



The TIGA Promotional Kit

The TIGA™ Promotional Kit is designed to provide you with everything you need to take advantage of TIGA in your promotional activities.

The Texas Instruments Graphics Architecture (TIGA™) is recognized around the world as the leading architecture for high-resolution PC video subsystems. For years, manufacturers whose products are synonymous with high-performance computer-aided design and computer-generated graphic arts have developed hardware using TI's 340 family of semiconductors for computer graphics.

Today, a large and exciting opportunity in the PC market lies before us. Graphical user interface like Microsoft® Windows™, color input/output devices, multimedia — the advancement of these hardware and software technologies has elevated the significance of color graphics processing performance in the PC environment. Working with TI, you are in an excellent position to take advantage of these market dynamics.

TI's strong record of firsts in semiconductors for computer graphics keeps manufacturers on the cutting-edge, well-positioned for this emerging market. The invention of the video RAM, the pioneering of programmable processors for graphics, the first marketing of a fully programmable color palette — these accomplishments and the breakthroughs yet to come strengthen TI's lead, and you our customer, have told us that our strength also adds value to your products.

This TIGA Promotional Kit is designed to provide you with the tools you need to promote your 340-based products and leverage on TI's leadership position. TI continues to invest millions of dollars in the development and promotion of semiconductors for computer graphics. From the Microsoft Windows power user to the architectural engineer, these consumers seek TIGA-compatible video subsystems which set new levels of performance and functionality in computer graphics. So use the tools enclosed to let consumers know your products "unleash the power of TIGA."

TIGA Logo

The first step is the TIGA logo. The TIGA logo provides the vital connection between TI's promotional campaigns and your products. Put the TIGA logo to work for you by using it in all your communications.

Advertising: The TIGA logo in your company and product advertisements makes the critical connection between TI's messages and products available to the consumer.

Merchandising: Use the TIGA logo throughout your printed communications including product packaging, brochures, newsletters, user's guides, technical reference guides, catalogs, etc.

Visual Media: Never has the old adage "a picture is worth a thousand words" been more true than in advanced PC graphics products. We find many creative ways to illustrate the superior look and feel of TIGA products. Making the TIGA logo a part of computer demonstrations, presentation graphics, photography, and trade show exhibits tells the consumer these products feature performance, compatibility, and reliability through the most advanced technology available.

TIGA Messages

The copy points in the TIGA Promotional Kit will help you to leverage TI's positioning and messages. Common explanations of what TIGA is and what it means to users, software developers and hardware designers will work to our mutual benefit.

TIGA Description for News Release: Recommended as a boilerplate for your news releases, the description is structured such that it can be easily modified based on



the detail required. Consider adding a standard paragraph (similar to a standard company profile paragraph incorporating this description) to every TIGA-compatible product news release you publish.

TIGA Copy Points: Concentrating on TI's messages for the Microsoft Windows market, these points illustrate how TI has positioned TIGA for this emerging market.

The TIGA Promotional Kit also contains tools to help you incorporate TIGA into your visuals.

TIGA Tent Cards: These easy-to-use and reuse tent cards are ideal for trade show exhibits and wherever your TIGA-compatible product is being demonstrated.

TIGA Photography: Anytime you wish to include photographs of the 34010, 34020, 34082, or any other elements of the TIGA architecture, TI will gladly provide you with shots from the TIGA photo library. The photos enclosed can be duplicated for press kits, cropped and dropped-into brochures, enlarged for posters and trade show exhibits and much more.

TIGA PC Demo Disks: A self-running graphic arts demo is included in the TIGA Promotional Kit. This demo features an image editing application called PixaArts. The demo is designed to run on any TIGA-compatible graphics board that supports the TIGA Software Interface and supports a display configuration of 1024x768x8 bits per pixel. The demo highlights super-fast fills and professional image editing quality. Check with TI periodically for new and updated demos.

TIGA Logo Bitmap Disk: When writing your own PC demonstrations, the files included on this disk will make incorporating the TIGA logo simple. In addition, these files are formatted as Microsoft Windows independent bitmaps, the format required to customize your Windows desktop. The Windows desktop feature gives you the capability to install a design which appears on the Windows background screen. This is a simple and effective way to illustrate that the product being demonstrated is TIGA-compatible.

The TIGA Interface Artwork, the TIGA Interface User's Guide ASCII text files, and the PC Video Market White Paper are designed as source material for producing technical documentation and detailed product specifications.

TIGA Interface Artwork and User's Guide: Customers whose TIGA-compatible products provide PC applications compatibility via the TIGA Interface may wish to include detailed technical information about the interface as part of their product documentation. The artwork and ASCII files together make up the TIGA Interface User's Guide published by TI. The copy and artwork is provided separately, making it easy to incorporate appropriate sections of the TIGA Interface User's Guide into your own product documentation.

PC Video Market White Paper: This document addresses many of the facts and myths surrounding PC video. It can be a valuable source for presentations to industry groups and analysts, questions and answers, competitive analysis, and much more.

TI is committed to continuing our relationship and expanding our marketing cooperation for our mutual success. The TIGA Promotional Kit is one example of TI's commitment.

If you have any questions regarding the TIGA Promotional Kit or if there are any additional materials you would find useful, please contact:

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TIGA Description for News Releases

TIGA™ is the industry's most widely accepted architecture for high-resolution PC video subsystems. Encompassing both PC video hardware and software technology, TIGA™ delivers workstation-level graphics to personal computers.

For users, TIGA™ compatibility signifies that their PC video subsystem is powered by high-performance graphics processors and is fully upgradeable. For developers, TIGA™ provides a comprehensive development system that enables them to quickly and easily offer workstation graphics power to the PC marketplace.

At the heart of TIGA™ are the industry-leading 34010 and 34020 graphics processors and the 34082 graphics floating-point unit. These chips offer unmatched graphics performance because:

TIGA™ processors are full-fledged processors and therefore able to offload graphics tasks from the PC's 80x86 CPU, thus freeing the CPU to handle other jobs. Super VGA and other so-called "frame-buffer" subsystems are unable to offload the graphics processing from the 80x86.

TIGA™ processors are designed for graphics, so they perform graphics functions much faster than the PC's core processor.

TIGA™ processors are fully programmable, which means they can adapt to meet the graphics demands that Microsoft® Windows™ and other graphical user interfaces may place on them in the future.

TIGA™ unleashes the power of Microsoft® Windows™ and other graphics-intensive applications with workstation performance that delivers a superior touch and feel, snappy screen response, instantaneous redraws and crisp displays.



TIGA Copy Points

TIGA™ Unleashes the Power of Windows™:

Workstation Graphics From a PC Standard

TIGA™ combines workstation graphics technology with PC compatibility for the most powerful and flexible video subsystems available for Microsoft® Windows™.

TIGA™ features:

- Up to 60-MHz VRAM-based graphics processors
- Display Cache
- VGA through full- and dual-page display compatibility
- Broad industry support

TIGA™ compatibility signifies to PC users that as Windows™ evolves, their video subsystems will maintain performance without sacrificing functionality. Accelerating new features in Windows doesn't require new video hardware. Instead, it's as simple as copying a new file. And to developers, TIGA™ is the foundation for bringing workstation graphics to all PC applications.

TIGA™ Accelerates Microsoft® Windows™

TIGA™ accelerates Microsoft® Windows™ by using the TIGA processors to handle graphics-intensive operations for which the PC CPU is not designed. With the graphics coprocessing delegated to the 340 chip, the CPU is free to process other tasks. TIGA™ goes to work on Windows graphics, delivering blazing performance at all resolutions and color combinations — performance you can see with every mouse click and keystroke. In addition, TIGA™ utilizes display cache to efficiently execute on-the-fly font rasterization, bit-block transfers, and other important operations that accelerate features like Microsoft® Windows™ True Type™ outline fonts.

At speeds up to 60 MHz, TIGA™ uses VRAM-based graphics coprocessing to maximize Microsoft® Windows™ performance regardless of the resolution or the number of colors. TIGA™ easily manages up to 26 times the amount of data handled by entry-level VGAs. And because TIGA™ supports every display configuration, it is compatible with industry-standard multifrequency monitors.

TIGA™ Maximizes Productivity in Windows™

TIGA™ maximizes user productivity by delivering high performance graphics coprocessing to every Microsoft® Windows™ display, regardless of color or resolution.

High resolution increases the number of functional windows while reducing window overlap. Productivity is improved by eliminating the need to shrink or scroll around documents. High resolution magnifies the importance of TIGA™ graphics coprocessing because of the added burden on the CPU. By off-loading the host CPU, which is engulfed in memory management and other CPU-bound tasks, TIGA™ delivers high resolution and high performance.

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Industry Support for TIGA

TIGA™ is widely accepted by leading PC hardware and software manufacturers as the standard for high-resolution graphics. Software support ranges from Microsoft® Windows™ to the X Windows System™, AutoCAD™ and dozens more. And more than 80 companies manufacture TIGA™ PC video subsystems. These companies offer a range of price/performance options that utilize the up-to-60 MHz 34010 and 34020 graphics processors and the 34082 graphics math coprocessor.

TIGA™ unleashes the power of Microsoft® Windows™ with workstation graphics that deliver a superior touch and feel, snappy screen response, instantaneous redraws and crisp displays.

Trademarks

TIGA is a trademark of Texas Instruments Incorporated.

Microsoft is a registered trademark and Windows is a trademark of Microsoft Corporation.

X Window System is a trademark of the Massachusetts Institute of Technology.

AutoCAD is a trademark of Autodesk, Inc.

