Welcome to the Third Party Benefits Session

Cathy Wicks
Worldwide Third Party Marketing Mgr.
Meet the Team

- Kristen Lotton
  - Catalog and Extranet
- Elaine Allbritton
  - Events
- Mike Sandoval
  - Programs
- Nathan Johaningsmeir
  - Programs
- Nelson Totah
  - Co-Op
- Steve Bath
  - TSA for FEST
- Helen Jackson
  - Contracts
- Phillip Parker
  - Market Communications
- Kaitlyn Bloomquist
  - Market Communications
- Susanna Jakubik
  - Media Relations
- Dana Burton
  - Legal
- Taka Yamashita
  - Japan
- Jenny Huang
  - Asia
- Elizabete Frietas
  - Europe
Agenda

- Overview of Member Benefits
- Online Resources
- eXpressDSP Compliance
- Market Communications
- Media Relations
- Events

BENEFITS BUFFET BOOTHs

- Wicks
- Lotton
- Sandoval
- Parker
- Jakubik
- Allbritton
- Team
Program Goals

Create a profitable network for members that is easy to navigate and valuable to TMS320™ DSP customers

- Access to TI technical resources
- Exposure to TI customers/channels
- Solid marketing and communications benefits
- Understand TI product directions and strategies
The Importance of Membership

- Faster design cycle
- Market share increase
- Reduce resources

OEM
Innovative Customers
Mass Market

Third-Party Service
The Solution Provider

Feedback on market needs
Reference designs/Code development

The World Leader in DSP and Analog
Texas Instruments
Membership Benefits

- Designed to encourage membership and participation in program
- Some benefits available to all members
- Announcement specific benefits provided on a case-by-case basis according to market needs
Member Benefit Summary

- Membership Welcome Collateral
- Authorized use of the TI Third Party Network Mark
- Access to the Third Party Extranet with Member only information
- Listings in the Online Resource Catalog
- Invitation to DSPS FEST
- TTO Training discounts
- Opportunity to resell TI SW and HW products
- Announcements in Technology Innovations Magazine
- Media Relations support for press releases
- SDK training and testing for eXpressDSP Compliance
Part of DSP technology campaign seen in television and magazines
Implemented at the beginning of 2000
Can be used in advertising, collateral, direct mail, at tradeshows, etc.
Usage provides discounts in EE Times and EDN (consult TI and magazine in advance)
Reseller Licensing and Discounts

- Reseller licenses are provided to enable you to bundle your products with TI software and hardware for sale to your customers.
- Discounts applied to licensees and are based on current market conditions to enable competitive pricing.
Promotional Collateral

- Brochure (customer targeted)
- Information Kit (program info)