

## OMAP 2 Announcement Quote Sheet

### ANALYSTS

#### **Forward Concepts**

“The emerging application processor market is growing at a rate much faster than the overall cell phone market and with OMAP 2, TI is demonstrating that it is not resting on its laurels of dominance in the baseband chip market. The computing power required of application processors for this market is truly significant, and TI is wise in paying particular attention to the OMAP 2 power consumption budget.”  
– Will Strauss, President

#### **IDC**

“High-end multimedia mobile phones continue to push the limits of applications processors. The OMAP 2 architecture extends TI's high-performance product line and can help the company maintain its leadership position in wireless applications processors.” – Allen Leibovitch, Research Manager, Semiconductor Research Group

#### **In-Stat/MDR**

“Worldwide consumer demand for mobile devices with integrated multimedia functionality is clearly increasing. TI's OMAP 2 architecture will help manufacturers bring devices to market that support the multimedia hardware and services consumers want.” – Cindy McCurley, Research Analyst

#### **Microprocessor Report**

“TI's OMAP 2 SoC architecture leapfrogs a generation in functions and performance by combining high-performance processor cores with dedicated support for 2D/3D gaming delivering up to 2 million polygons/second, and with support for high-end consumer (6 mega pixel) digital cameras. Compared to previous products, TI's OMAP 2 chips are an architectural design from scratch, with ARM1136 core frequencies ranging from 330MHz to 1.0 GHz and with off-chip power management including control of voltage-frequency. Buffered by local memory and enabled by a low latency proprietary crossbar bus, the OMAP 2 architecture's combined processors and accelerators will help it provide the performance required for state-of-the art digital still and video cameras inside smartphones and PDAs.” – Max Baron, Editor-in-Chief and Principal Analyst

## **Yankee Group**

“Advances in semiconductor, radio, power management, and software technologies, coupled with intense global competition among new and incumbent wireless device vendors, are catalyzing the penetration of wireless devices with advanced features such as Java, Bluetooth, video, GPS, and megapixel digital cameras. These features, plus non consumer-facing advances such as adaptive multi-rate vocoders, tri- and quad-band radio support, and 3G air interfaces present daunting technical, cost, and margin management challenges for wireless device vendors.

Successful wireless device manufacturers must be prepared to address the global market's complexity rapidly and cost effectively to remain competitive. To succeed, wireless terminal vendors need advanced, scalable, robust silicon platforms that enable cost-effective, rapid time-to-market across multiple device types. Solutions such as those based on TI's OMAP 2 architecture offer wireless device vendors the ability to address these challenges. Further, wireless device vendors should closely evaluate solutions such as the OMAP 2 architecture as a means of garnering cost efficiencies and competitive time-to-market advantage in the present and evolving global wireless terminal marketplace.” – John Jackson, Analyst, Wireless and Mobile Technologies

## **CUSTOMERS & PARTNERS**

### **ARM**

“The fact that TI has integrated the ARM1136JF-S solution into its cutting-edge OMAP 2 ‘All-in-One Entertainment’ architecture is further evidence of ARM enabling new products in the mobile entertainment market. The ARM1136JF-S is an extremely compact and power-efficient microprocessor, making it an ideal solution for advanced multimedia devices such as the OMAP2 processors.” – Mike Inglis, Executive Vice President, Marketing

### **Legend**

“TI's OMAP 2 processors will enable Legend to make vast strides in the design of our products because we will be able to transform the mobile phones and PDAs of today into multi-function consumer electronics devices that add the capabilities of high-end cameras, televisions, PCs, gaming consoles, videoconferencing equipment and more. By delivering what consumers want -- all-in-one, user-friendly, multimedia devices for work and play -- Legend will continue to gain marketshare in the wireless market.” –Yijian Si, Vice President, Legend Mobile Communication Technology Ltd.

### **Microsoft Windows Mobile**

“Windows Mobile software enables customers to 'do more' by providing a great mobile phone experience, through mobile access to their essential data, and multimedia capabilities that include streaming audio and video. With the additional ability to download and run a variety of applications, from games to productivity tools, customers can personalize their Windows Mobile experience to their individual needs. Texas Instruments brings forward deep wireless systems and digital consumer electronics expertise. With the combination of OMAP 2 and Windows Mobile, we look forward to moving the high-quality entertainment experience to wireless handsets and advanced mobile computing devices.” – Andy Haon, Director, Mobile Devices Division

### **MontaVista Software**

“MontaVista Linux Consumer Electronics Edition has seen strong growth and momentum based on TI's OMAP platform for nearly a year. With the launch of TI's new OMAP 2 architecture, we fully expect to continue this collaboration with TI that has seeded the Linux community and has allowed us to jointly enable multiple platforms for wireless, audio and video communications, as well as for

display convergence end equipment markets.” – Sheila Baker, Vice President, Marketing

### **Nokia**

“Nokia welcomes the introduction of TI's OMAP 2 processors which will accelerate the integration of state-of-the-art multimedia consumer applications into mobile devices. The media-rich capabilities of the OMAP 2 architecture will significantly boost innovation and growth of the mobile entertainment and wireless communication market.” – Petri Haavisto, Vice President, Mobile Computing Platforms

### **NEC**

“TI is truly raising the bar for mobile entertainment with its introduction of the new OMAP 2 architecture. By collaborating with TI on its new OMAP 2 ‘All-in-One Entertainment’ solutions, we can enjoy confidence that our handsets will deliver the most compelling, high-end information appliance-quality experience.” – Yoshiharu Tamura, General Manager, Mobile Terminals Division

### **NTT DoCoMo**

“TI's new OMAP 2 ‘All-in-One Entertainment’ architecture is proof of the company's commitment to develop state-of-the-art multimedia solutions required by our customers. We look forward to deliver new and innovative mobile phones and services that include TI's OMAP 2 processors.” – Kiyohito Nagata, Managing Director, Customer Equipment Development Department

### ***Panasonic***

“TI continues to excel in providing advanced processors that supports the needs of our entertainment handsets. With TI’s new OMAP2 processor, we will be able to provide high-quality video recording, enabling a mobile digital experience everyone can enjoy.”

– Toshinori Hoshi, Member of the Board and Director, Mobile Terminal Division, Panasonic Mobile Communications Co., Ltd.

### **Symbian**

“Symbian OS and TI's ‘All-in-One Entertainment’ architectures share the same underlying purpose – to drive innovation and customization, enabling mobile phone manufacturers to differentiate their products and quickly bring advanced

mobile phones with high multi-media capabilities to market. TI's architecture combined with the power of Symbian OS will accelerate the expansion of innovative multimedia applications for mobile phones and will significantly increase the value we jointly deliver to our customers." – Jorgen Behrens, Vice President, Strategy

### **Sun Microsystems**

"TI's new OMAP 2 'All-in-One Entertainment' architecture is well positioned to further enable a broader range of compelling Java applications and content. OMAP 2 processors will enable device manufacturers and Java developers to leverage the architecture's new features - including a 2D/3D graphics accelerator and support of greater than VGA resolution color LCD displays - to bring new applications to market with graphics capabilities yet to be experienced by today's wireless consumers." – Alan Brenner, Vice President, Consumer and Mobile Systems Group

## **DEVELOPERS**

### **ART**

“We are excited to see the possibilities that the OMAP 2 architecture opens up for speech and handwriting recognition solutions. With the advanced OMAP architecture, the speech and handwriting recognition software from ART can deliver superior performance and greater recognition functionality. The combination of OMAP 2 processors with ART recognition software will enable TI customers to develop best-of-breed phones and create a natural, user-friendly environment for voice-phone interface.” – Eran Aharonson, CEO

### **Beatnik Inc.**

“Beatnik is looking forward to expanding its support for the OMAP platform to include TI's OMAP 2 architecture. Thanks to TI's commitment to optimized performance, OMAP 2 processors will allow Beatnik to bring innovative audio capabilities to mobile device consumers while using minimal processing and battery power.” – Don Millers, CEO

### **Criterion**

“With the inclusion of dedicated high performance 3D graphics, the OMAP 2 architecture coupled with RenderWare's proven ability to support scalable multi-platform game development places OMAP 2 devices in the mainstream of game development. This level of performance will excite game developers and bring compelling content to the 'All-in-One Entertainment' OMAP 2 architecture.” – Lincoln Wallen, Vice President, RenderWare Mobile

### **Emuzed Inc.**

“Applications we are developing on TI's OMAP 2 architecture will allow users to enjoy their multimedia services concurrently with uncompromised quality of service.” – Dr. Rajesh Rajagopalan, CTO and Head of Sales and Marketing, Embedded Group

### **Fathammer Ltd.**

“We are happy to continue and enhance the support for TI's OMAP 2 platform in our Version 2.0 of the X-Forge Game Development SDK.” – Fredrik Kekäläinen, Vice President, Business Development

### **Ideaworks3D**

“With a high performance graphics solution like MBX in OMAP2, TI will enable Ideaworks3D to deliver break-through next-generation 3D gaming to mobile devices. Coupled with our Segundo3D™ toolchain, which speeds the porting of picture-perfect PC and console blockbuster games to mobile platforms, major game publishers and device manufacturers now have both the quality and

performance at their disposal to propel the mobile games market to the next level of revenue growth. For mobile game evolution, this is as significant a driver as the move from boring black and white to rich color gaming.” – Adrian Sack, CEO

### **IXI Mobile**

“IXI Mobile has enjoyed a successful relationship with TI in shaping the future of mobile devices. The introduction of the OMAP 2 architecture allows us to further combine our strengths as we work to make personal mobile gateway (PMG) technology pervasive in a variety of portable devices.” – Edgar Auslander, Senior Vice President, Marketing and Strategy

### **Pace Soft Silicon Inc.**

“Our MPEG4-based video SoftCorder on TI’s OMAP processors is a new class of application that enables consumers to take quality videos clips with their phones which they then can easily and instantaneously share with friends and family using email or MMS without having to worry about compatibility with their friend's and family's devices. The state-of-the-art mobile performance, coupled with complete software compatibility with all other OMAP processors will allow us to easily migrate this and other applications to the OMAP 2 architecture and bring compelling new services to market quickly.” – Neil Salvi, CEO

### **PacketVideo**

“TI's new OMAP 2 architecture integrates enhanced multimedia support into the mobile communications and entertainment experience. We're excited about developing our world-leading multimedia applications to take advantage of the OMAP 2 architecture's increased performance and create innovative all-in-one handsets that combine the best features from mobile phones, digital cameras, camcorders and audio players.” – Dr. Osama Al-Shaykh, Ph.D., Vice President of Technology

### **Safenet**

“TI has further enhanced its commitment to security with the release of the OMAP2 architecture. By extending their already rich security solution they enable end to end security ensuring secure transactions and content delivery.” – David Potts, Senior Vice President and General Manager

### **Sasken**

“Sasken's Strawberry range of applications are being developing primarily on TI's OMAP 2 architecture, enabling users to enjoy their multimedia services concurrently with uncompromised quality of service. The state-of-the-art mobile performance, coupled with complete software compatibility with all other OMAP

processors, will allow us to easily migrate our Strawberry Videophone, MMS Client and Media Player, thus bringing these compelling applications to market quickly.” – Pranabh Mody, Vice President and Head, Terminals Business Division

### **Synergenix Interactive**

“Arcade style gaming is in many ways the ultimate benchmark for mobile devices such as phones and MP3 players. Especially 3D graphics requires high-performance math capabilities in the CPU, as does smart game logic and advanced sound processing. After porting the mophun™ gaming accelerator to a multitude of platforms, we have seen that TI's OMAP processors are consistently among the top performers, something that enables very interesting, OTA downloadable 3D games even on mid-range feature phones.” – Göran Sander, Director, Business Development

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