

TI Third Party Program Market Communications Activities and Opportunities 1999-2001

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Capitalizing on TI MarCom Opportunities



- ❖ Working with TI on your communications
- ❖ Third Party promotion in TI product release to market campaigns
- ❖ Further communication opportunities



How to Know What's Going On

- ❖ Monthly email newsletter
- ❖ Third Party Extranet
- ❖ Third Party Account Manager
- ❖ Third Party Information Kit
- ❖ Third Party Home Page
- ❖ Special emails
- ❖ Third Party Information Forums

Third Party Value



- ❖ Largest third party pull through in TI announcement history
- ❖ Worldwide launch targeted to DSP engineers and programmers
- ❖ Third party participation key to acceptance of message



Third Parties Participating in eXpressDSP Announcement 9/99

DSPS Fest
2000



Hyperception



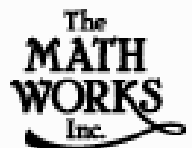
Softronics



Enea OSI Systems



Communication
Automation &
Control, Inc.



eXpressDSP Third Party Pull Through

DSPS Fest
2000

- ❖ Key message fractional ads
- ❖ Payback, dedicated 3P website
- ❖ 3p list split between Eur and US



BUILD ON LEADERSHIP.

TI's Code Composer Studio provides proven, industry-leading DSP development tools.

With 17 years of DSP experience and nearly a 30% market share of DSP, Texas Instruments provides Code Composer Studio™ IDE, simple to use and delivering the most efficient code in the DSP industry. Reprogrammed under tight deadlines, TI's help meet your speed and size requirements. With unparalleled reliability proven in years of production by tens of thousands of customers, these tools put you ahead of schedule, getting you to market faster.

For a Code Composer Studio white paper, go to www.ti.com/ccstudio

THE WORLD LEADER IN DSP AND ANALOG

TEXAS INSTRUMENTS



INTEGRATE WITH THE FUTURE.

With Code Composer Studio, third-party plug-in tools reduce your development time.

Code Composer Studio™ IDE lets you customize your development environment to match your needs today and in the future. Spend less time developing utilities by choosing plug-in tools from the largest third-party network in the DSP industry. By integrating plug-in tools, you can work through each phase of the development cycle without switching between applications.

For more information on integrating your Code Composer Studio plug-ins, go to www.ti.com/ccstudio/3p

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VISUALIZE SUCCESS.

Save DSP development time with Code Composer Studio.

Code Composer Studio™ IDE gives you the tools you need to see your DSP systems. With real-time analysis capabilities enabled by DSP/BIOS™ and RTDX™ technologies, you can probe, trace, and monitor a DSP application while it runs without stopping the processor. Plus, integrated data visualization capabilities allow you to view data in its native format (time, frequency, FFT waterfall, eye diagram, and more), speeding coding and product development time.

To see how successful you can be using Code Composer Studio, go to www.ti.com/ccstudio

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**CODE COMPOSER STUDIO FROM TI:
WHERE DSP AND SOFTWARE COME TOGETHER.**

C3P

CODE COMPOSER STUDIO

To request a full featured copy of Code Composer Studio free for 30 days, go to www.ti.com/uc/studio/CSP2000

T W L DSP A

 TEXAS
INSTRUMENTS

- ❖ Culmination of third page inserts
- ❖ Payback piece, Code Composer Studio free evaluation tools

eXpressDSP Third Party Pull Through

❖ Advertisements



**WHERE DSP SOFTWARE
COMES TOGETHER,
TI STANDS APART.**

Introducing eXpressDSP™ Real-Time Software Technology from TI.

DSP


For more information on the DSP algorithm standard or a free eXpressDSP real-time software technology multimedia CD-ROM demonstration, please visit us on the Web at www.ti.com/uc/expressdsp

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**TEXAS
INSTRUMENTS**

DSPS Fest 2000 eXpressDSP Third Party Pull Through

❖ Advertisements



TI STANDS APART.
BECAUSE ONLY TI COULD CREATE THIS DSP SOFTWARE NETWORK.

eXpressDSP brings together more products, more choices, more opportunities.

CSP

For more information on the TI DSP third-party network, and eXpressDSP real-time software technology, visit us on the Web at www.ti.com/techexpresdsp

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eXpressDSP Third Party Pull-Through

- ❖ Embedded Systems West 99
 - ❖ 14 Third Parties exhibiting eXpressDSP technology related products in TI booth
 - ❖ Third Party message weaved into juggler presentation
 - ❖ Third Party village promoted via banners and “stairstep” promotion
-
- ❖ Embedded West 2000, eXpressDSP compliant 3Ps, sign up today

eXpressDSP Third Party Pull Through

Technology Innovations Magazine

- ❖ Third parties listed in inaugural edition
- ❖ Further editions highlight product offerings and web addresses of participating compliant third parties
- ❖ Distributed to 150,000 potential customers



eXpressDSP Third Party Pull Through



Brochure

- ❖ 25,000 copies disseminated
- ❖ Includes third party quotes and dedicated web address

Results



Event

Result

eDSP homepage	Over 9,000 hits in first 10 days
Developers Kit:	Over 1,200 downloads
CD-Rom Requests	Over 6,000 requested, over 40,000 disseminated
eXpressDSP brochure	Over 25,000 disseminated
Embedded Syst.	Over 550 contacts



Exciting Opportunities Continue

- ❖ Embedded Edge Magazine-Sign up now!
 - Third Party Software Focused magazine
 - First edition October 2000, 2nd March 2001
 - Mailed to 100,000 targeted customers and prospects
 - Third Party application stories
 - FAQ, Tech tips from third parties
 - Only TI magazine to offer advertising to third parties (discounts for eXpressDSP compliant 3Ps)



Exciting Opportunities Continue

❖ DSP Developers Village

- Webstore (discussed previously)
- New third party spotlight (highlight a third party per month)
- New third party product highlight
- Third Party News and Announcements
- Embedded Edge on-line



TI Internal Communication

- ❖ Sales Kit: eXpressDSP products highlighted in printed and web based kit provided to field sales
- ❖ Consolidated mail to the field: Interesting third party product information sent to TI field: Special DSPS Fest benefit-sign up today at third party benefits buffet!
- ❖ Satellite broadcast: Weekly broadcast on pertinent topics