
Broadband Overview

Texas Instruments Broadband Solutions – Fueling Connectivity Anywhere, Anytime

In the era of communications and entertainment, consumers are embracing the power of broadband more than ever before to improve their daily lives. Around the world, individuals want fast and easy Internet access on any device, over any network, at any time from any location. This insatiable demand for information has fueled growth of connectivity well beyond the PC and into an exploding number of consumer electronics devices. In fact, market research firm iSuppli predicts the number of networked households to nearly triple by 2010 to 162 million globally. Estimated growth of connected devices from approximately 196 million to 974 million is also anticipated.

Whether for use at the office, home or on-the-go, Texas Instruments broadband technology is enabling this convergence and growth. TI is working with leading OEMs, ODMs to deliver applications that integrate data, WLAN, voice, video, and allow service providers to leverage the revenue-generating opportunities that continued convergence brings. The company's broad portfolio of complete solutions is based largely upon insight the company gains through relationships across the entire broadband value chain. By combining its 25 years of broadband expertise, with proven know-how in consumer electronics and wireless, TI is driving the next generation of integrated devices.

Delivering Differentiated, Integrated and Interoperable Solutions

TI's advanced silicon and software platforms deliver the performance and system level integration that markets need to deploy next generation residential gateway and

consumer electronics. In addition to traditional broadband offerings, TI also collaborates closely with customers to develop integrated services and products, such as:

- DSL modems with voice functionality and integrated WLAN
- Cable modems with integrated VoIP, WLAN and support for cellular codecs
- IP Phone products that include integrated WLAN functionality
- WLAN-enabled digital still cameras
- Mobile handsets with embedded WLAN capabilities and VoIP over WLAN

Because TI's experience spans across multiple technologies, it is in a unique position to address requirements for seamless access and operation across the multitude of broadband-enabled devices that are emerging.

Comprehensive silicon, software and systems expertise, combined with TI's leadership in process technology and manufacturing, result in complete system-on-a-chip (SoC) solutions that deliver the high performance, low power consumption and reduced costs that broadband customers require. These modular building block architectures include all the necessary components, including market leading DSPs, analog, mixed signal and RF parts in tightly integrated packages to lower the overall bill of materials and costs. TI leverages a common platform, integrated software and hardware architecture and application programming interfaces (APIs) across its technology offerings. Together, these benefits enable fast time to market and volume production of cost-effective products with unprecedented flexibility to meet evolving market needs.

An Emphasis on Quality, Interoperability and Seamless Operation

TI works closely with its customers and service providers to insure that equipment can co-exist and co-operate in a way that is seamless to the end user. All of TI's solutions undergo rigorous interoperability, pre-certification and quality testing, further reducing time to market and giving OEMs and ODMs the confidence that their products meet industry requirements. TI testing is done internally in TI's world-class interoperability labs, and in the field.

This includes:

- Cable modem testing through CableLabs®
- Performance, throughput and latency testing in TI's DSL InterOps Test Labs program
- VoIP hardware and software are testing against real-world VoIP equipment implementations
- WLAN platform testing for interoperability with existing devices and compliance with Wi-Fi Alliance™ specifications

TI's commitment and expertise provides confidence to OEMs that their systems are globally deployable, giving them the inside track with broadband operators.

Driving the Future of Broadband

TI's expertise is fueling convergence of the broadband and consumer electronics, especially in the home networking market. While the home network will likely take many shapes, it is clear that communications and consumer electronics are converging and broadband connectivity will grow to include a number of communications and consumer electronics devices. The ability to deliver integrated, innovative products with fast, easy and seamless access is the key to success in evolving broadband market. TI is well-positioned to help customers succeed through its comprehensive silicon, software and systems portfolios and the differentiated, innovative products it delivers.

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