PURPOSE and BENEFITS

Purpose

The main purpose of this report is to provide a comprehensive and in-depth view of TI's power business, including the National Semiconductor acquisition. TI is the undisputed market leader and trendsetter in power management commanding about 26 percent share of CY11 revenues of the top ten analog IC companies representing about $25B in combined revenues. TI's power business is the fastest growing segment of its overall business and currently represents nearly 30 percent of total semiconductor revenues. During the past 14 years, TI consistently and systematically reinforced its power business with a number of acquisitions including the most recent acquisition of National Semiconductor.

Power products represent about one-half of TI's total catalog analog products portfolio. They comprise about 42,000 products used in a broad range of highly distributed and diverse applications. This report provides a segmentation of these products and their applications to enable a meaningful assessment of TI's power business and strategies, as well as underlying technological and manufacturing capabilities.

This report also includes an overview of TI's patents in the power area in addition to detailed analyses of select patents. For TI, patents not only represent a means of IP protection, but also represent a potent competitive weapon and revenue source.

Another object of this report is to assess the competitive implications of TI's aggressive posture in the broader analog business, particularly in the power area. TI's system solutions' business approach, large product portfolio, and large customer base represent a formidable barrier to competitive entry. Therefore, this report provides meaningful insights into the company's business strategy enabling a better understanding of its competitive implications.

Furthermore, this report presents a deeper look into TI's SVA (Silicon Valley Analog, former National) business, now hidden from public view during its integration into TI's corporate fabric. SVA is the fourth product group of TI's Analog business segment in addition to the High-performance analog (HPA) Power and High-volume analog & logic (HVAL) business groups.

TI broadly covers all power market segments and applications by serving more than 95,000 customers. An in-depth understanding of TI's power product lines, actions, and market positioning helps to assess the power market's potential and strategy development for various growth segments, including Smart grid, LED lighting, Nano-energy harvesting, wireless power transmission, Digital power conversion, Solar power, and others.

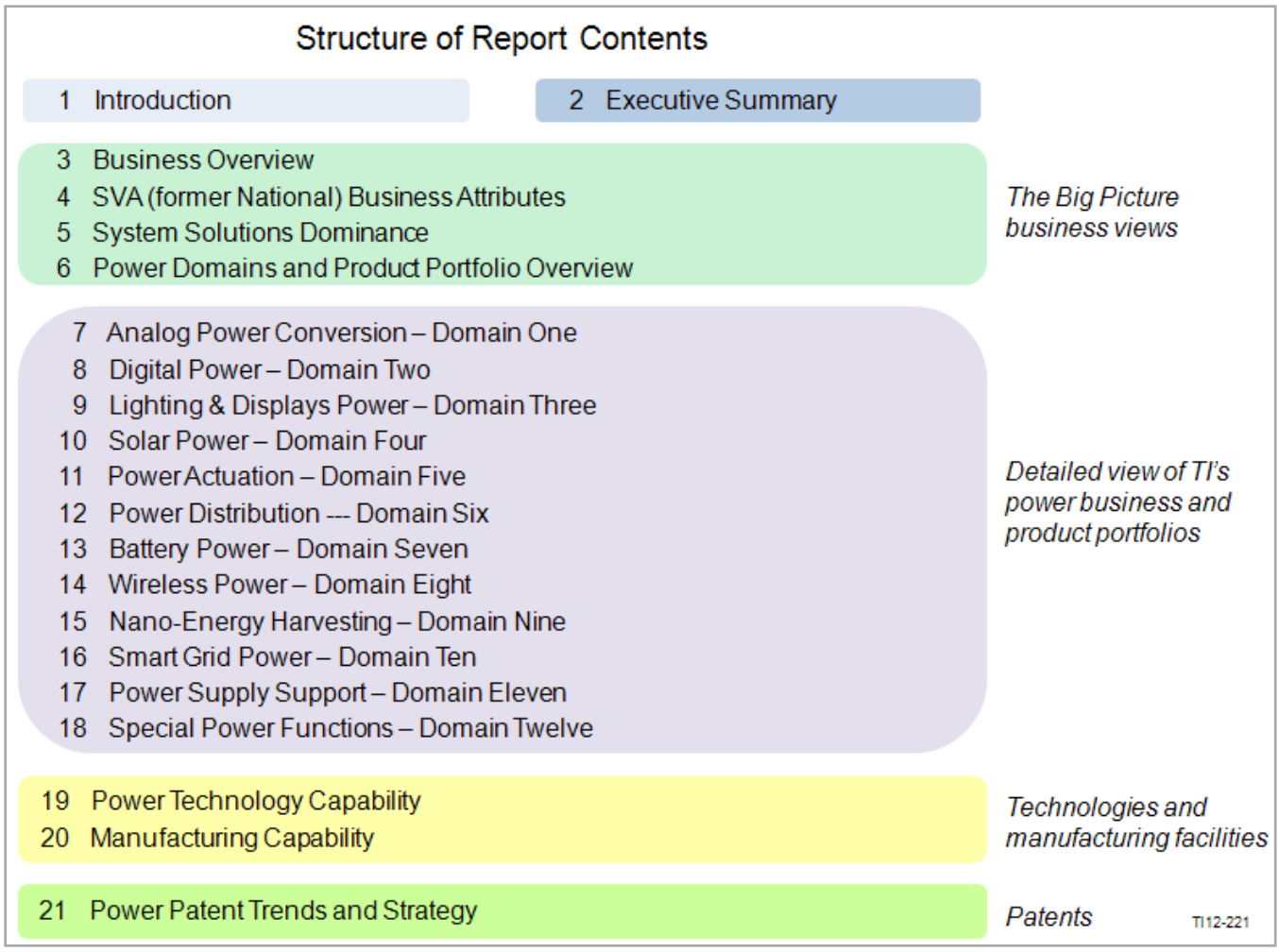
Benefits

This report provides a valuable resource not only for executives and business units involved with business development and strategy, but also for product marketing professionals in the power management area.

The methodology used to cover TI's power business enables report users to gain a comprehensive and structured view of this business as well as product and technology level details. This, in turn, facilitates a superior understanding of TI's power business, it's competitive threat, and market potential.

REPORT STRUCTURE and DESCRIPTION

Figure below provides a high-level view of the report's structure.



The report consists of 21 sections further segmented into five areas:

One: Includes **Section 1 and 2**, Introduction and Executive Summary, respectively. **Section 2** groups the Executive Summary into four major areas (1) Corporate Business Strategy, (2) Power Products and Power Domains, (3) Power Technology (processing, packaging, and manufacturing), and (4) Patents.

Two: Includes **Sections 3 to 6**, which provide Big Picture views of TI's business, particularly in general and power business.

Section 3 provides a high-level view of TI's overall business including all business segments.

Section 4 examines the SVA (Silicon Valley Analog, former National Semiconductor) business that is now part of TI's Analog business segment.

Section 5 presents a view of TI's system solutions strategy and its competitive implications.

Section 6 provides an overview of TI's power business segmented into twelve power domains as well as the product portfolio associated with each power domain.

Three: Includes **Sections 7 to 18**, which address each of TI's twelve power domains on a detailed level, including power business aspects and relevant product portfolios.

Four: Includes **Sections 19 and 20**, which cover TI's power technology and manufacturing capabilities, respectively, including semiconductor fabrication processes and packaging technology. In addition, they present a summary of TI's manufacturing facilities.

Five: Includes **Section 21** that provides insights into TI's power patent activities from July 2011 to July 2012. During this period, TI gained about 1,500 published U.S. patent applications and issued U.S. patents of which about 117 (8% of total) are power specific. This section provides brief descriptions of 36 select patent applications and patents as well as detailed analyses of four select patents.