

Welcome to the Third Party Benefits Session

Cathy Wicks
Worldwide Third Party Marketing Mgr.

Meet the Team

DSPS Fest
2000

- ▶ Kristen Lotton
 - ▶ Catalog and Extranet
- ▶ Elaine Allbritton
 - ▶ Events
- ▶ Mike Sandoval
 - ▶ Programs
- ▶ Nathan Johaningsmeir
 - ▶ Programs
- ▶ Nelson Totah
 - ▶ Co-Op
- ▶ Steve Bath
 - ▶ TSA for FEST

- ▶ Taka Yamashita
 - ▶ Japan
- ▶ Jenny Huang
 - ▶ Asia
- ▶ Elizabete Frietas
 - ▶ Europe

- ▶ Helen Jackson
 - ▶ Contracts
- ▶ Phillip Parker
 - ▶ Market Communications
- ▶ Kaitlyn Bloomquist
 - ▶ Market Communications
- ▶ Susanna Jakubik
 - ▶ Media Relations
- ▶ Dana Burton
 - ▶ Legal

Agenda

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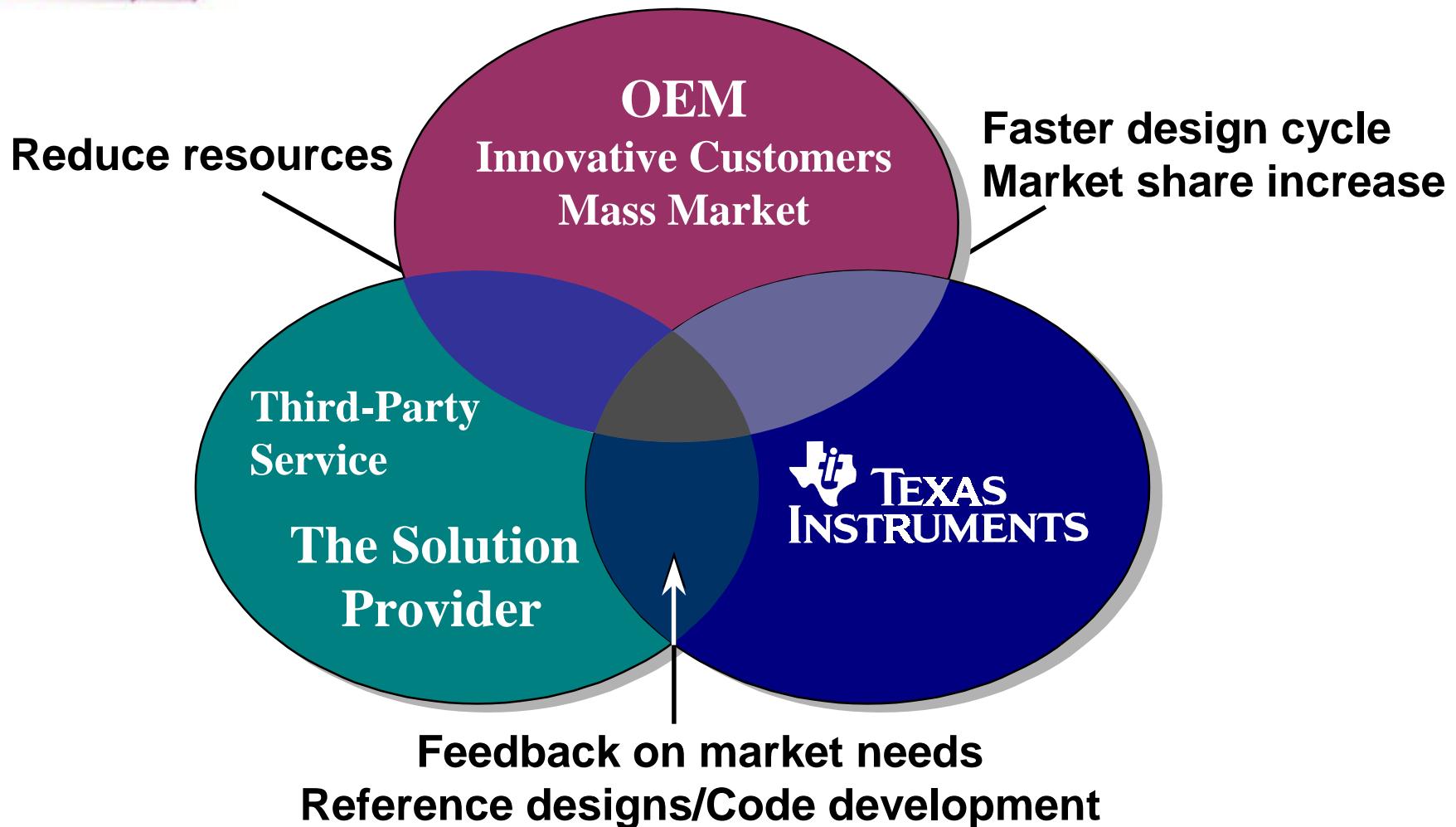
- ▶ Overview of Member Benefits
- ▶ Online Resources
- ▶ eXpressDSP Compliance
- ▶ Market Communications
- ▶ Media Relations
- ▶ Events
- ▶ BENEFITS BUFFET BOOTHES
- ▶ Wicks
- ▶ Lotton
- ▶ Sandoval
- ▶ Parker
- ▶ Jakubik
- ▶ Allbritton
- ▶ Team

Program Goals

Create a profitable network for members
that is easy to navigate and valuable to
TMS320™ DSP customers

- ▶ Access to TI technical resources
- ▶ Exposure to TI customers/channels
- ▶ Solid marketing and communications benefits
- ▶ Understand TI product directions and strategies

The Importance of Membership



Membership Benefits

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- ▶ Designed to encourage membership and participation in program
- ▶ Some benefits available to all members
- ▶ Announcement specific benefits provided on a case-by-case basis according to market needs

Member Benefit Summary



- ▶ Membership Welcome Collateral
- ▶ Authorized use of the TI Third Party Network Mark
- ▶ Access to the Third Party Extranet with Member only information
- ▶ Listings in the Online Resource Catalog
- ▶ Invitation to DSPS FEST
- ▶ TTO Training discounts
- ▶ Opportunity to resell TI SW and HW products
- ▶ Announcements in Technology Innovations Magazine
- ▶ Media Relations support for press releases
- ▶ SDK training and testing for eXpressDSP Compliance

Third Party Mark

- ▶ Part of DSP technology campaign seen in television and magazines
- ▶ Implemented at the beginning of 2000
- ▶ Can be used in advertising, collateral, direct mail, at tradeshows, etc.
- ▶ Usage provides discounts in EE Times and EDN (consult TI and magazine in advance)



Reseller Licensing and Discounts

- Reseller licenses are provided to enable you to bundle your products with TI software and hardware for sale to your customers
- Discounts applied to licensees and are based on current market conditions to enable competitive pricing.

- Brochure (customer targeted)
- Information Kit (program info)

