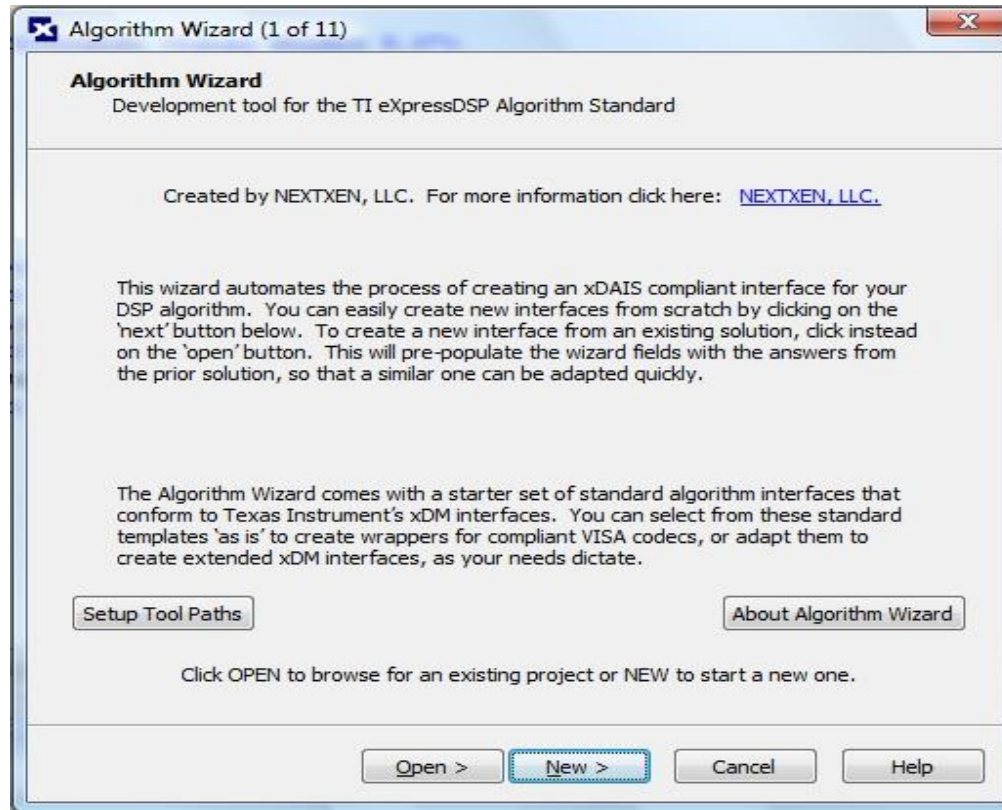


Algorithm Wizard

Software Tool for Automating Texas Instruments Code Development



Algorithm Wizard Value Proposition

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

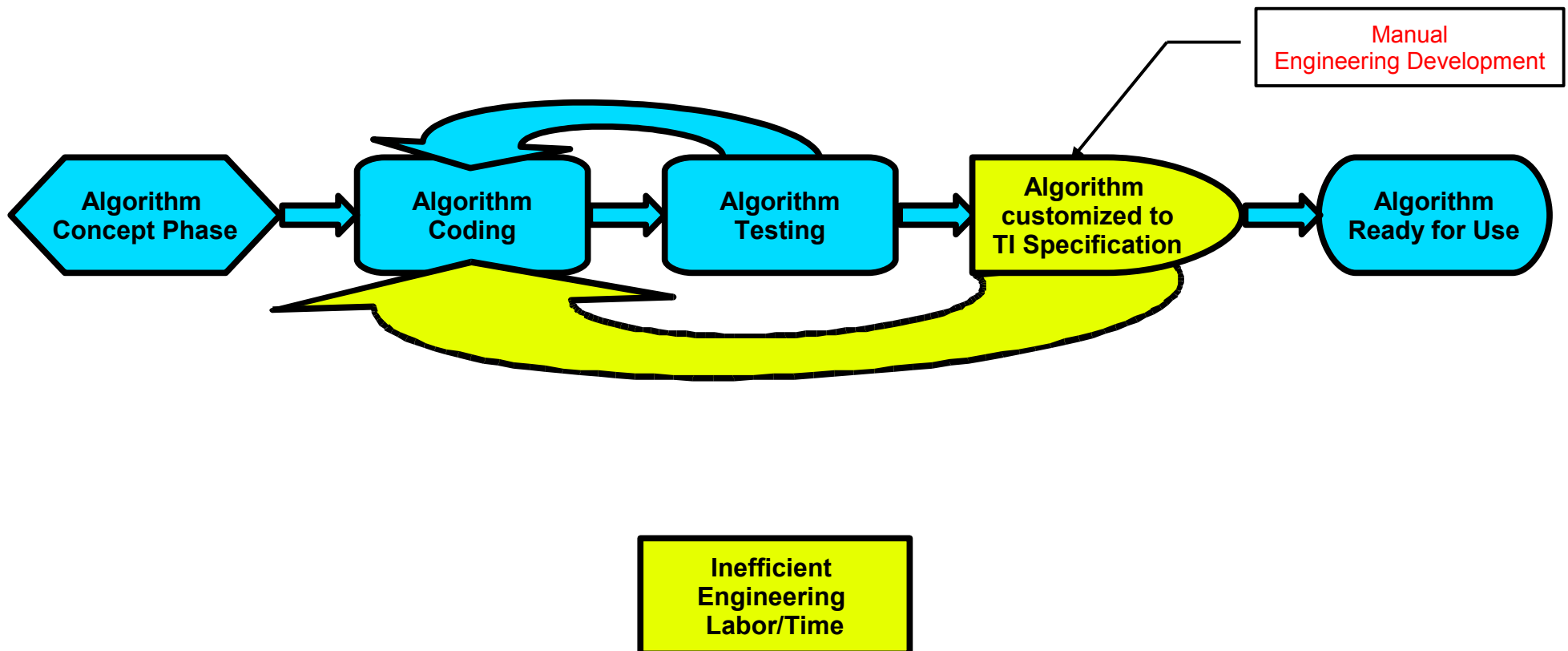
Customer Considerations

- 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

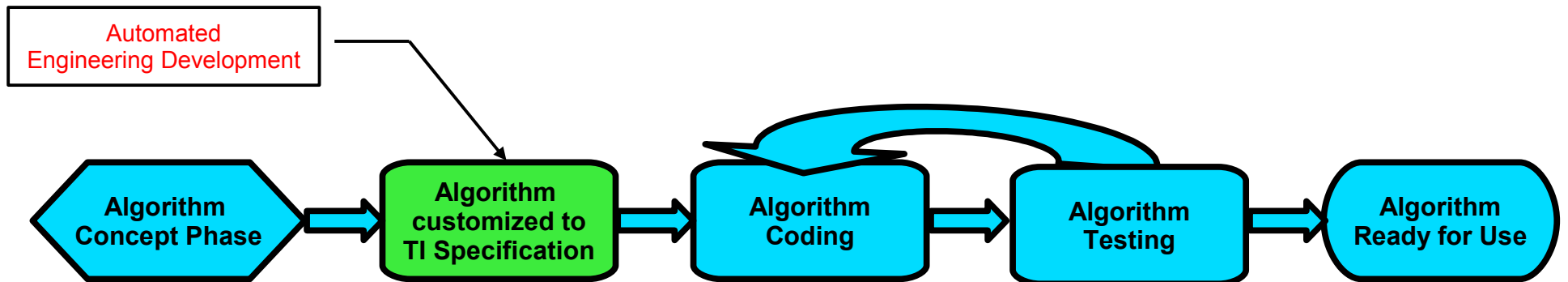
Addressing Customer Needs

- 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



Development Flow with Algorithm Wizard



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