

TECHNOLOGICAL ADVANCES FROM A MARKETING PERSPECTIVE

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BTC has an excellent technology suite of hardware and software which can facilitate growth in many marketplaces. Here are some bulleted ideas to focus our presentations on this capability.

Digital Convergence Market Integration

BTC products make it easy for new companies to enter rapidly growing markets.

- lower production costs
- rapid time-to-market
- low risk, trouble-free hardware design
- high-performance quickly
 - 1/2 day from specification to verified hardware
 - dynamic protocol reconfiguration
 - integration of disparate chips and technologies

BTC wants to position itself as:

- a superior solution in both cost and performance
- a necessary capability during rapid technical change
- a value enhancer for fast and reliable time-to-market
- an essential infrastructure component for new products

BTC Provides the Infrastructure for Digital Convergence:

- need: low cost from competitive pressure
- provide: better performance at lower cost

- need: lower production costs
- provide: chip and functionality integration

- need: rapid product evolution
- provide: rapid time-to-market through
 - extremely fast, trouble-free hardware design

- need: rapidly changing protocols
- provide: very easy to reconfigure hardware

BTC products can provide an integration infrastructure for:

TARGET MARKET APPS

set-top boxes

- direct broadcast reception
- signal encoding and decoding
- multimedia integration
- internet transactions

home networking

- residential gateways
- broadband access
- protocol integration and update

wireless

- smart appliance communications
- device integration
- smart cell phones and 3G products
- pda integration
- mobile terminals
- multi-band, multi-mode, multi-protocol, multi-function

information transaction systems

- smart card readers
- inventory control
- medical access
- dynamic security

protocol and standards management

- multiple conflicting standards
- protocol complexity
- rapidly changing specifications

information systems management

- console switching
- networked storage and retrieval
- device integration