

TI ARM MPU Solutions





TI's ARM Solutions Value Proposition

- **Customers demand Best-in-Class Components**
 - TI delivers leading-edge, award-winning solutions across the entire ARM technology spectrum
- **Everything in the world needs an ARM MCU or MPU!**
 - Rely on TI to supply indefinitely to all market segments

18 years

TI's Value	TI Adopter's Benefit
✓ Portfolio Breadth	<ul style="list-style-type: none">• TI was ARM's Lead Partner for Cortex-M3, R4, A8, and A15, and continuing investment!• Largest ARM portfolio in the world, spanning MCU, MPU, Wireless, and Multicore-based applications.
✓ System Solution	<ul style="list-style-type: none">• Only TI offers the complete 360-degree system solution:<ul style="list-style-type: none">– Signal Chain, Power, MCU, MPU, DSP, software, support, ecosystem.• Move from pin-pin compatible ARM, ARM+DSP, and ARM with Video solutions, together with a single, scalable SW Development Kit (SDK).
✓ Ease-of-Use	<ul style="list-style-type: none">• Intuitive tools to shorten the design cycle & speed time-to-advantage.
✓ Product Lifetime Supply / Longevity	<ul style="list-style-type: none">• TI owns its own foundries, does not EOL, and has served billions.
✓ Innovation & Investment	<ul style="list-style-type: none">• Through acquisition, partnership, and innovative integration.
✓ Service and Support	<ul style="list-style-type: none">• TI's long-standing and renowned standard for highest Q&R.• TI offers the largest field sales/eng team in the IC industry.

Broad and growing portfolio of embedded processors

MCUs

MSP430™
& C2000™

Lowest
Stand-by
Power

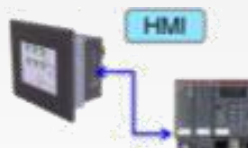
\$0.25, ultra-low-power products to optimized solutions for motor control systems



ARM® MCUs and MPUs

Stellaris®, Sitara™,
Hercules™

Multi-featured Cortex M, R & A processors from \$1 to 1GHz



Digital Signal Processors

C5000™
& C6000™

Lowest
Active
Power

Real-time signal processing and analytics



Application Processors

OMAP™

Lowest
Stand-by
Power

SoCs delivering maximum performance for high-quality video, vision & imaging



Multicore Processors

Keystone

From dual-core to 16 core SoCs for ultra-high performance



Performance

Major Trends offer TI Opportunity

Cloud Computing and Access to Content from Anywhere

amazon.com

Google

facebook



Explosion of Connected Devices



TI Strategic Position

TI ARM Processor

+

Connectivity



ARM



Performance and Power Application Requirements



Demand for Rich User Experiences

Thank You!



Financial stability and
80+ year reputation



Ongoing investments in
R&D and manufacturing



Your trusted partner for
the long run