Elaine Allbritton

TI Third Party Events Manager

TEXAS INSTRUMENTS

▶▶ Conference and Exhibit Show

- ▶ Embedded Systems West   9/00
- ▶ Japan MST Trade Show 3p demos 11/7/00
- ▶ Embedded Systems East   4/01
- ▶ Embedded Europe
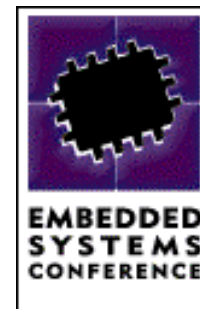
▶▶ Conference only

- ▶ DSP World Fall or Spring

▶▶ **Third Party Presentation Theater**

▶ Invitation to eXpressDSP Compliant Product Providers:

◆ Algorithms and CCS Plug Ins

▶ 2 slots / 20 min presentation opportunities with 10 min Q&A and separate discussion area

▶ Live demo during presentation required

▶ All TI show leads forwarded to presenters

▶ 5 spots still available : SIGN UP TODAY !

Future Events

Seminars and Symposiums

- eXpressDSP seminar series   2Q00
- Asia symposiums
- DSP and Analog Worldwide seminar series   1Q01
- One Day Customer Workshops
  - C5000 / C6000 / C2000 / DSP Bios   ongoing

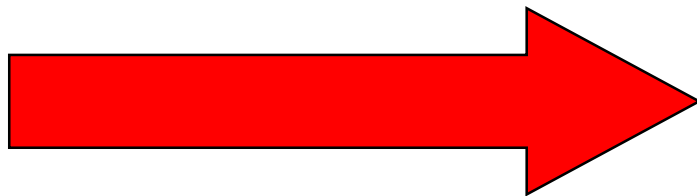## Partner Conferences

- European Education and Research conference   9/00
- Japan Third Party Conference   10/00
- Japan DSP Educator Conference   2/01
- European Third Party conference and champs meeting   2/01

TEXAS INSTRUMENTS

DSP FEST 2001

▶▶**Today**: DSP FEST is the original and best DSP partner conference for

- ▶ Third Parties
- ▶ Educators

▶▶Vision: Make DSP FEST *THE* Premier Worldwide Embedded Developers / DSP Conference for

- ▶ Third Parties
- ▶ Customers
- ▶ Educators
- ▶ Potential DSP developers

TEXAS INSTRUMENTS

Third Party Information Forums (3PIF)

▶▶ An opportunity to provide feedback to TI on specific initiatives in a small group, open forum discussion

▶▶ To influence TI roadmaps on products and programs

▶▶ Invitation provided through 3rd party account manager

TEXAS INSTRUMENTS