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Dr. Larry Hornbeck Inducted into National Academy of Engineering

Texas Instruments Fellow Renowned For Invention of the DMD

DALLAS (October 1, 2007) - Texas Instruments Incorporated (TI) (NYSE: TXN) today congratulates TI Fellow, Dr. Larry Hornbeck, on his induction into the prestigious National Academy of Engineering (NAE). Hornbeck is distinguished for the invention and development of the Digital Micromirror Device (DMD) and its application to projection display technology. The DMD is an optical semiconductor that is at the core of TI's DLP® technology for digital projection systems. This month is the 20th anniversary of the first working DMD model.

"Induction into the NAE is an honor acknowledging those who have made outstanding contributions to engineering, including pioneers of new and developing fields of technology," said Charles Vest, president of the NAE. "Dr. Hornbeck joins an honorable list of innovators, a number of whom were early Texas Instruments fellows. Larry's commitment to research and DMD technology development is an inspiring example of the innovation that continues to move the engineering profession forward."

Election to the NAE is among the highest professional distinctions accorded to an engineer, recognizing important contributions to engineering theory and practice. Dr. Hornbeck was among 64 new members and nine foreign associates inducted in a ceremony in Washington, D.C. He joins a distinguished group of 16 TI innovators who previously achieved this highly regarded honor, dating back to 1965 and including Nobel prize winner Jack Kilby who was inducted in 1967 for inventing the integrated circuit.

"Throughout his career, Larry's vision and technical contributions have shaped the digital experience in many new and exciting ways," said Tom Engibous, chairman of Texas Instruments and NAE member since 2003. "Through his efforts to advance DMD technology, Larry has benefited both TI and the entire electronics industry, and I congratulate him on this esteemed honor."

A TI Fellow, Dr. Hornbeck's career at TI spans over 34 years. In 1987, he invented the DMD, and since that time the technology has revolutionized projection displays due to its all-digital, source-to-eye projection. Thanks to its small size, high brightness and exceptional image fidelity, stability and reliability, many of the world's top display manufacturers market projectors and big-screen TVs based on the DMD microchip for conference rooms, home entertainment, large venues and digital cinema.

In addition to his NAE membership, Dr. Hornbeck is also an IEEE Fellow and International Society for Optical Engineering (SPIE) Fellow. He has received numerous awards, including an Emmy from the Academy of Television Arts & Sciences, and the David Sarnoff Medal Award from the Society of Motion Picture and Television Engineer. Other prestigious recognitions Hornbeck will soon receive this year for his DMD invention include the Royal Photographic Society Progress Medal and the American Institute of Physics (AIP) Prize for Industrial Applications of Physics. He has served as author or co-author of 38 publications, and holds 33 U.S. patents.

Dr. Hornbeck holds a doctorate in solid state physics from Case Western Reserve University in Cleveland.

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About Texas Instruments DLP Products

DLP display technology from Texas Instruments offers clarity down to the most minute detail, delivering pictures rich with color, contrast and brightness to large-screen HDTVs and projectors for business, home, professional venue and digital cinema (DLP Cinema®). 50 of the world's top projection and display manufacturers design, manufacture and market products based on DLP technology. DLP is the only HDTV technology built from a foundation in the digital cinema where it set the industry standard demonstrated by the deployment of DLP Cinema technology in 4,500 theaters worldwide. At the heart of every DLP chip is an array of up to 2.2 million microscopic mirrors which switch incredibly fast to create a high resolution, highly reliable, full color image. DLP technology's chip architecture and inherent speed advantage provides razor-sharp images and excellent reproduction of fast motion video. Since early 1996, more than 13 million DLP subsystems have been shipped. For more information, please visit www.dlp.com.

About Texas Instruments

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers' real world signal processing requirements. In addition to Semiconductor, the company includes the Education Technology business. TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries.

Texas Instruments is traded on the New York Stock Exchange under the symbol TXN. More information is located on the World Wide Web at www.ti.com.

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