

digital
radio



crystal
clear

TI and iBiquity Introduce Industry's Lowest Cost Single-Chip AM/FM and HD Radio™ Baseband

John Gardner
Digital Radio Marketing Manager

IBOC

data casting



mp3

SPRT328

HD Radio™ Products Planned

The logo for Kenwood, featuring the word "KENWOOD" in a bold, black, sans-serif font. A small red triangle is positioned above the letter "W".

Trunk mounted HD Radio receiver at retail today

The logo for JVC, featuring the letters "JVC" in a bold, white, sans-serif font with a blue outline and a blue shadow effect.

Head unit in mid-04

The logo for Panasonic, featuring the word "Panasonic" in a bold, blue, sans-serif font.

Head unit at retail today

The logo for Yamaha, featuring a blue circular emblem with a white star-like pattern to the left of the word "YAMAHA" in a bold, blue, sans-serif font.

High end A/V receiver in '05

The logo for Onkyo, featuring the word "ONKYO" in a bold, blue, sans-serif font.

Receiver in '04

The logo for Visteon, featuring a circular pattern of orange dots forming a partial ring to the left of the word "Visteon" in a grey, sans-serif font.

Factory installed HD Radio in 2005

Modules from

TOKO and TBK

The logo for Sanyo, featuring the word "SANYO" in a bold, red, sans-serif font.

Head unit in 2H04

Many more '04 and '05 products yet to be announced ...

TI's DRI300/350 Address Design Objectives

Reduces Cost for HD Radio™ Designs



TI offers the most cost-effective solutions available for either a Bolt-on or integrated approach

Lowers Risk-Future Features in HD Radio Designs



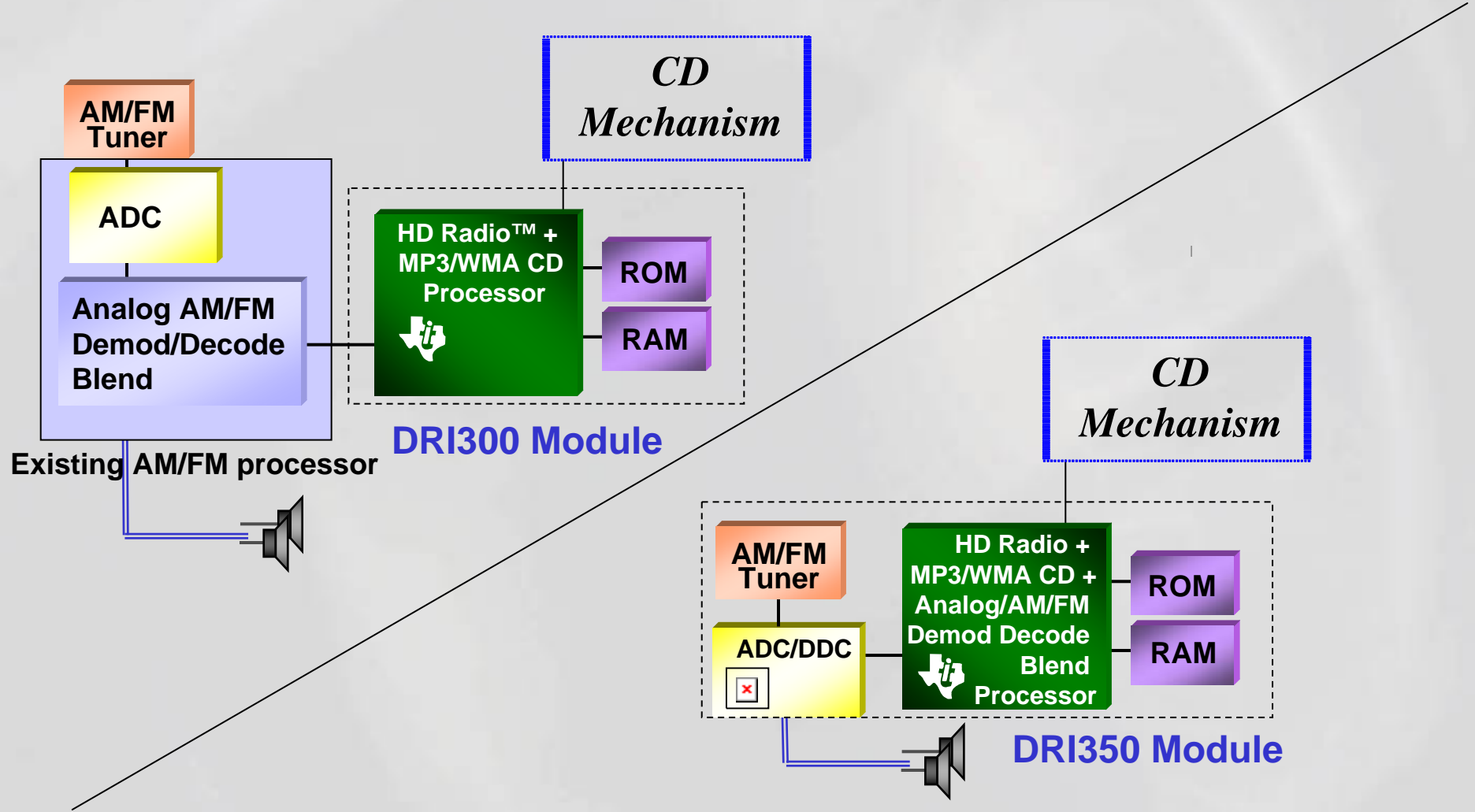
Software radio concept allows for addition of future features even after development begins

Improves System Cost and Differentiation

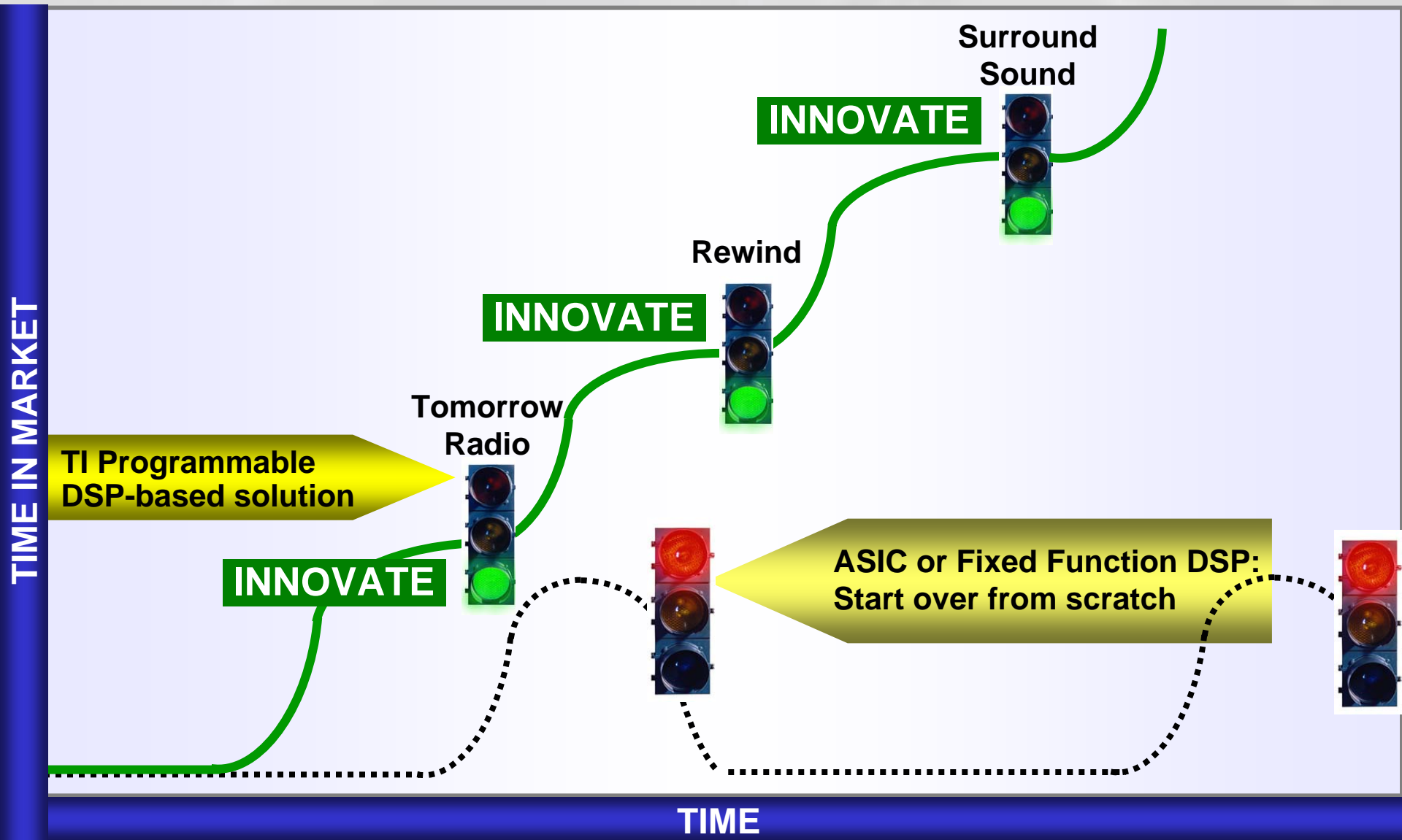


Integration of other features in an HD Radio receiver, including MP3 / WMA CD

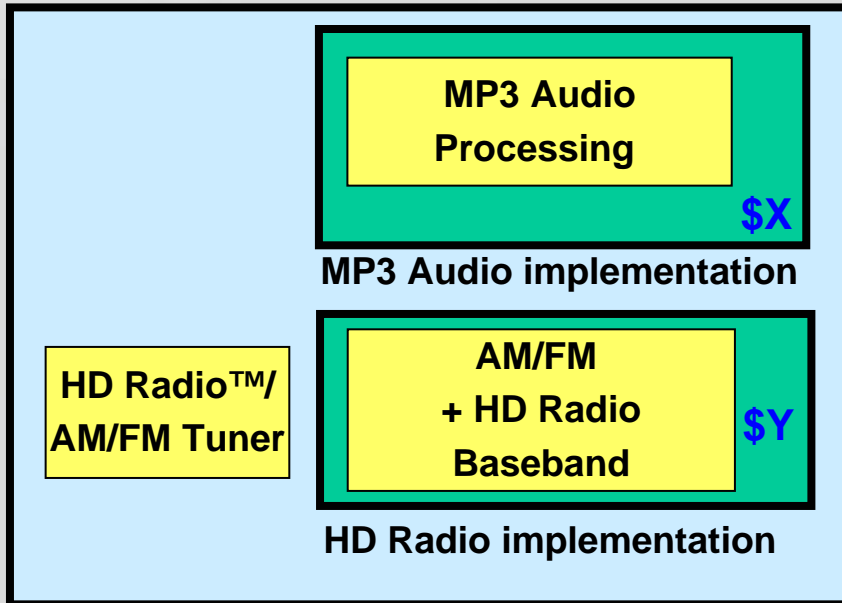
Two Design Solutions: “Bolt-On” or Integrated



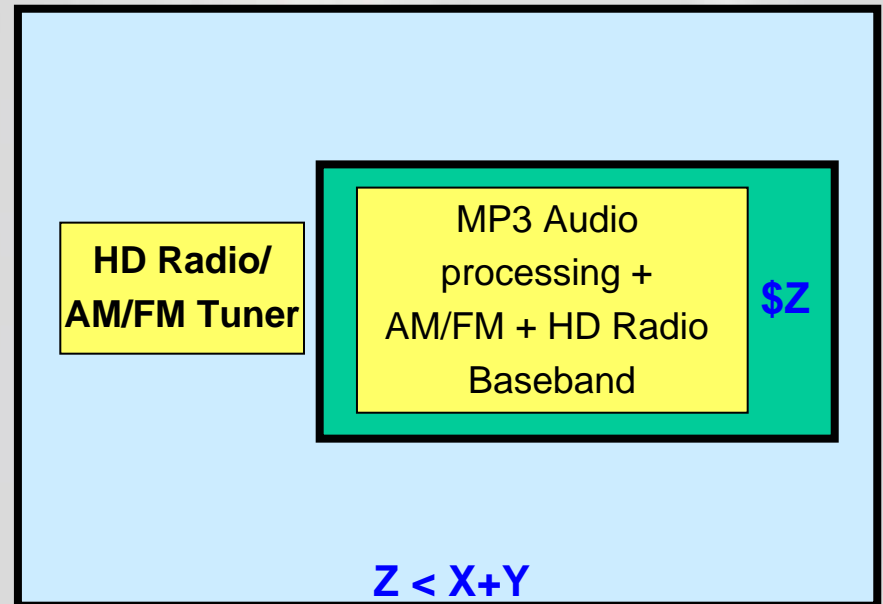
Preparing for HD Radio™ Features



System Cost Advantage Through Software: Example of MP3 Audio



Discrete implementation of MP3 Audio
and HD/IF Radio



Integrated implementation of MP3 + AM/FM
and HD Radio

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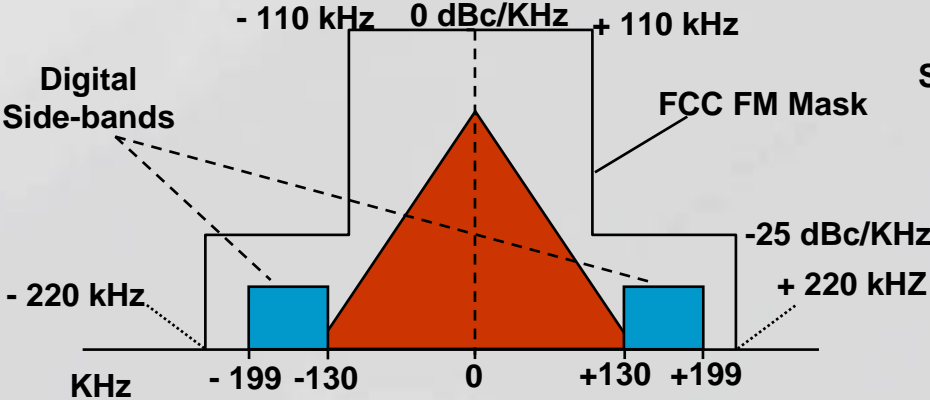
data casting



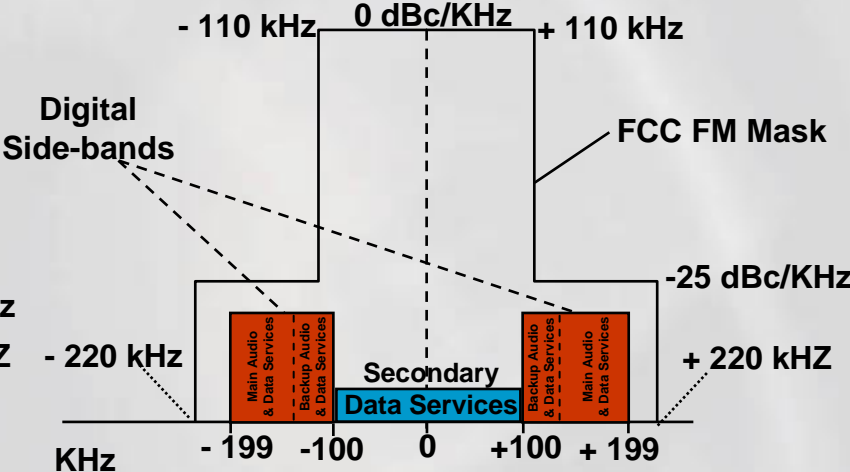
mp3

Back-Up Slides

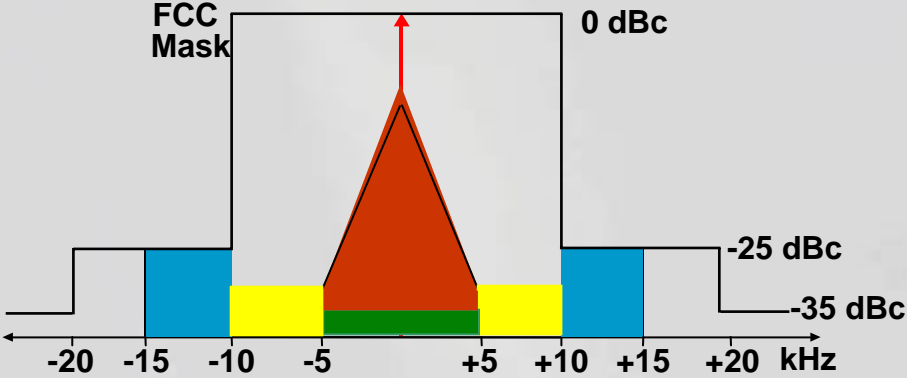
In Band On Channel



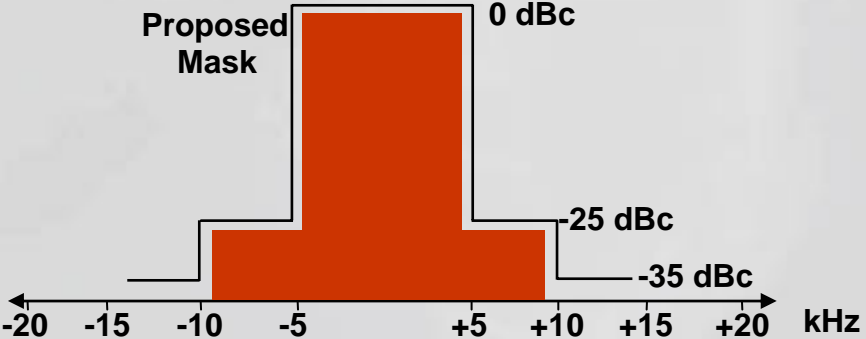
Center Channel
FM Hybrid



Center Channel
FM All Digital

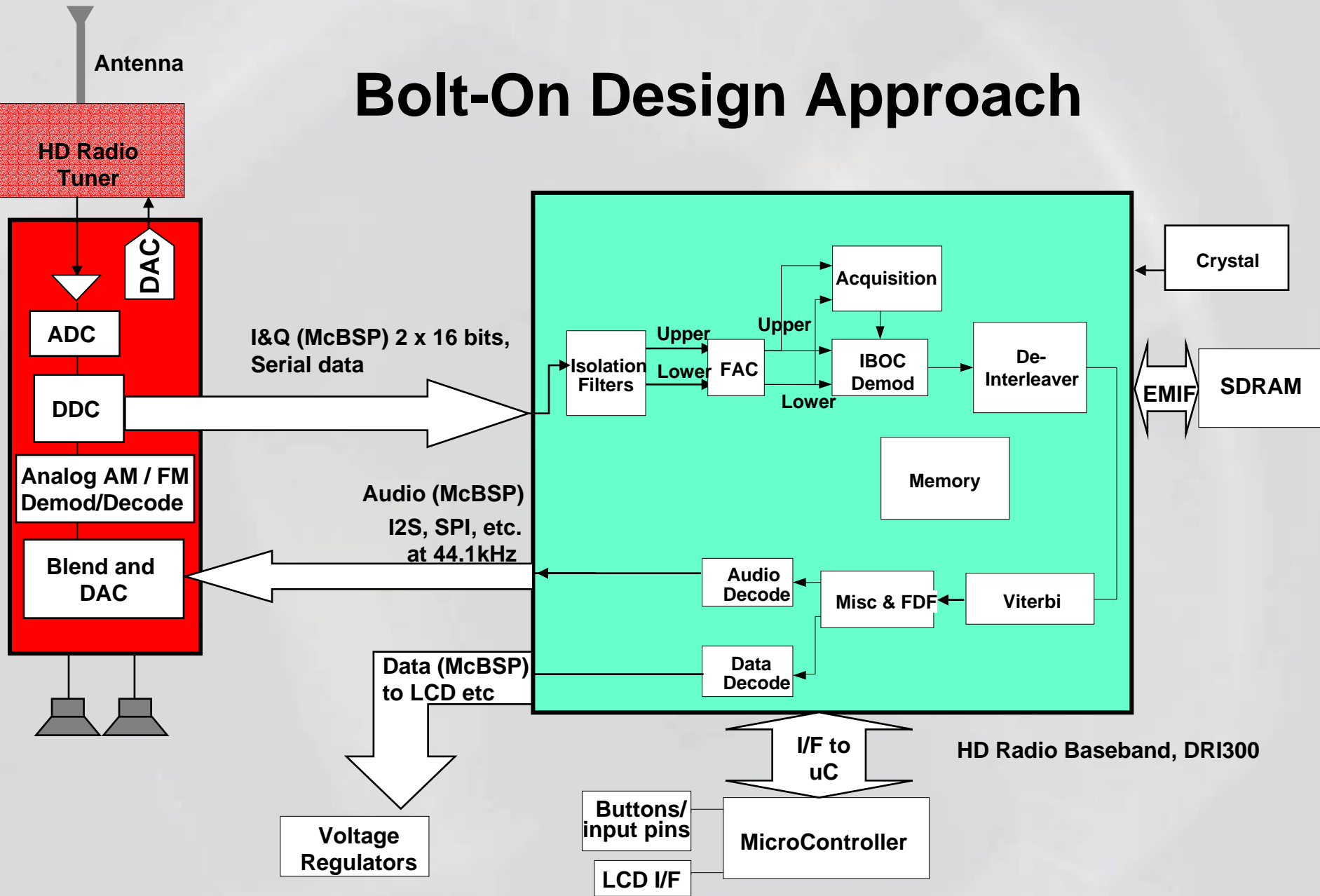


AM Hybrid

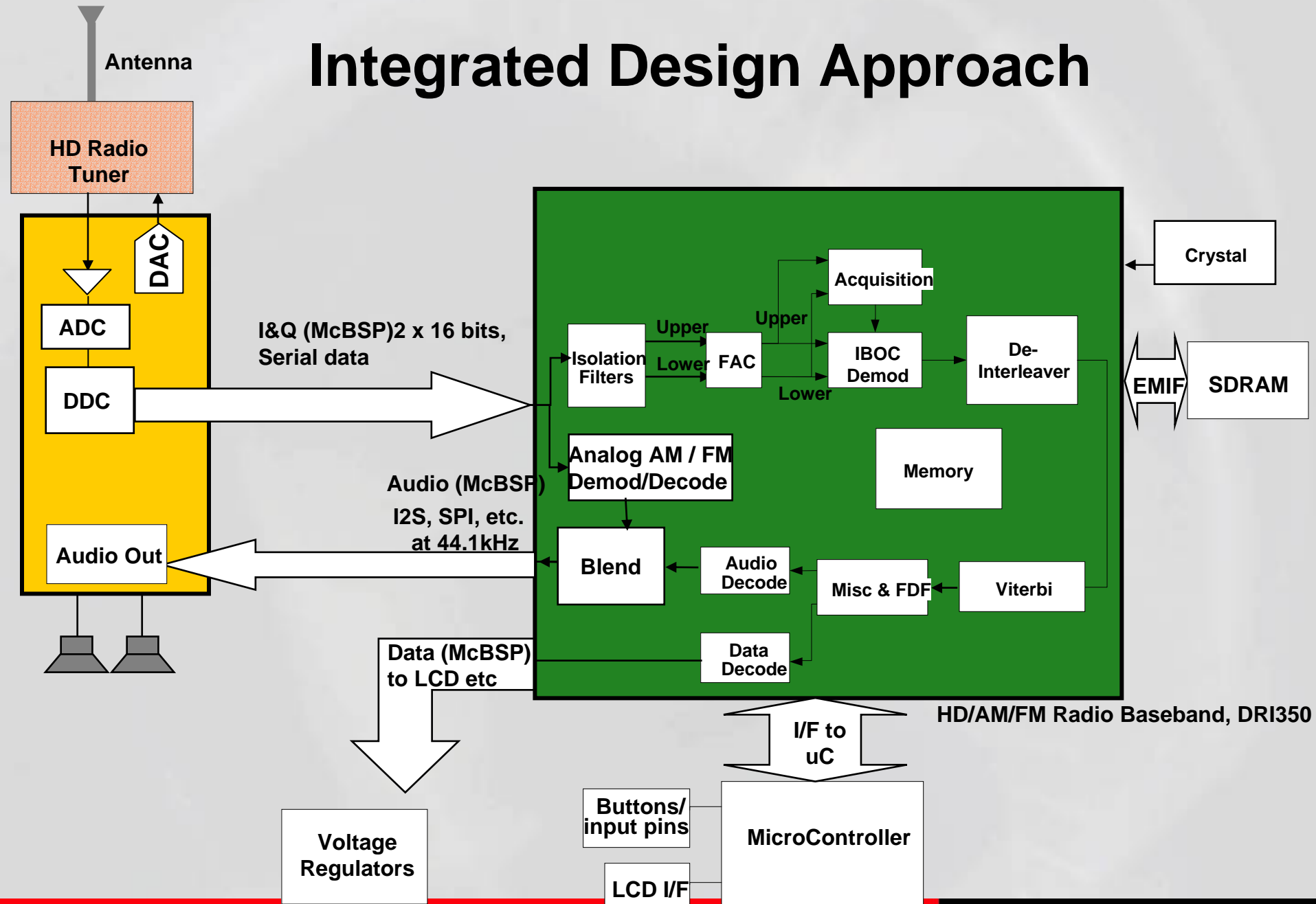


AM All Digital

Bolt-On Design Approach



Integrated Design Approach





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