



# Rumors of War

Scott Huckaby's Toastmaster CTM #6  
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## CTM #6 – Work with Words – Objectives:

- To select precisely the right words to communicate your ideas clearly and vividly.
- To avoid lengthy words and sentences and jargon.
- Time: five to seven minutes

### [SHOW INTRO SLIDE]

Mr. Toastmaster, ladies and gentlemen... In the few minutes I have before you today, I'd like to make you aware of a threat to our way of life here at Texas Instruments.

### [SHOW BIBLE SLIDE]

The Bible says that in the time leading up to the return of Jesus that there would be wars and rumors of war. Certainly the prospect of war seems to be on the increase. **[SHOW WAR SLIDE]** The end of the Cold War has not ushered us into an era of cashing in peace dividends as originally expected. Instead, it has resulted in the U.S. getting involved in wars that would have been unthinkable during the Cold War.

I believe that rumors of war is a reference to the kind of conflicts we have today that seem to go on and on with no clear end to them. **[SHOW RUMORS OF WAR SLIDE]** For example, we have had the war on poverty, the war on crime, the war on drugs, and I put the war on terror in this category as well.

I could talk at length about why I believe we may be close to the day Jesus returns but that is not the subject of my speech today. Instead, I'd like to make you aware of a rumor of war we have at TI... **[SHOW BLACKFIN SLIDE]** ...the War on Blackfin. ADI Blackfin may be the most formidable competitor TI has ever had for our Digital Signal Processors. Analog Devices has been very shrewd in their positioning of Blackfin

in the sweet spot between our high performance C6000 DSPs and our low-cost, low-power C5000 DSPs.

As a marketing guy who is in the trenches of this battle, I can tell you that we are being bloodied by Blackfin. TI is no longer winning all the Catalog DSP design-in opportunities that come our way. But as we learn more about Blackfin, we are finding that it is not quite the daunting competitor as it appears to be on the surface.

### [SHOW 10x CHIP SLIDE]

For example, we have been able to get our hands on a 600 MHz Blackfin device. In our failure analysis lab, we de-capped the package and inspected the chip under a microscope. **[SHOW 100x CHIP SLIDE]** When we increased magnification even further, we found a very interesting transistor structure revealing that ADI did not use the latest technology. **[SHOW TUBE SLIDE]** What is amazing is that Blackfin is able to run at as low an active power as it does. This transistor structure may be one reason why C5000 DSPs have superior power-down capabilities over Blackfin. This discovery also brings into question how far ADI will be able to extend their Blackfin architecture to deliver on the roadmap promises they've made.

**[SHOW MEMORY-SIZE SLIDE]**

From a systems perspective, TI DSPs also offer clear advantages. C5000 DSPs are significantly more efficient than Blackfin DSPs in terms of code size and cycle count. In most cases, this will benefit the customer with a lower system cost because less memory will be required.

Since Blackfin designs tend to be more complex, ADI has begun to offer their customers complete reference designs. We were able to get our hands on one of their designs for a consumer application... **[SHOW PENCIL SHARPENER SLIDE]** This confirms the rumor that ADI has retained Rube Goldberg as a consultant. While Rube Goldberg designs have been widely circulated, I am not aware of any of them ever making it into high-volume production.

Analog Devices has also been making some pretty outlandish claims to customers. They have clearly been feeling the heat from TI's highly integrated System on Chip devices such as OMAP which combines a C5000 DSP with an ARM-9 general purpose processor. **[SHOW OMAP SLIDE]** In an attempt to counter OMAP, ADI has been claiming that Blackfin works as well for general purpose operations as it does for signal processing. This is a pretty bogus argument that real design engineers should see right through but there is evidence it is being accepted by some.

We have learned that ADI's minimal success with outlandish claims has given them cause to prepare even more fantastic assertions. Sources available to our market communications staff have passed on to us some advertising concepts that ADI is rumored to be considering... **[SHOW MODEL SLIDE]**. Why anyone would believe that a DSP could help you lose weight is beyond imagination. The fact that ADI would even consider such an ad shows that they believe some designers will be influenced by statements that obviously play fast and loose with the truth.

Another ad concept in this series is rumored to claim that Blackfin can help you build muscles. **[SHOW BOY SLIDE]** Blackfin is trying to be all things to all people... to appeal both to those who want to lose weight as well as those who want to gain weight. This is probably a lesson learned from modern-day politics: tell them what they want to hear and people will blindly accept it.

ADI is also apparently preparing a series of ads that appeal to animal lovers. **[SHOW CAMEL SLIDE]** Who wouldn't have a soft place in their heart for someone who offered a solution for an awful birth defect like a camel with a cleft-back. The brashness of ADI's market communications people is breathtaking. They appear to be intent on tweaking our emotions even if they have to take creative license to an extreme.

What amazes me the most is that highly trained engineers would succumb to such hype. I'm not only an engineer, I'm also a marketing professional so I thought I was immune to such obviously bogus claims. But when I heard that Blackfin could make you look younger, I had to try it in the lab myself...

**[SHOW HAIR SLIDE]**

As you can see, Blackfin did change my appearance, but this was only virtually true. Blackfin made no change to me in the real world.

So to sum this up, if you want to virtually lose weight, heal birth defects, or grow muscles and hair, Blackfin may be the DSP for you. **[SHOW TI DSP SLIDE]** On the other hand, if you are serious about real-time signal processing in the real-world, you'll pick TI DSPs and help us win the war on Blackfin...

Mr. Toastmaster...