

TI Drives WLAN into Mobile Devices with More than 20 New Products

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Leveraging four generations of mobile WLAN solutions, process technology expertise and a clear edge in the trend toward mobile technology integration, Texas Instruments Incorporated is leading the industry in the evolving mobile Wi-Fi marketplace, illustrated by the more than 20 TI WLAN-enabled mobile devices shipping today. TI's Wi-Fi solutions are included in devices currently being shipped by leading manufacturers and design houses worldwide, including Nokia, NEC, Motorola, HP, and BenQ. Today's announcement reinforces the company's commitment to drive WLAN and Voice over WLAN (VoWLAN) into enterprise and consumer mobile devices, continuing its clear edge in developing advanced mobile connectivity technologies to fuel market growth and innovation.

"2004 was a pivotal year for penetration of mobile wireless LAN technology, and we expect this trend to continue," said Allen Noguee, principal analyst of In-Stat. "In fact, In-Stat predicts that by 2010, there will be 296 million WLAN-enabled mobile phones on the market, with 46 percent of these devices enabling VoWLAN capabilities. By looking at TI's existing WLAN portfolio and customer base, it's clear that the company remains well-positioned to deliver some of the industry's most innovative, attractive mobile connectivity solutions on the market. Combined with TI's 16 years of wireless expertise, this is a recipe that can drive VoWLAN into the mainstream market."

Leveraging more than five years of WLAN expertise, TI focused efforts on delivering a solution designed specifically with the needs and

requirements of wireless devices in mind. Most recently, in March TI achieved another mobile WLAN milestone when it introduced the WiLink™ 4.0 platform which includes the industry's first single-chip WLAN solutions using advanced 90 nanometer (nm) manufacturing technology. The two mobile single-chip solutions use TI's innovative DRPTM technology, resulting in 802.11b/g and 802.11a/b/g products that are of smaller size and lower cost and provide longer battery life than competing solutions. The WiLink 4.0 platform also further illustrates the company's sophisticated and integrated single-chip roadmap, including Bluetooth wireless technology, mobile digital TV, and the industry's first single-chip solution for mobile phones.

Preceding this accomplishment, TI achieved several other significant mobile connectivity milestones. TI established the mobile WLAN market in September 2002, when the company delivered the industry's first Wi-Fi solution specifically designed for mobile devices. In 2003, TI further demonstrated commitment to this market when it provided the industry's first concept design to integrate wireless LAN, Bluetooth networking and GSM/GPRS technologies, enabling simultaneous phone calls, web browsing, mobile commerce and Bluetooth-enabled capabilities. The company also announced in 2003 the first WLAN-Bluetooth coexistence package designed for wireless devices. In 2004, TI announced that it is providing the WLAN technology for Motorola's integrated dual network (802.11 and cellular) phone.

"TI built the industry's first mobile wireless LAN solution designed specifically with the needs and requirements of wireless devices and increasingly mobile consumers in mind," said Marc Cetto, general manager of TI's Mobile Connectivity Solutions Business. "With more than five years of expertise in creating mobile connectivity solutions, TI continues its industry-leading approach of delivering lower cost wireless LAN solutions to manufacturers, enabling the mainstream mobile WLAN marketplace. This is becoming more important as consumers

increasingly use only one phone for their mobile, office and home phones."

In addition to expertise in mobile WLAN, TI's Residential Gateway and Embedded Systems Group has leveraged its broadband portfolio, including WLAN, to become a market leader in the rapidly growing residential gateway market. The company delivers integrated DSL and WLAN gateways to the top ODM and OEMs worldwide. In addition, the group is focused on the emerging WLAN-enabled consumer electronics (CE) market. As WLAN becomes an embedded feature within more consumer devices like digital still cameras, TI is uniquely positioned to meet manufacturers' needs with its Wi-Fi and CE applications expertise.

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