



# TI Technology Day Israel 2011

## Agenda



	Track 1	Track 2	Track 3	Track 4
	MCU	ARM/DSP	Signal Chain	Power Management
8:00-9:00	<b>Registration &amp; Exhibition area</b>			
9:00-9:20	<b>Opening speech</b>			
9:20 – 9:45	<b>Analog innovations - the latest and greatest</b>			
9:45-10:00	<b>OMAP - future directions</b>			
10:00-10:30	<b>Break &amp; Exhibition area</b>			
<b>Session 1</b> 10:30-11:30	Stellaris® ARM® Cortex™ -M4 with Floating Point Unit, Blizzard Family - based MCUs	How to select the ARM® for your design	High Speed Data Converter Basics & Advanced PART I	Digital Power: Solving point-of-load power requirements with innovative and configurable Fusion Digital Power Controllers & digital support devices
<b>Session 2</b> 11:30-12:30	C2000™ – Concerto™ (College), First dual Core C28 + M3 solution for motor control, smart grid, solar and other Ees	Essential concepts of complex SOC design for OMAP, DaVinci™ and Sitara™	High Speed Data Converter Basics & Advanced PART II	Power components
12:30-13:30	<b>Lunch &amp; Exhibition</b>			
<b>Session 3</b> 13:30-14:30	MSP430™ - Next Generation FRAM enables new applications especially in energy harvesting and metering	DaVinci™ processors, unprecedented performance and integration for video applications	Signal chain components	Tips and Tricks for the Design of Power Solutions
<b>Session 4</b> 14:30-15:30	LPRF and RFID latest news	Video Codecs: what, how and which	Solving the analog front end dilemma for High Speed ADCs	Battery management: Gas Gauging and Charge Management
15:30-16:00	<b>Break &amp; Exhibition area</b>			
<b>Session 5</b> 16:00-16:45	Analog Products for Motion Control & Drives	Connectivity Solutions	Choose the right data converter for your application	Power for industrial applications (including sensors and Power over Ethernet) - 2011
16:45-17:00	<b>Closing &amp; Lottery</b>			