

## Media Alert

### Texas Instruments showcases industry-changing technologies and products at Consumer Electronics Show (CES)

**WHAT:** At the 2010 International Consumer Electronics Show (CES), Texas Instruments (TI) will be showcasing the latest developments in DLP<sup>®</sup> Pico projectors, low-power RF, power management, SuperSpeed USB, wireless and mobile platforms among other technologies. TI will have a number of experts on hand to address questions and provide demonstrations on the latest products and technologies from across TI.

**WHEN:** January 7-10, 2010  
For conference information, please see:  
<http://www.cesweb.org/>

**WHERE:** 2010 International Consumer Electronics Show (CES)  
Las Vegas Convention Center/Las Vegas Hilton  
Las Vegas, NV

**FOLLOW:** Follow TI on Twitter at: <http://twitter.com/TXInstruments>  
[http://twitter.com/TI\\_DLP](http://twitter.com/TI_DLP)

#### SPEAKING AND DEMO ACTIVITIES:

##### Thursday, January 7

12:00 p.m. **“Superphones: One device to rule them all?” (Room S224 of the LVCC South Hall)** – TI’s Seshu Madhavapeddy will highlight how today’s mobile features will grow to shape the future of handheld gadgets.

##### Ongoing demos:

###### **DLP**

TI’s DLP technology group will display the latest in Pico projectors (meeting room N115, just off Central Hall), a technology poised to forever change the way we view and share content among friends, business associates and even in the classroom. DLP Pico products will also be demonstrated at Digital Experience (a PepCom press event) at 7 p.m. on Wednesday, January 6, at the Mirage Hotel. For more information on DLP Pico™ products, please visit [www.dlp.com/pico](http://www.dlp.com/pico).

###### **PurePath™ Wireless audio**

TI’s low-power RF and audio teams will be demonstrating the new PurePath Wireless audio technology that delivers uncompressed CD-quality wireless

audio with no unwanted noise or dropouts. This robust technology supports consumer, portable and professional audio applications, such as wireless headphones and wireless speakers. The team will be located in TI's low-power RF suite (South Hall 1 21419L).

### **Wireless and mobile**

TI will showcase a number of innovations with its OMAP™ processor and connectivity solutions. The Zoom™ OMAP34x-II and Zoom OMAP36x-III mobile development platforms will be featured running on several mobile operating systems, including Linux, Android, Windows Mobile and Symbian. TI will also highlight a new OMAP development platform for a new mobile consumer market. The wireless team will be located in TI's Las Vegas Hilton Hotel (East Tower, Suite 364). TI's Wireless LAN and *Bluetooth*® connectivity technologies will also be showcased in TI's consumer medical electronics suite (Central Tower, Suite 1730).

### **Power management**

TI's power management team will have a number of experts on hand to discuss some of the latest trends in power management technology, including contactless charging, LED lighting and display technologies. Members of TI's power team will be located in the Fulton Innovation booth (Central Hall 11045).

### **ZigBee®**

TI's low-power RF team will be showcasing its leading ZigBee portfolio, including a commercial/industrial building lighting demonstration with Aduratech and a ZigBee PRO module from LS Research. The team will be located in the ZigBee Alliance Pavilion (South Hall 1 21419A).

### **SuperSpeed USB**

Experience the full potential of SuperSpeed USB with a demonstration using TI's SuperSpeed USB hub and a USB-to-SATA 3Gig bridge. The demonstration also features TI's SuperSpeed USB redriver and ESD protection, and highlights interoperability between TI's SuperSpeed USB devices and NEC Electronics' USB 3.0 host controller. The team will be located in the USB Pavilion (South Hall 3 Upper Level #30769).

### **Consumer medical electronics**

Meet experts on TI's semiconductor solutions for telehealth and consumer medical applications, including MSP430, low-power RF, *Bluetooth* low-energy, precision analog and others. The team will be on hand with demonstrations of some of the latest technologies behind consumer medical devices at the Las Vegas Hilton Hotel (Central Tower, Suite 1730). The hotel is adjacent to the Digital Health Summit at CES in Hall N3, which focuses on the emerging market of consumer-based digital health and wellness devices, related applications and services.

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**About Texas Instruments**

Texas Instruments (NYSE: TXN) helps customers solve problems and develop new electronics that make the world smarter, healthier, safer, greener and more fun. A global semiconductor company, TI innovates through manufacturing, design and sales operations in more than 30 countries. For more information, go to [www.ti.com](http://www.ti.com)

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