

BDTI helps technology providers and users build and sell winning products by reducing their risk and proving their products' capabilities.

Berkeley Design Technology Inc.



Marketers

Increase sales through credible, third-party benchmarks

Raise company visibility via industry-recognized analysis

Improve strategy and positioning with expert insights and advice



Engineers

Build stronger products through expert, independent design reviews

Lower risk through reliable benchmarks and analysis

Speed time to market with world-class engineering services



Executives

Uncover growth opportunities by drawing on BDTI's broad perspective

Strengthen strategy with industry-respected advice

Reduce costs via expert insights into industry trends

BDTI Benchmarks™

"Customers always ask for our BDTI Benchmark results. It's an important standard."

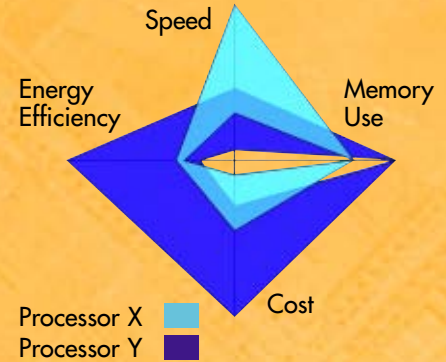
— Marketing Director,
leading IP
core vendor

The industry's most trusted benchmarks for CPUs, DSPs, FPGAs, multi-core chips, and ASSPs. BDTI benchmark suites enable you to:

- Know where you stand
- Build winning products
- Create compelling marketing

8 of the top 10 chip manufacturers rely on BDTI benchmark suites:

- BDTI DSP Kernel Benchmarks™
- BDTI Communications Benchmark (OFDM)™
- BDTI Video Kernel Benchmarks™
- BDTI Video Encoder/Decoder Benchmarks™
- BDTI Solution Benchmark™ for H.264 Decoders and other multimedia solutions
- Custom benchmarks



BDTI Certified™ results ensure fairness, accuracy, and credibility

BDTI Sounding Board™ Service

"I will never do another product launch without doing a BDTI Sounding Board session first."

— Marketing Executive,
top-10 chip
company

An intensive, interactive one-day consulting session with knowledgeable analysts and engineers helps you:

- Create a compelling message
- Ensure your material is on-target and credible
- Generate more interest

BDTI has done dozens of Sounding Boards for top semiconductor companies—

Schedule yours today!



BDTI Analysis Services

"BDTI's analysis was great. It gave us just the data we needed."

— Director of Technology Strategy, chip IP licensor

Reduce your risks via independent, hands-on analysis of:

- Product competitiveness
- Technology selection options
- Technical capabilities

Industry leaders rely on BDTI for concrete, confidential analysis of:

- Chips and cores
- Development tools
- Signal processing algorithms
- Signal processing software
- Acquisition opportunities



BDTI Engineering Services

"BDTI has set a new standard for quality deliverables."

— Program Manager, top-10 software company

World-class contract engineering services, specializing in signal processing applications, algorithms, and architectures. BDTI engineers ensure that you:

- Create better products
- Speed time-to-market
- Reduce risk

Use BDTI's expertise for:

- Insightful design reviews
- Development of optimized signal processing application software
- Independent assessment of product readiness and market suitability



BDTI Publications



Incisive technical reports, white papers, and articles deliver analysis and perspective that enable the industry to:

- Make better decisions and reduce risk
- Understand technology trends
- Accelerate time-to-market

Technology users rely on BDTI publications for apples-to-apples benchmarks and competitive evaluations that help them:

- Make better design decisions
- Gain insight into technology and understand vendor trade-offs

Technology vendors engage BDTI to create white papers and reports to:

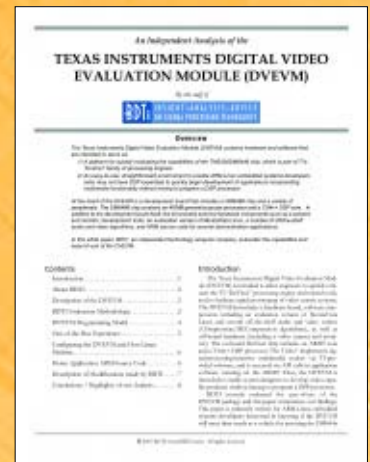
- Increase user confidence in their products
- Boost their visibility in the marketplace

"Your report saved us a lot of time researching processors. Very thorough."

— *Principal Engineer, imaging systems manufacturer*

"Without a doubt, the best industry reports I've seen."

— *Marketing Manager, IP core vendor*



BDTI-authored white papers speed up your sales process by giving customers a credible, independent evaluation of your product.



InsideDSP, BDTI's on-line trade magazine, can help you deliver your message to a unique audience of engineers, managers, and executives focused on chips, tools, and software for digital signal processing applications.

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