

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

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# Capitalizing on TI MarCom Opportunities

DSPS Fest  
2000



- ❖ 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

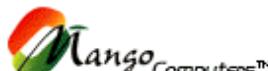
DSPS Fest  
2000



Free OSI Systems



*Hyperception*



**PENTEK**



THE RTOS SOLUTION COMPANY



**Softronics**



SIPRO LAB  
TELECOM



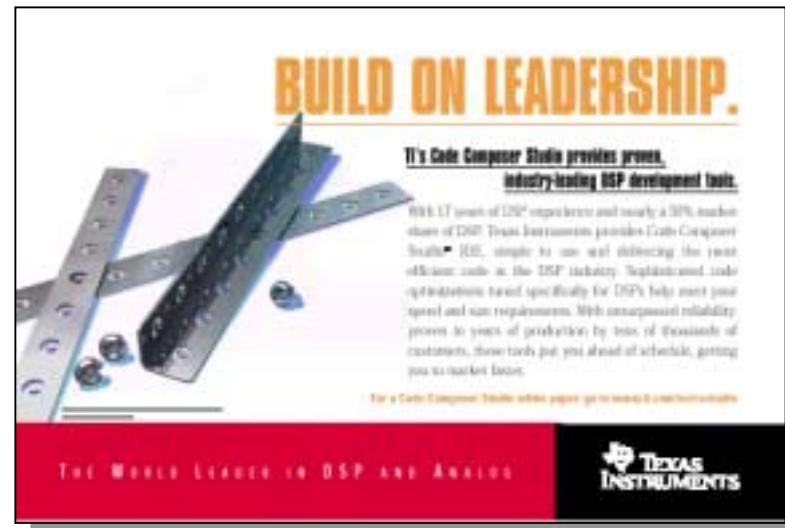
**VisSim**™



# eXpressDSP Third Party Pull Through

DSPS Fest  
2000

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



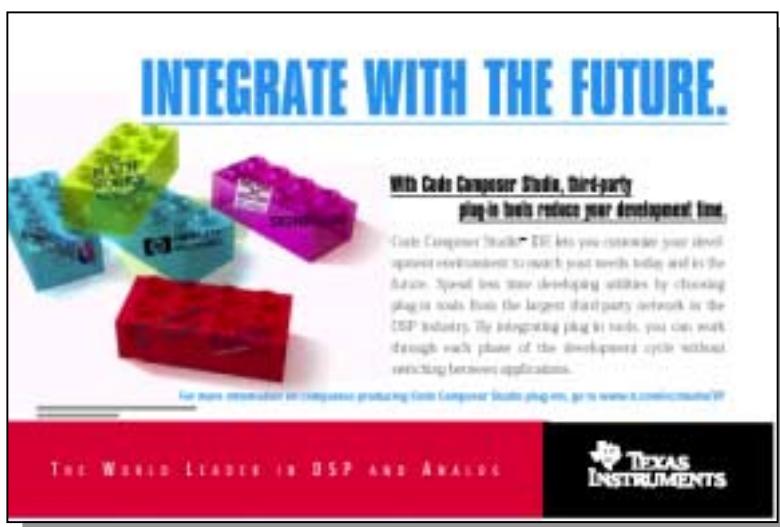
**BUILD ON LEADERSHIP.**

With 17 years of DSP experience and nearly a 50% market share of DSP, Texas Instruments provides Code Composer Studio™ IDE, simple to use yet offering the most efficient code in the DSP industry. Sophisticated code optimization, tuned specifically for DSPs, helps meet your speed and size requirements. With unsurpassed reliability proven in years of production by tens of thousands of customers, these tools put you ahead of the curve, getting you to market faster.

For a Code Composer Studio white paper, go to [www.ti.com/coswhitepaper](http://www.ti.com/coswhitepaper)

THE WORLD LEADER IN DSP AND ANALOG

**TEXAS INSTRUMENTS**



## INTEGRATE WITH THE FUTURE.

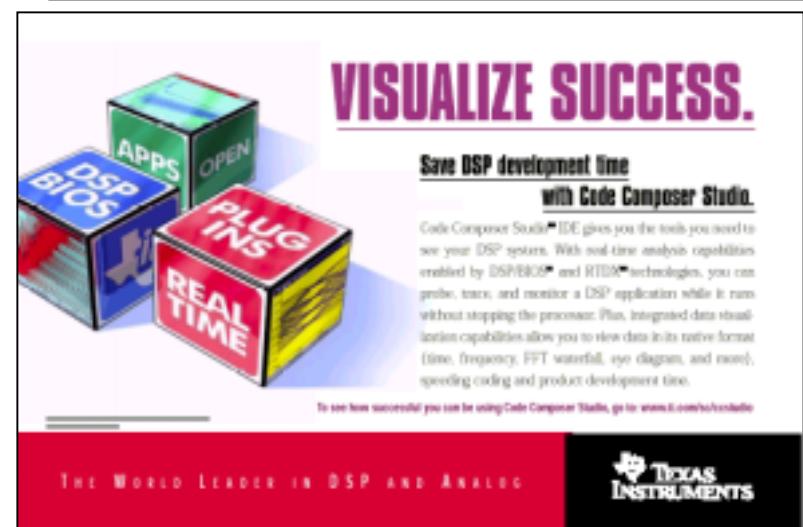
With Code Composer Studio, third-party plug-in tools reduce your development time.

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 companies producing Code Composer Studio plug-ins, go to [www.ti.com/coswhitepaper](http://www.ti.com/coswhitepaper)

THE WORLD LEADER IN DSP AND ANALOG

**TEXAS INSTRUMENTS**



## VISUALIZE SUCCESS.

Save DSP development time with Code Composer Studio.

Code Composer Studio™ IDE gives you the tools you need to see your DSP system. 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 process. 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/coswhitepaper](http://www.ti.com/coswhitepaper)

THE WORLD LEADER IN DSP AND ANALOG

**TEXAS INSTRUMENTS**

# eXpressDSP Third Party Pull Through

DSP Fest  
2000



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

# eXpressDSP Third Party Pull Through

DSPS Fest  
2000

## ❖ Advertisements

The advertisement features a central graphic of a globe with multiple colored rings (red, green, blue, purple) around it. The globe is covered in various software application windows, including "eXpressDSP Software Technology", "Math Works", "MATLAB", "C/C++", "Digital Audio", "Internet Telephony", "Broadband Communications", "Medical Imaging", and "eXpressDSP Software Technology". To the right of the globe, the text reads: "WHERE DSP SOFTWARE COMES TOGETHER, TI STANDS APART." Below this, it says "Introducing eXpressDSP® Real-Time Software Technology from TI." It shows two server racks: one labeled "eXpressDSP" with 12 horizontal bars, and another labeled "TI" with 6 horizontal bars. At the bottom, it says "THE WORLD LEADER IN DSP AND ANALOG" and "Texas Instruments".

WHERE DSP SOFTWARE  
COMES TOGETHER,  
TI STANDS APART.

Introducing eXpressDSP® Real-Time Software Technology from TI.

eXpressDSP

TI

THE WORLD LEADER IN DSP AND ANALOG

Texas Instruments

## 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.

TI DSP

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/expressdp](http://www.ti.com/expressdp)

THE WORLD LEADER IN DSP AND ANALOG

**Texas Instruments**



# 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



| <u>Event</u>        | <u>Result</u>                                  |
|---------------------|--|
| 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

DSPS Fest  
2000

- ❖ 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