

**Texas Instruments Transforms Digital Video in the Car and Home
with Four New DaVinci™ Processors, Priced as Low as \$9.95**

New DSP-based digital media processors offer improved video performance with a 50 percent cost reduction over previous generations

Bangalore, November 20, 2006: Continuing to expand the availability of digital video, Texas Instruments Incorporated (TI) (NYSE: TXN) is now sampling four new digital signal processor (DSP)-based digital media processors priced as low as \$9.95. These DaVinci™ processors are tuned for specific markets, including automotive vision, video security and video telephony. For more information, see www.ti.com/dm643xpr.

“Automotive vision and driver safety assistance, residential IP netcams and consumer-class videophones are just a few of the digital video applications that will change how we experience our car and home,” said Gerard Andrews, DSP Marketing Manager, TI. *“We have created these parts to ensure our customers are able to capture these exploding markets, while new low price points will allow the implementation of digital video in a completely new realm of applications.”*

Improved Video Performance, 50 Percent Cost Reduction: The four new TMS320DM643x processors, the first DSP-only devices for DaVinci technology, are providing greater processing power at a lower price point than ever before. Moore’s Law combined with improvements to the DSP core and the addition of a video processing subsystem (VPSS), allow the DM643x processors to offer improved video performance of up to H.264 video encode at D1 resolution and a 50 percent cost reduction over previous DSP digital media processors. The TMS320DM6437, TMS320DM6435, TMS320DM6433 and TMS320DM6431 also have enough headroom for networking, user interface and other tasks required to run the complete system on the DSP.

All four processors feature the new TMS320C64x+™ core and operate at up to 600 MHz. The C64x+™ core provides 20 percent higher throughput at a given speed than the previous generation. TMS320C64x™ DSP core was the basis of the highly successful TMS320DM640/1/2/3 digital media processors, which has been deployed with more than 300 customers and shipped in excess of five million units. The VPSS integrates a preview engine, resizer and on-screen display accelerator to provide up to a 40 percent performance lift.

Right Performance, Peripheral and Cost Options for Target Video Markets: Three of the new processors (DM6431, DM6435 and DM6437) offer special features that make them suitable for automotive video applications, such as lane departure and collision avoidance. They support the CANbus interface, a network that enables multiple microcontrollers to communicate with each other and has become a standard in the automotive industry. They have also achieved AEC-Q1000 automotive quality standard, which means they have passed a series of specific stress tests required for automotive implementation.

“By offering processors specifically suited for video applications and with automotive-specific interfaces incorporated, TI will help drive the growth of the automotive vision market. The DM643x devices incorporate features such as CANbus interface and AEC-Q100 qualification, which will allow us to incorporate DSP performance into our vision sensors for driver assistance systems,” said Roger Appelo, Global Strategy Manager, Active Safety, Sensata Technologies.

The four processors each provide 80 KB L1D, 32 KB L1P cache/SRAM and 128 KI L2 Cache SRAM memory. They also include a 32-Bit DDR2 SDRAM memory controller and an asynchronous 8-Bit wide EMIF. Other peripherals offered by all four processors include a 10/100 Ethernet media access controller (MAC), two UARTs, I²C, SPI, GPIO, McASP and three

PWMs. Processors in the class are available in 16 mm and 23 mm square packages and are pin compatible.

The four DM643x processors take full advantage of the DaVinci software and development infrastructure by allowing designers to focus on the application functionality. Developers are able to implement video, imaging, speech and audio technology through simple calls to the DaVinci application programming interface (API) that manages the implementation of specific codec engines and matching screen resolution. For example, the developer can use a simple function call without being concerned with the details of the actual codec implementation. The DM643x devices can also be programmed using conventional DSP programming methods with TI's best-in-class eXpressDSP™ software and development tools, including Code Composer Studio™ Integrated Development Environment.

Samples Available to Begin Development Today: Samples are available today and devices will be in volume production in 2Q 2007, priced from \$9.95 to \$22.95 in 10,000 units. A complete, robust digital video development platform that leverages the entire DaVinci technology ecosystem, including the codec engine, eXpressDSP™ Data Visualization Technology and digital media software for the DM643x devices will be released in 2Q 2007. For more information about TI's DaVinci technology offerings, including digital media software, authorized software providers and video system development tools, please see www.thedavincieffect.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 Educational & Productivity Solutions 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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Additional Customer Comments: *“The cameras in our ground-breaking home and small business video security system, LükWerks, have successfully used TI’s TMS320DM64x™ digital media processors. TI’s new offering of the lower cost, higher performing DM643x processors ensures that we will be able to continue offering our customers the highest-quality video security for the most affordable price on the market,”* said Andrew Hartsfield, chief executive officer, WiLife.

“TI continues to advance the availability of digital video applications with DaVinci technology. By offering an affordable digital media processor that can manage the core processing required by an IP videophone, TI’s technology allows us to continue to expand our offerings for this growing market,” said Stuart Griffin, director, Red Embedded Design.