# SOCA ::

### Portable Audio Player Reference Design

## Unlimited Portable Possibilites

Today's portable audio player market continues to show signs of high growth. IDC predicts that by the year 2009 this market will have topped 155 million units. In order to capture your share of this expanding market you need to get to market fast with a differentiated solution. Texas Instruments' second generation of portable audio, turnkey reference designs will help you do just that.
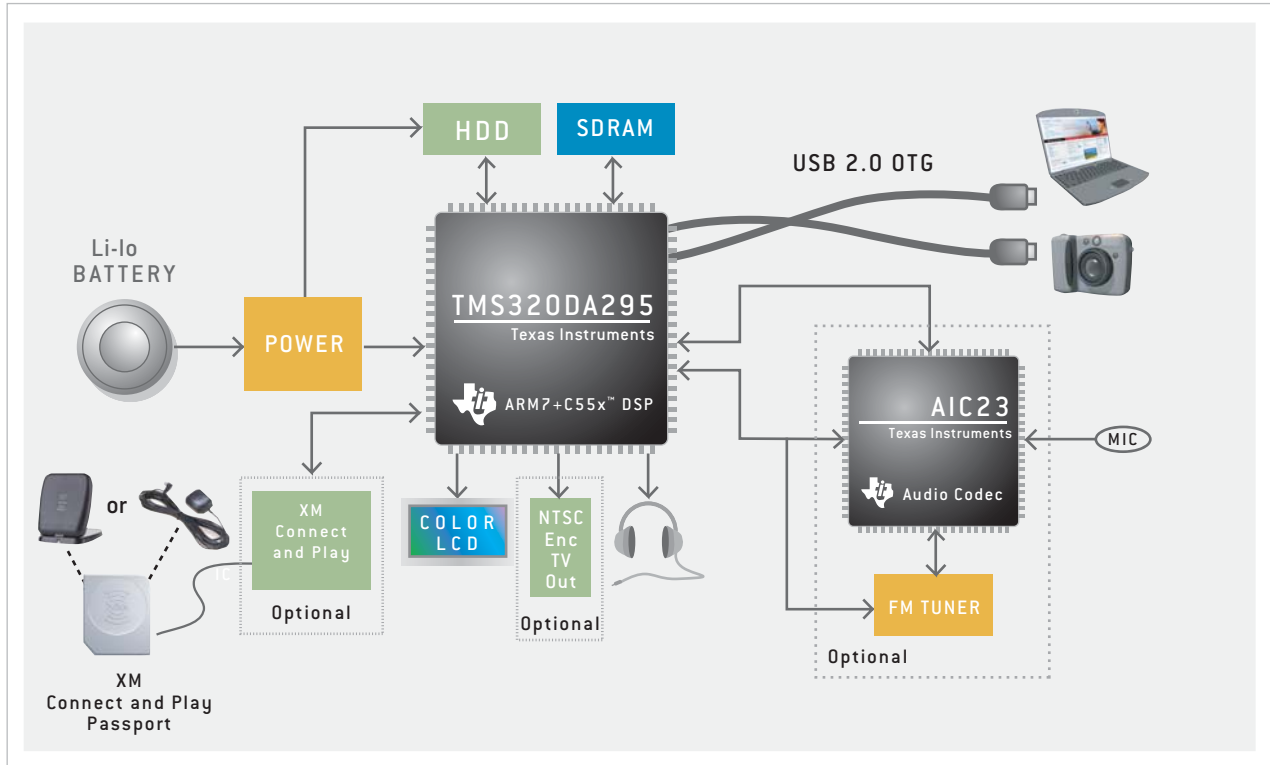
Based on TI's latest portable Digital Audio (DA) processor, TMS320DA295, the SOCA reference design targets getting you to market in three months with optimal battery life and features. Utilizing the ARM® + DSP processors within the dual-core DA295, the SOCA reference design maximizes processor efficiency by partitioning tasks to the appropriate core for maximum performance and battery life. A highly integrated system on a chip (SoC) minimizes BOM cost by integrating peripherals such as stereo DAC, headphone amplifier, USB 2.0 High Speed OTG, dedicated hard disk drive and NAND controllers just to name a few, while the reference design offers maximum flexibility with integrated video encoder and audio codec. Ultra-low standby currents for increased battery life in an "instant on" state and sharp 160x128 resolution color display allow for enhanced consumer experience for your product.

### FEATURES AND BENEFITS

:: **30+ hours battery life**

:: **Video Out**

:: **MP3, AAC, WMA Decode**

:: **Protected WMA Decode**

:: **1MP/sec JPEG Decode 160 X 128 Color TFT Display**

:: **5GB 1" HDD**

:: **Support for XM Connect-and-Play™ Passport**

:: **Programmable Stereo Crossfader (1H'06)**

:: **Time Scale Modification (1H'06)**

:: **Upgradeable support for MPEG, MJPEG and Audible (1H'06)**

DIGITAL AUDIO PLAYER

Technology for Innovators™

TEXAS INSTRUMENTS

:: While great battery life and cool features such as MPEG4 and MJPEG will get you a long way, they can only get you so far. In order to sustain a product in the market, you need to be able to provide future upgrade capabilities to your customers. TI's programmable portable audio reference design gives you the headroom you need to expand on current features and stay ahead of the market.

For additional information, contact your local TI sales representative or visit www.ti.com/soca.

**IMPORTANT NOTICE**