

Innovating for impact

TI Alumni Association
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What can I answer today...?

- How long will the financial crisis last?
- What impact will it have on TI?
- When will my TI stock be back to more than \$30/share?
- What are you doing to grow revenues?



Growth areas for TI

Making the world ...

...smarter, healthier, safer, greener and more fun

- Energy efficiency applications
- Medical industry applications
- Entertainment



Semiconductors making life simpler

Then



Computers



Lighting



Energy



Healthcare



Now



Medical

TI is making advancements in healthcare

Portability: low power, power management and smaller size taking care to the patient.

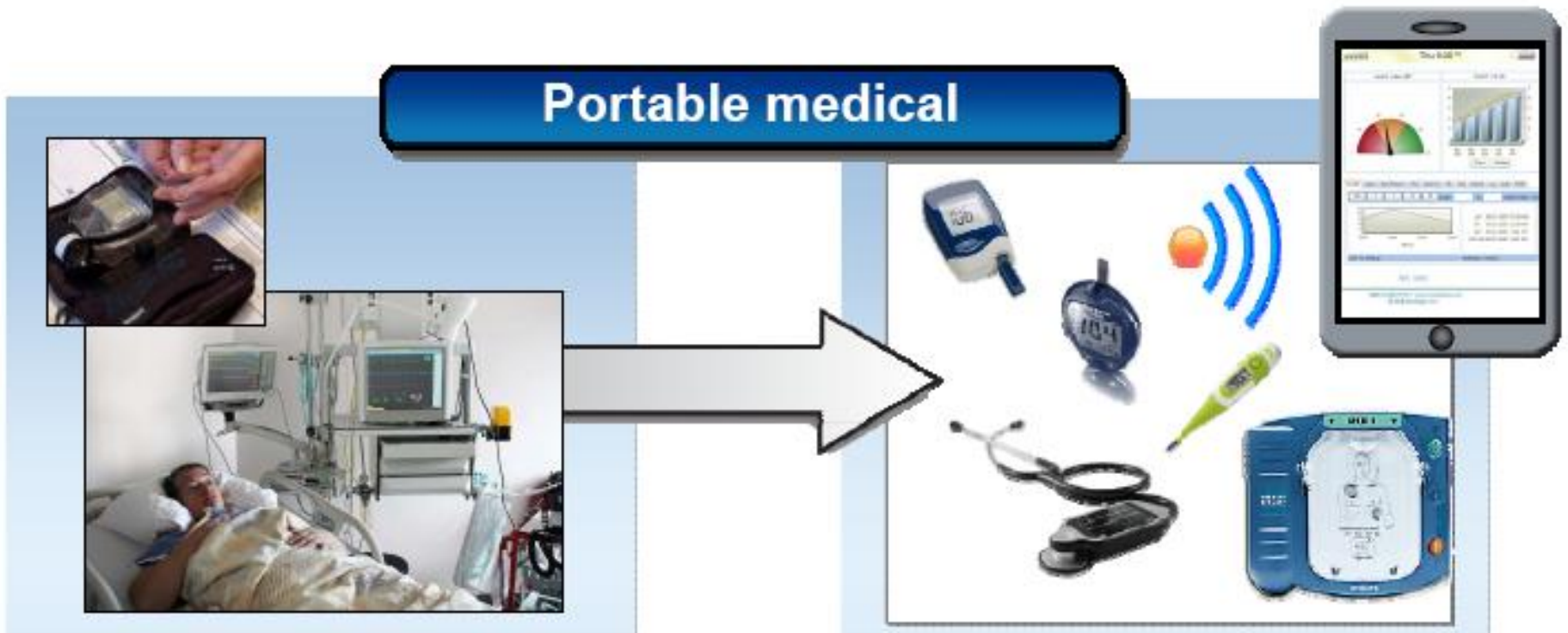
Global reach: broad customer base with operations in 25 countries.

University programs: \$15M research fund; university partnerships across the globe.

Multiple product lines: analog, MSP430, DSP, DLP. Almost every business unit touches medical.



Driving down complexity and power in consumer medical devices



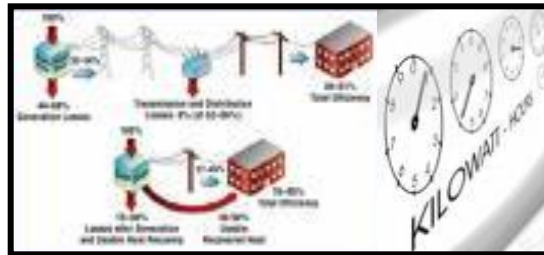
CC430 media presentation – 11.2008

Semiconductors Are Changing the Energy Landscape



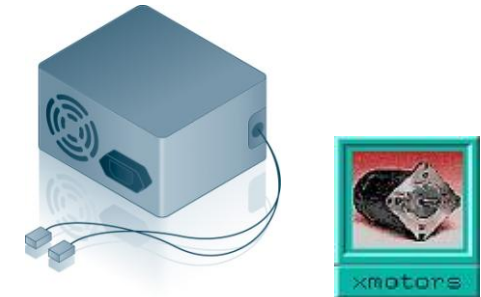
Energy Sources

- **Conventional Energy**
(Coal, Oil, Natural Gas, Nuclear, etc...)
- **Renewable Energy**
(Solar, Wind, Hydro, Tidal, Fuel Cell, Geo-Thermal, etc...)
- **Energy Harvesting**
(Kinetic, Vibration, etc...)



Transmission & Distribution

- Metering
- Automated Metering Infrastructure
 - Powerline Communications
 - Time of Use Billing
 - Broadband
- Monitoring & Management



Consumption & Usage

- Energy Efficiency Appliances
- HVAC
- Lighting
- Transportation
- Electronics
- Industrial
- Waste
- Water



Make It

Move It

Use It

Low power / No power – cutting the cord

Demand for more intelligence & cutting the cable



- Property and asset IDs
- Networked sensors
- Heat cost allocator
- Automatic meter reading
- Alarm and security

Looking for power in new places

Solar



Thermal



Motion and vibration



Intersection of higher performance, lower cost and low power



DLP Pico projector technology

The New York Times Nov. 4th

“The Pico projector is the first of its kind -- other micro-projectors are on the way -- and over all, it’s awesome.”

