

Difficult to See. Always in Motion Is the Future

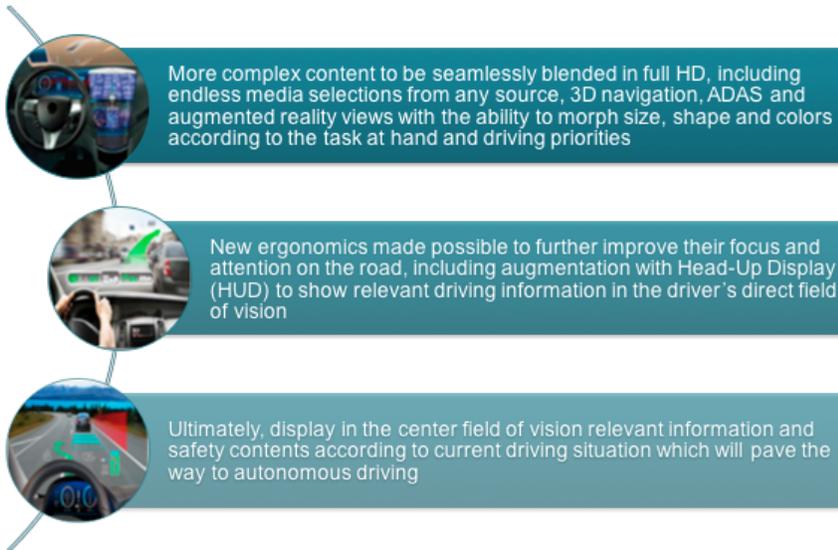


Cyril Clocher

As most of you my dear fellows, TI's automotive team began preparing for our trek to Vegas for CES 2016 a few months ago. We all know developing new concepts, engineering new technologies or delivering real products we'll soon use at home, at the office, in our pocket or in our car require passion, dedication, time and a bit of creative madness. I'm convinced dear fellows, like any other year 2016 will start strong in Vegas. But "patience you must have my young padawan", and until January 6th I hope each of you will get a chance to take time to spend with your families during the holidays, so you come back refreshed and ready to attack the new year. At least it's what I'll do to rest and rejuvenate to be ready to feel "The Force Awaken" of the electronic industry in Vegas, which help the world to be greener, safer and more fun.

"Always pass on what you have learned": [the journey started at CES 2015](#) is not over yet, and based on all the feedback and enthusiasm around our [automotive processors solutions](#) last year, TI team has increased tenfold R&D, marketing and engineering efforts to deliver and demonstrate new leading-edge technologies at CES 2016 that will make autonomous vehicle, green, safe and fun to control – I continue to think the word "drive" will be obsolete for those vehicle.

"Difficult to see. Always in motion is the future" but I'm convinced that to envision what [future automotive cockpit will look like](#) you must unlearn what you have learned." Soon, not only will drivers rely on traditional [instrument cluster](#) or center-stack to give them reliable vehicle and safety information or access their favorite media content, but they will also expect ...



"Do. Or do not. There is no try" could be our mantra at TI. This year several automotive groups have again collaborated to design the "Evo Car" and demonstrate leading-edge technologies that will provide car manufacturers with more tools than ever to make the driving experience safer and more informative to drivers. Contact your TI representative today and schedule a meeting to visit our private suite at CES at the TI Village (N115-N119).

TI has invested for more than a decade in infotainment and ADAS: ["Jacinto"](#) and [TDAX](#) automotive processors as well as [the many analog companion chips](#) are supporting these trends. Like Yoda, I wish I could say "when nine hundred years old you reach, look as good you will not." ... I'm not a Jedi Master but certainly believe in TI's innovation and passion for automotive. "That is why we won't fail."

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