### **Algorithm Wizard**

#### Software Tool for Automating Texas Instruments Code Development

Algorithm Wizard	r the TI eXpressDSP Algorithm	Standard
Development worror	The Trexpressoor Algorithm	Standard
Created by NEX	XTXEN, LLC.For more informa	tion dick here: <u>NEXTXEN, LLC.</u>
DSP algorithm. You 'next' button below. on the 'open' button	can easily create new interface To create a new interface fro	xDAIS compliant interface for your es from scratch by clicking on the om an existing solution, click instead zard fields with the answers from pted quickly.
conform to Texas In templates `as is' to c	strument's xDM interfaces. Yo	standard algorithm interfaces that bu can select from these standard /ISA codecs, or adapt them to ctate.
Setup Tool Paths		About Algorithm Wizard
		t or NEW to start a new one.
Click OPEN to	browse for an existing projec	

**XNEXTXEN** Next-Generation Engineering

# Algorithm Wizard Value Proposition

- Provide a simple tool to aid in TI DSP Software Development
  - Minimize Risk
  - Minimize Development Time
    - Mantime
    - Calendar Time (from days/weeks to minutes)
- Provide this tool at price point that makes good business sense

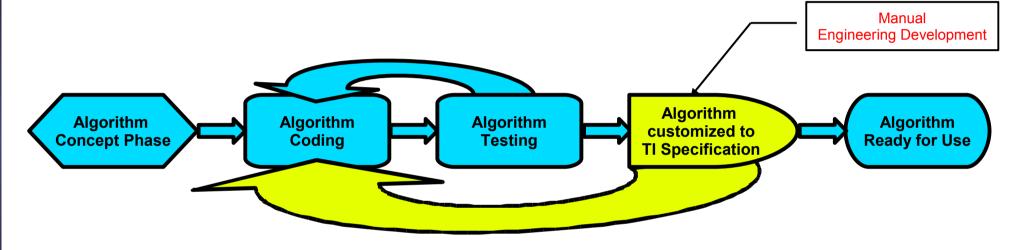
### **Customer Considerations**

- Customer needs tool to minimize complexity of coding to TI's xDAIS/xDM framework
- Coding to TI's standards typically involves much attention to the detailed specs
- Learning curve is considerable
- Engineering expertise is a resource to conserve

## **Addressing Customer Needs**

- Algorithm Wizard produces custom source code that conforms to TI standard spec
- Requires simple input from user in a wizard next/back fashion
- Results in less expertise required by customer
- Results in less time (mantime/calendar) required by customer

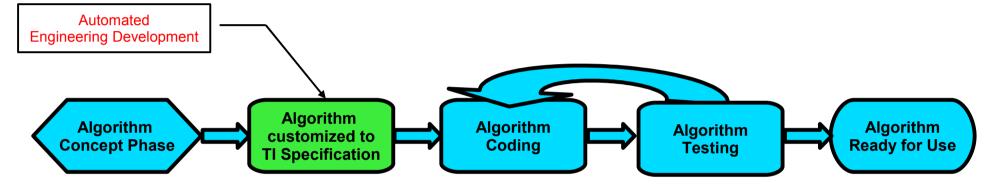
### Typical Development Flow without Algorithm Wizard



Inefficient Engineering Labor/Time

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### **Development Flow** with Algorithm Wizard



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## **Cost Analysis**

- Algorithm Wizard price point is less than \$500
- Typical first time customers may spend days to weeks ensuring their algorithm conforms to TI's software standard without this tool
- With tool, a generic working project which conforms to spec is produced within minutes

## **Strengths and Advantages**

- Since Algorithm Wizard produces source files (\*.c,\*.h files), it interoperates with any TI code generation development approach customer is using
- Algorithm Wizard also produces CCS project files as a convenience to those who happen to be developing with CCS

# **Next Steps of Action**

- Make customers aware of Algorithm Wizard's existence
- Consider possible bundling options with specific TI DSP-based hardware