

Accelerated Console-Quality Game Development for Mobile Phones with New Platform from Texas Instruments and Ideaworks3D

Integrated Game Development Platform based on TI's OMAP™ Processor with Ideaworks3D's Airplay™ will Bring Gamers new Capabilities

LONDON, UK AND DALLAS, TEXAS – October 16, 2006 – A new gaming development platform from Ideaworks3D Ltd, and Texas Instruments Incorporated (TI) (NYSE: TXN) brings console-quality 3D games to mobile handsets. With the new gaming platform based on Ideaworks3D's Airplay™ and TI's OMAP2430 processor, developers will be able to create games targeting a broad range of mobile handsets. The OMAP Gaming Platform allows developers and publishers to create a portfolio of mobile games tied to new handset releases with significantly reduced time and monetary investments.

The combined solution from TI and Ideaworks3D changes the current mobile gaming development process by allowing developers to create one game which runs on leading open operating systems, including Symbian OS™, Linux® and Windows Mobile®. As part of this effort, Ideaworks3D will optimize and integrate its industry leading Airplay game software development kit (SDK) for TI's OMAP2430 processor which benefits TI's extensive OMAP™ ecosystem of leading game publishers and developers, serving handset manufacturers and mobile operators worldwide.

“The case for next generation mobile games rests on the ability of our industry to provide integrated tools and platforms that help developers diffuse their content across the widest range of mobile phones, without sacrificing game performance along the way,” said Alex Caccia, CEO, Ideaworks3D. “By joining forces, TI and Ideaworks3D can now offer a fully integrated software and hardware environment that provides the optimal launch pad for tomorrow's killer mobile games.”

TI's OMAP2430 processor integrates advanced 3D graphics hardware acceleration enabling mobile game developers to extract new levels of performance and enhance the game-play experience. The new OMAP Gaming Platform with Ideaworks3D

allows developers to take full advantage of the powerful 3D graphics capabilities of the OMAP architectures for popular mobile operating systems.

“Mobile games are starting to emerge as a killer app with some analysts reporting as much as 66 percent revenue growth for the mobile gaming industry quarter over quarter,” said Richard Kerslake, worldwide general manager for TI’s 3G and OMAP processors business unit. “The OMAP Gaming Platform with Ideaworks3D demonstrates TI’s commitment to provide developers with powerful tools for creating content that unleashes the capabilities of the OMAP entertainment architecture, including cool games for consumers who want gaming on the go.”

TI’s Mobile Gaming Development Platform

TI’s OMAP2430 processor-based mobile gaming platform is a complete hardware and software package that will enable developers to optimize performance-, timing- and memory-related design factors early in the game development process. Using TI’s mobile gaming platform, developers will be able to create the majority of a game before new handsets are available on the market, enabling prompt availability of games on new mobile phones as they enter the market.

TI’s mobile gaming website provides additional resources for developers, handset manufacturers and operators. The site contains information on all of TI’s mobile gaming developments and includes downloadable SDK and tools, and market and standards information. Visit www.ti.com/omapgaming to learn more about how TI is changing the mobile gaming market.

Airplay: 3rd Generation Game Tools and Middleware

Ideaworks3D’s Airplay is an end-to-end software and service solution that enables mobile developers and publishers to create, connect, and deploy high performance native mobile games across multiple platforms and operating systems. Airplay, developed for over six years by Ideaworks3D Labs, is the industry’s leading 3rd generation, commercially battle-tested game SDK, powering more 3D and connected mobile games than any other middleware solution in the market.

Designed to speed deployment across multiple software environments and hardware architectures, Airplay SDK incorporates Airplay System™, a cross-platform portability technology and run-time execution environment that delivers binary compatible game code across ARM®-based mobile devices. The resulting game can be deployed over-the-air to multiple operating systems and run-time environments without further porting or any requirement for additional embedded software or resident game engines on the mobile device.

Availability

The OMAP Gaming Platform, featuring the Ideaworks3D Airplay 3.0 SDK, is expected to be available in Q1 2007.

About Ideaworks3D

Ideaworks3D is a privately held technology and game development company headquartered in London. Founded in 1998 with a strong Oxford and Cambridge computer science and electronic engineering pedigree, the company has an unparalleled track record of creative innovation and technical leadership in the field of high performance mobile gaming. Ideaworks3D's Studio is the recipient of multiple industry accolades including two consecutive BAFTA Games Awards in 2005 and 2004 for best handheld and mobile games. More information can be found at www.ideaworks3d.com.

Texas Instruments – Making Wireless

TI is the leading manufacturer of wireless semiconductors, delivering the heart of today's wireless technology and building solutions for tomorrow. TI provides a breadth of silicon and software and over 15 years of wireless systems expertise that spans handsets and base stations for all communications standards, wireless LAN, *Bluetooth*, A-GPS, mobile TV and Ultra Wideband. TI offers custom to turn-key solutions, including complete chipsets and reference designs, OMAP application processors, as well as core digital signal processor and analog technologies built on advanced semiconductor processes. Please visit www.ti.com/wirelesspressroom for additional information.

About Texas Instruments

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers' real world signal processing requirements. In addition to Semiconductor, the company includes the Educational & Productivity Solutions business. TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries.

Texas Instruments is traded on the New York Stock Exchange under the symbol TXN. More information is located on the World Wide Web at: <http://www.ti.com>.

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