Michael Sandoval

eXpressDSP and The New DSP Frontier

TI Third Party Marketing

Houston, TX

TEXAS INSTRUMENTS

Agenda

▶▶ Why develop compliant products?

▶▶ Why customers choose Compliant Products?

▶▶ How to submit products for test

▶▶ Benefits for compliant Third Parties

TEXAS INSTRUMENTS

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!!!!

TEXAS INSTRUMENTS

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

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Why Customers Choose Compliant Products

▶▶ 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

TEXAS INSTRUMENTS

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!

TEXAS INSTRUMENTS

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!!

TEXAS INSTRUMENTS

Agenda

▶▶ Why develop compliant products?

▶▶ Why customers choose Compliant Products?

▶▶ How to submit products for test

▶▶ **Benefits for compliant Third Parties**

TEXAS INSTRUMENTS

Benefits for Compliance

▶▶ **eXpressDSP Logo**

▶▶ **Bonus Pack CDROM**

▶▶ **Technical Support**

▶▶ **Web store**

▶▶ Embedded Edge

▶▶ **Seminar Series**

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eXpressDSP Logo Benefits

▶▶ eXpressDSP Compliant Members

  ▶ Market Visibility with TI Customers

  ▶ eXpressDSP Logo

▶▶ If you are compliant, sign

  the agreement TODAY!!

eXpressDSP™ Compliant

DSP

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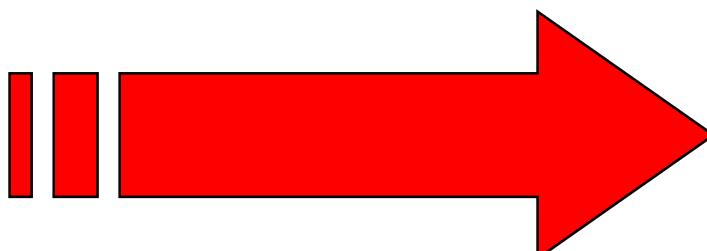
SIGN UP TODAY and get your products tested!!!!!!

Operators standing by!

TEXAS INSTRUMENTS

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!!**

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Tech Support

- ▶▶ 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

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Web Store

▶ 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

1. Market eXpressDSP

2. Market YOU!

3. Sell eXpressDSP
   Compliant Products

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Web Store Roadmap

▶▶ 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

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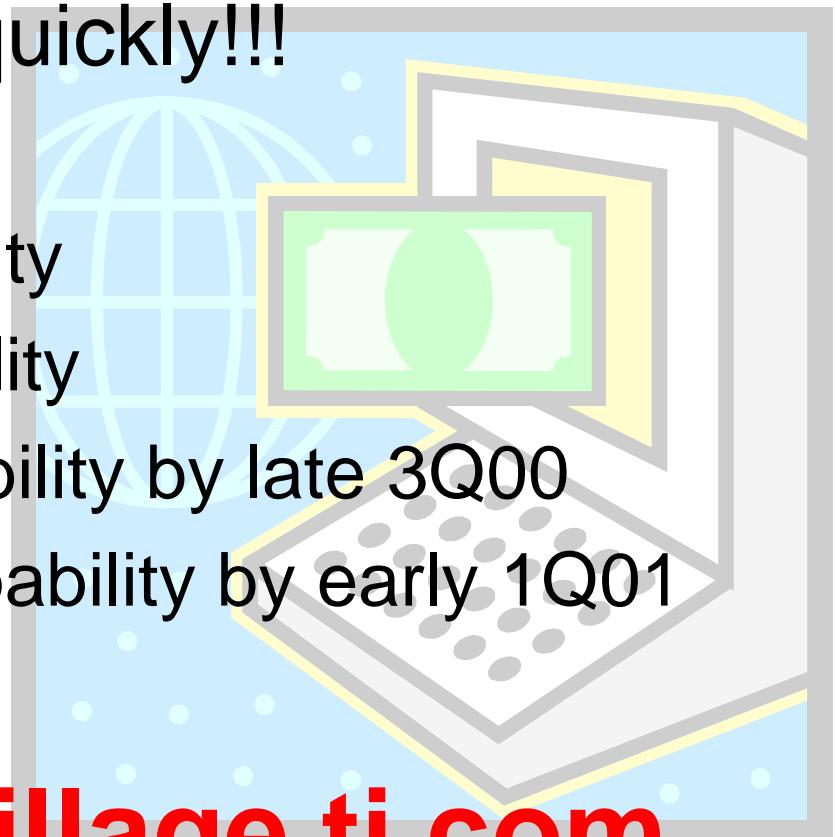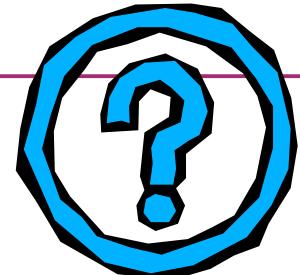
Questions?
Please see me at the booth!!!