)**



**Information Appliances
(telephone-centric)**



Performance Audio



Wireless LAN



**Personal Video Recorder
(VCR meets HDD)**



Digital Camcorders



**Digital Jukebox
(Internet Audio meets HDD)**



**“The best DSP applications haven’t
been invented yet.”**

- Tom Engibous