

TI senior vice president challenges industry to unlock innovation for friendlier, easier and smarter mobile user experience

Greg Delagi says TI OMAP™ technology continues to stimulate new ways for users to access, view and share mobile content

BARCELONA, Spain (Feb. 11, 2008) - Texas Instruments Incorporated (TI) (NYSE: TXN) senior vice president Greg Delagi challenged the wireless industry to remove innovation barriers inhibiting a fully-realized mobile user experience. Speaking today at a press event at the Mobile World Congress, Delagi, who leads TI's Wireless Terminals Business Unit, said that TI's OMAP™ application processor technology "continues to invigorate and transform the mobile user experience to be friendlier, easier and smarter" and is driving innovations in ways consumers access, view and share content on their mobile devices.

Delagi commented that "as an industry we've only just begun to scratch the surface of how important and helpful mobile devices will become to each and every one of us." The mobile phone has undergone a metamorphosis from a simple device used to make and receive calls, to a must-have consumer product, due largely to improvements in the user experience. He challenged the audience to "imagine the types of applications and usage scenarios that will come by unleashing the creative energy of thousands of developers around the globe delivering innovations that take full advantage of the power of wireless technology, especially TI's OMAP platform."

TI announced new innovations for mobile devices that include high-definition (HD) camcorder record capabilities - turning the handset into a HD camcorder; the ability for a mobile phone to deliver a full page Web browsing experience that rivals that of a PC; and production availability of the company's DLP Pico™ chipset, which will bring consumers one step closer to a high-quality big picture experience on mobile phones. With the enriched content enabled by OMAP, combined with these expanded content viewing options, TI is enabling its customers to create new use cases for mobile devices, such as the ability to record a personal movie in HD on your handset and then view it in large screen format with friends and family.

"Even with all the high-end capabilities we have nurtured with our OMAP platform, there is still a great amount of innovation ahead of us," said Delagi. "TI believes the best is yet to come, and we're excited about the innovation that will be delivered on top of the OMAP platform to enhance the mobile user experience as wireless applications and services take a more central role in our daily lives."

To further help handset manufacturers provide compelling user experiences, TI also announced today new offerings that reduce barriers for innovation and make OMAP more accessible to a larger community of software developers. As part of the new offerings, TI is launching a low-cost, feature-rich OMAP 3-based development kit to ease creation of new applications for mobile devices. TI also announced an expansion of its open source initiatives, making documentation and software available among the robust Linux development community.

Delagi told the audience that the combination of these offerings will "fuel further innovation among the large wireless development community to harness the performance of the OMAP platform and drive breakthroughs in the mobile user experience."

To learn more about this announcement and other Mobile World Congress activities, please visit ww.ti.com/mwc2008.