

## **Trends and Challenges in Wireless Application Processors**

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The rapid deployment of 3G wireless networks is accelerating the demand for application processors to deliver multimedia-rich wireless services to end-customers. Texas Instruments has pioneered the way with OMAP(tm) technology. Each generation of OMAP application processors has delivered breakthrough performance with ultra-low power consumption. This challenging combination has been achieved by applying state-of-the art power management technologies to application processors manufactured with leading edge silicon technologies. The trend towards more performance will continue to drive innovation.