



The Next BIG Thing

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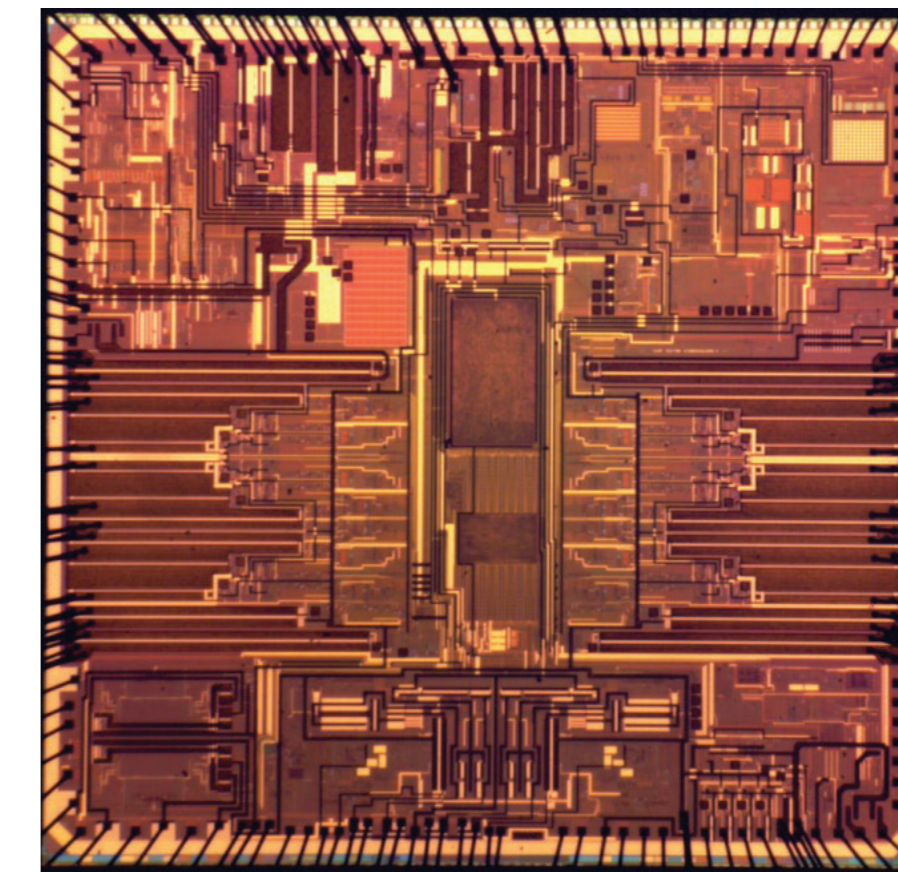


Autonomous Vehicles Rock

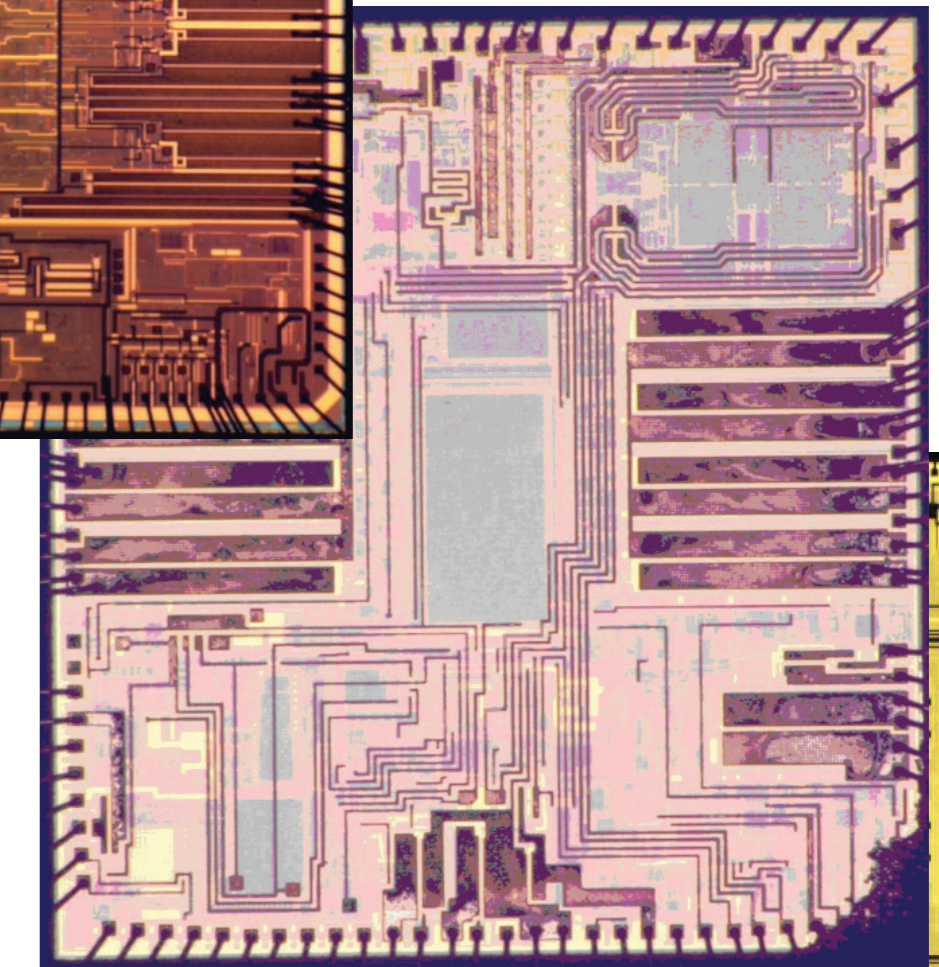
- Save Lives and Serious Injuries ... 10s of thousands per year
- Reduce Pollution ... Less exhaust, repairs
- Save Energy ... Fewer traffic jams, weight reduction
- Improve Overall Economic Productivity ... Better use of roads, lower costs
- Create/stimulate automotive tech industry ... Semiconductors, systems, SW, infrastructure
- Spawn new technology industries ... Computer vision, robotics, sensing, etc.
- Improve Quality of Life ... Mobility for all
- What's cooler than "auto pilot" ... Driving will still be fun

What Texas Instruments is doing

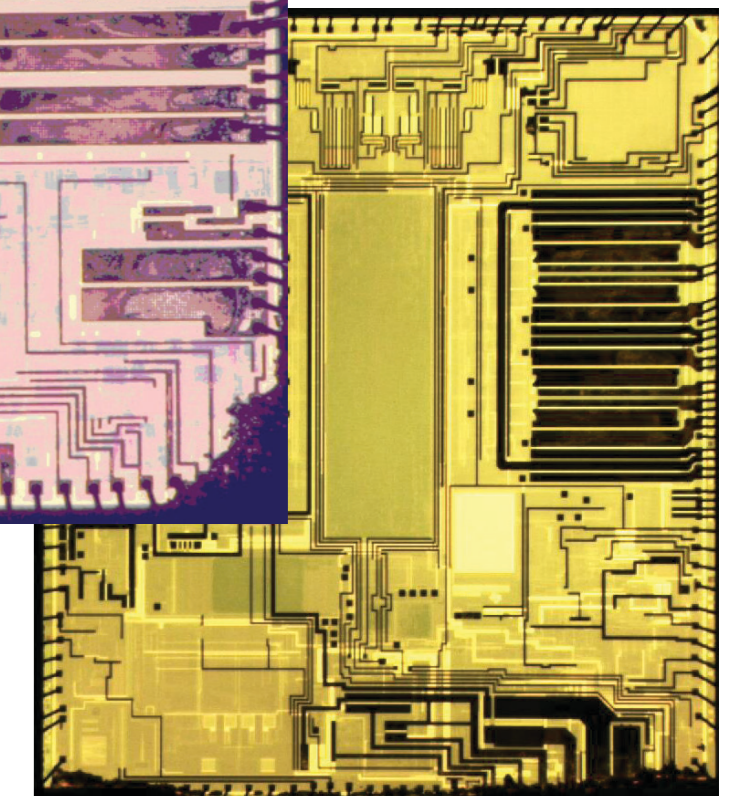
- Special focus on automotive safety → SafeTI™
- Major supplier of analog and embedded processing electronics to the WW automotive industry.
 - #1 supplier of electronics for advanced braking systems
 - Components for electric steering, electronic stability control and other many other sub-systems
 - Major developer of components for ADAS (Advanced Driver Assistance Systems): Computer vision, Digital Signal Processing, Power management, Ultrasonic sensing, Automotive radar, etc.
- ISO26262 – Road Vehicles, Functional Safety Standard
 - TI leads the semiconductor sub-group for this standard
 - Developing wide range of standard compliant ICs (analog, embedded processors, etc.)
- Major electronics provider to related industries (consumer, industrial, infrastructure, etc.)



World's most advanced analog SC fab
Richardson, Texas



Advanced Braking System ICs from Texas Instruments



Changes and Challenges

- Change is always a challenge – this is a big change and will evolve for many years
- Malware, hacking, regulatory issues, infrastructure, product liability, ...
- The benefits will be overwhelming
- The leaders will benefit most

Autonomous transportation is a huge opportunity, one that we simply can't afford to miss



Thank You!!