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eXpressDSP and The New DSP Frontier

TI Third Party Marketing

Houston, TX

Agenda

- ▶ Why develop compliant products?
- ▶ Why customers choose Compliant Products?
- ▶ How to submit products for test
- ▶ Benefits for compliant Third Parties

What is eXpressDSP Compliance

- ▶ Products tested to TI's TMS320 DSP Algorithm Standard or Plug-in Test
- ▶ Opens a third party to new level of benefits from TI
- ▶ TI will market the program and drive more business to our third parties.
- ▶ TI is again embarking on a DSP first, and you could be a part of the action!!!!

Why Develop Compliant Products?

- ▶ More time, resources, and opportunities to create the next best thing.
- ▶ Part of the team.
- ▶ Accelerated time to...
 - ▶ revenue, reduced risk, access to more customers, increased reliability, lowered support and development cost and increased product value.
- ▶ Leverage TI's marketing to reach customers you previously couldn't access

Why Customers Choose Compliant Products

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- ▶ Lower integration time.
- ▶ Accelerated time to market
- ▶ Efficient use of resources
- ▶ An additional level of comfort knowing that that the product has passed compliance testing for interoperability





How to Submit Algorithms for Test

- ▶ Modify your algorithm to the TMS320 DSP Alg Standard, downloadable at
<http://dspvillage.ti.com>
- ▶ Fill out Compliance Request on the web
- ▶ TI will send Algorithm Testing Agreement, and arrangements made for testing in Santa Barbara
- ▶ Upon passing, third party receives the eXpressDSP Welcome Pack!

How to submit Plug-ins for Test

- ▶ Modify your plug-in to the TMS320 DSP Algorithm Standard.
- ▶ Download the plug-in compliance specification sheets from <http://dspvillage.ti.com>
- ▶ Review and sign the Texas Instruments Plug-in Test Agreement
- ▶ TI's sends Plug-in Compliance self-test utility.
- ▶ If pass, a log file will be generated
- ▶ Please send the tested plug-in along with the log to TI's testing facility in Toronto.
- ▶ Upon passing, Third Party receives eXpressDSP Welcome Pack!!

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**▶ Benefits for compliant
Third Parties**

Benefits for Compliance

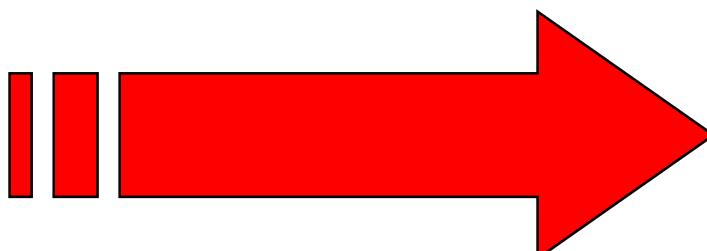


- ▶ eXpressDSP Logo
- ▶ Bonus Pack CDROM
- ▶ Technical Support
- ▶ Web store
- ▶ Embedded Edge
- ▶ Seminar Series



eXpressDSP Logo Benefits

- ▶ eXpressDSP Compliant Members
 - ▶ Market Visibility with TI Customers
 - ▶ eXpressDSP Logo
- ▶ If you are compliant, sign the agreement TODAY!!



**SIGN UP TODAY and get your
products tested!!!!!!**

Operators standing by!



eXpressDSP Bonus Pack CD

- ▶ Multimedia learning tool for eXpressDSP
 - ▶ Presentation, Glossary, Technical Information
- ▶ Third Party Information
 - ▶ For eXpressDSP Compliant Companies
- ▶ TI distributes over 50,000 copies to the Mass Market customers
- ▶ **Deadline for 2H00 release August 14th**
- ▶ **We will take RSVPs TODAY!!**

Tech Support

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- ▶ Standard is downloadable from the extranet
- ▶ eXpressDSP Developers Kit available for sale on the web **<http://dspvillage.ti.com>**
- ▶ Members of Technical staff located through out the world will to help.
 - ▶ Boston, San Jose, Dallas, Santa Barbara

Web Store

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- ▶ Exclusive to eXpressDSP Compliant Companies
- ▶ Ease of use
 - ▶ Ship
 - ▶ Shopping cart software
 - ▶ eliminated days of legal negotiations
- ▶ Market transaction
 - ▶ New channel access
 - ▶ capture leads
 - ▶ Drive www.ti.com hits to third party web sites



Goals of the web store

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1. Market eXpressDSP

2. Market YOU!

3. Sell eXpressDSP
Compliant Products



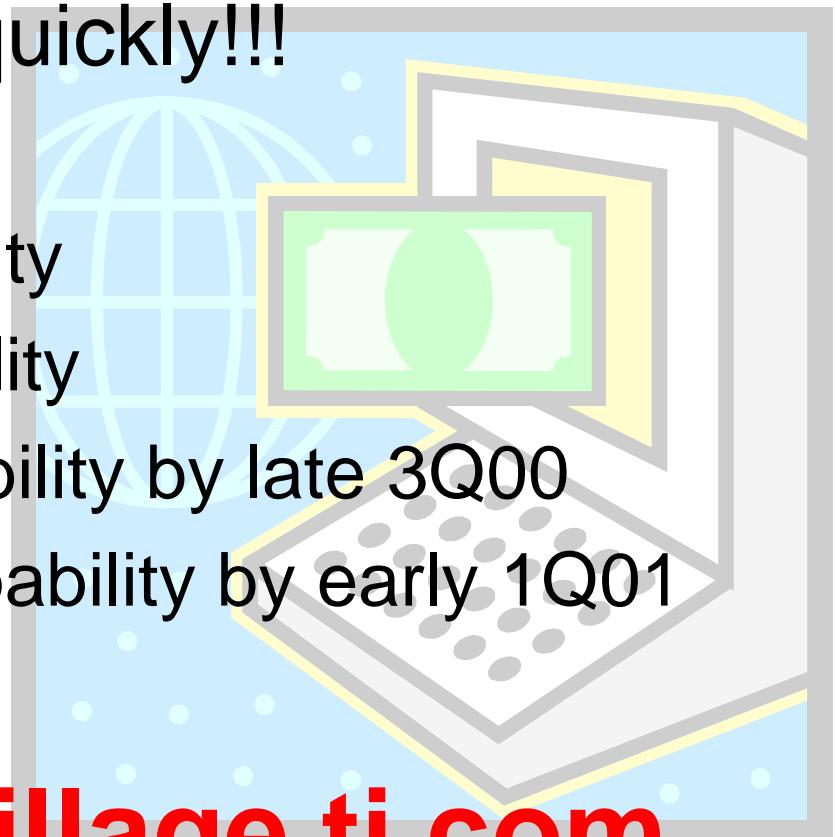
The screenshot shows the Texas Instruments DSP Developers' Village website. The header features the Texas Instruments logo and the tagline "THE WORLD LEADER IN DSP AND ANALOG". A search bar and a "GO" button are on the left. To the right are links for Advanced Search, TI Home, TI SME, TI Employment, Tech Support, Contents, Site Map, and TI Global. A banner at the top right says "Now Launched Around the World". The main content area is divided into sections: "DSP Developer Resources" (with links to Discussion Groups, Technical Support, Application Notes, User Manuals, Datasheets, General FAQs, Application Software, Device Drivers, Errata, Application Block Diagrams, Tools Price/Availability, Training, TMS320 DSP Product Catalog, Compatible Analog Products, and Feedback), "Featured Documentation" (with links to Application Notes for the C6000 and TMS320C54x), and "Purchase Tools" (with links to Evaluation Bundles / DSP Starter Kits, Free Evaluation Tools, and the TMS320 DSP Tools Catalog). The right side has a sidebar for "eXpressDSP™ Components" (Overview, Code Composer Studio, DSP BIOS, TMS320 DSP Algorithm Standard, Third Party Products, eXpressDSP Compliance Program, eXpressDSP demo CD-ROM, New Compliant Products, and New Products in the e-Store). A "DSP TECHNOLOGY" logo is in the bottom right of the main content area.

Web Store Roadmap

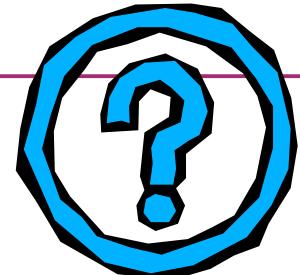
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► Start small...grow quickly!!!

- ▶ New look and feel.
- ▶ New search capability
- ▶ Increased functionality
- ▶ University Pricing ability by late 3Q00
- ▶ Purchase Order capability by early 1Q01



<http://dspvillage.ti.com>



Questions?

Please see me at the
booth!!!

