

TI Developers Map Future of Cell Phone

Written by Bob Snyder
04 March 2008



Texas Instruments, perhaps the most underestimated company in our industry, held its Developer Conference to launch new OMAP chips and showcase innovations.

"I'm more excited today, looking forward at the innovations coming in the next five or 10 years, than I have been in my 25 years with this company," says Mike Hames, TI's Senior VP for Applications Specific Products.

TI thinks these new OMAP chips will let customers invent entirely new products that combine audio, video, and wireless.

The new OMAP platform is based on the market's first broad offering of the ARM® Cortex™-A8 core "to provide an unprecedented combination of laptop-like performance at handheld power levels in a single chip."

With more than 4X the processing power of today's 300MHz ARM9 devices, the superscalar 600 MHz Cortex-A8 core is integrated into four new OMAP35x applications processors.

For one of the examples of what can be done, OMAP customer Slacker (portable internet radio) was showing at the Conference.

Written by Bob Snyder
04 March 2008

