# Audio Portfolio Overview

## Right Space – Right Time

*Personal Audio*

*Shareable Audio*

Mono Headset

Networked Speakers

Stereo Headset

DDFA   DSP

Wi-Fi   ADK   BT

cVc   aptX

Soundbar + subwoofer

BT Speakers

*Personal Audio*

*Shareable Audio*

Mono Headset

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BT Speakers

DDFA DSP
Wi-Fi ADK BT
cVc aptX
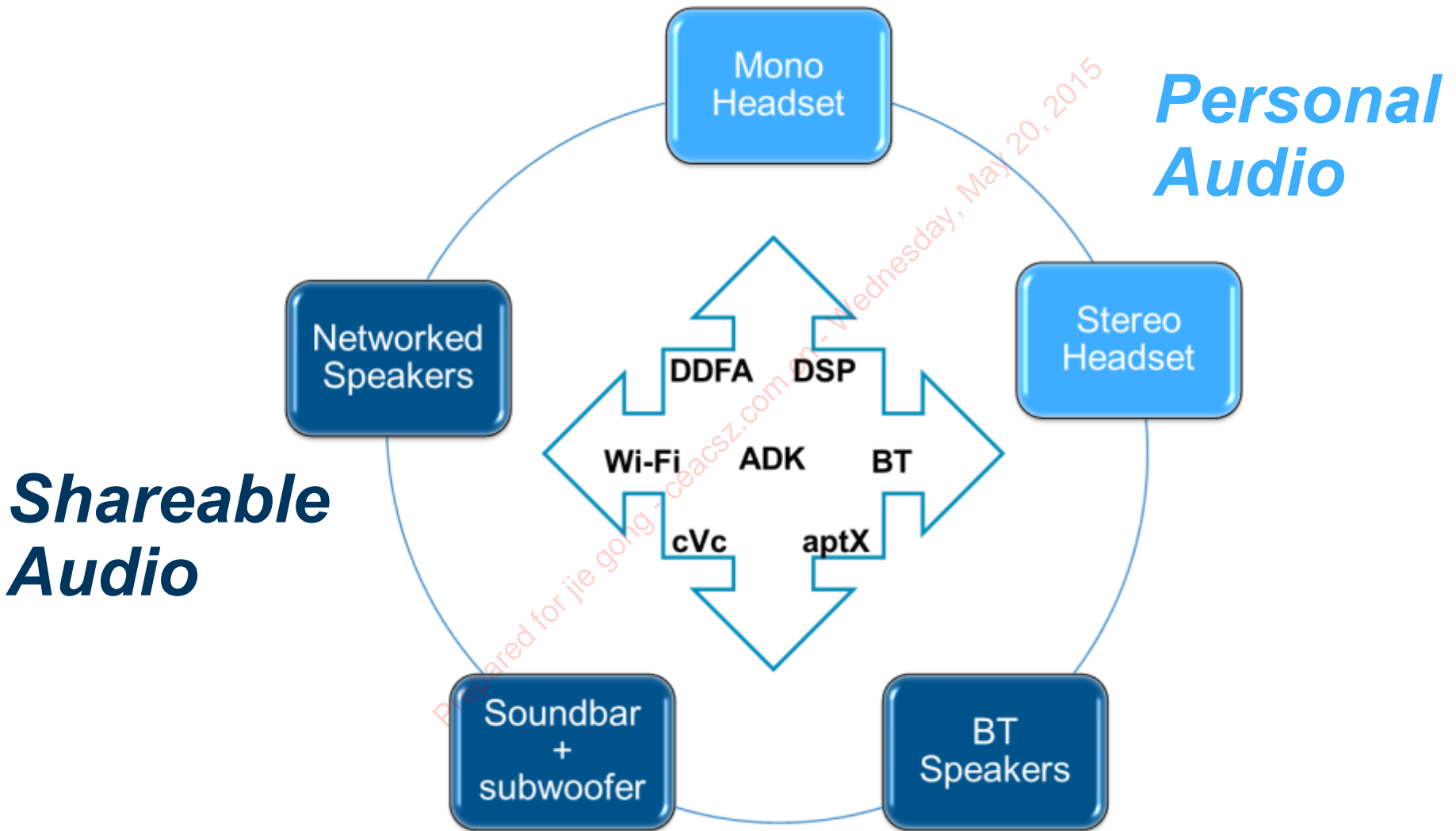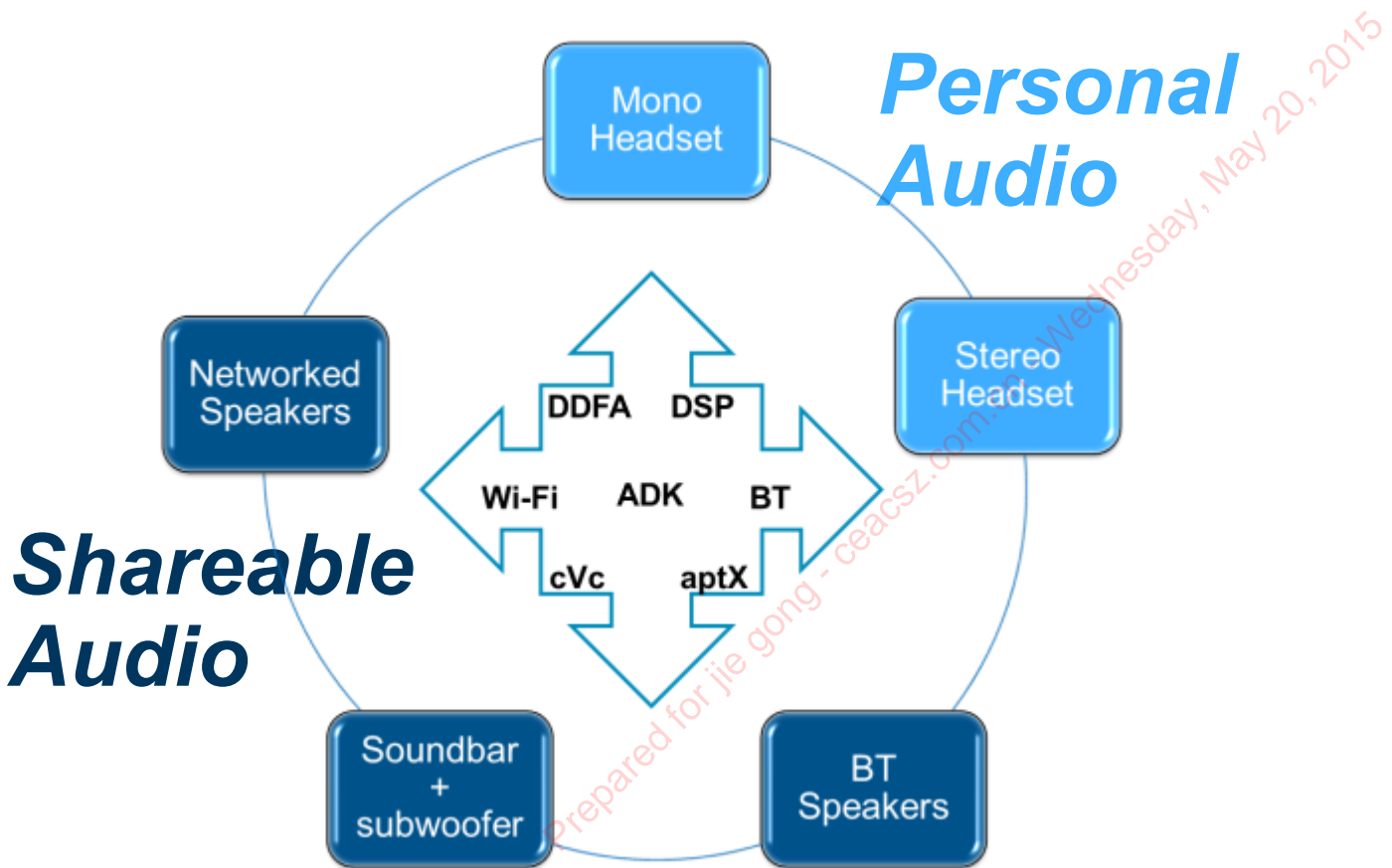
**Software**

**Silicon**

**Tools**

**Example designs**

**>1700 Registrations**



**Mono** — **Stereo Headsets**
**Stereo Speakers** — **Speaker docks**
**Soundbars** — **Adaptors**
**Car Kits** — **DECT**
**Unified Comms**

**>800 Registrations**



**Mono** — **Stereo Headsets**
**Speakers/docks** — **Adaptors**
**Car Kits** — **DECT**
**Unified Comms**

**<500 Registrations**



**Mono** — **Stereo** — **Adaptors**
**Car Kits** — **DECT**

**> 4800 Registrations**



22%
2%
4%
2%
3%
2%
7%
12%
46%

**Mono Headset** — **Stereo Headset** — **Stereo Speaker**
**Speaker dock** — **Soundbar** — **Home Theater**
**Music Speaker** — **Adaptor** — **Car Kit**
**DECT** — **UC**

2010    2011    2012    2013
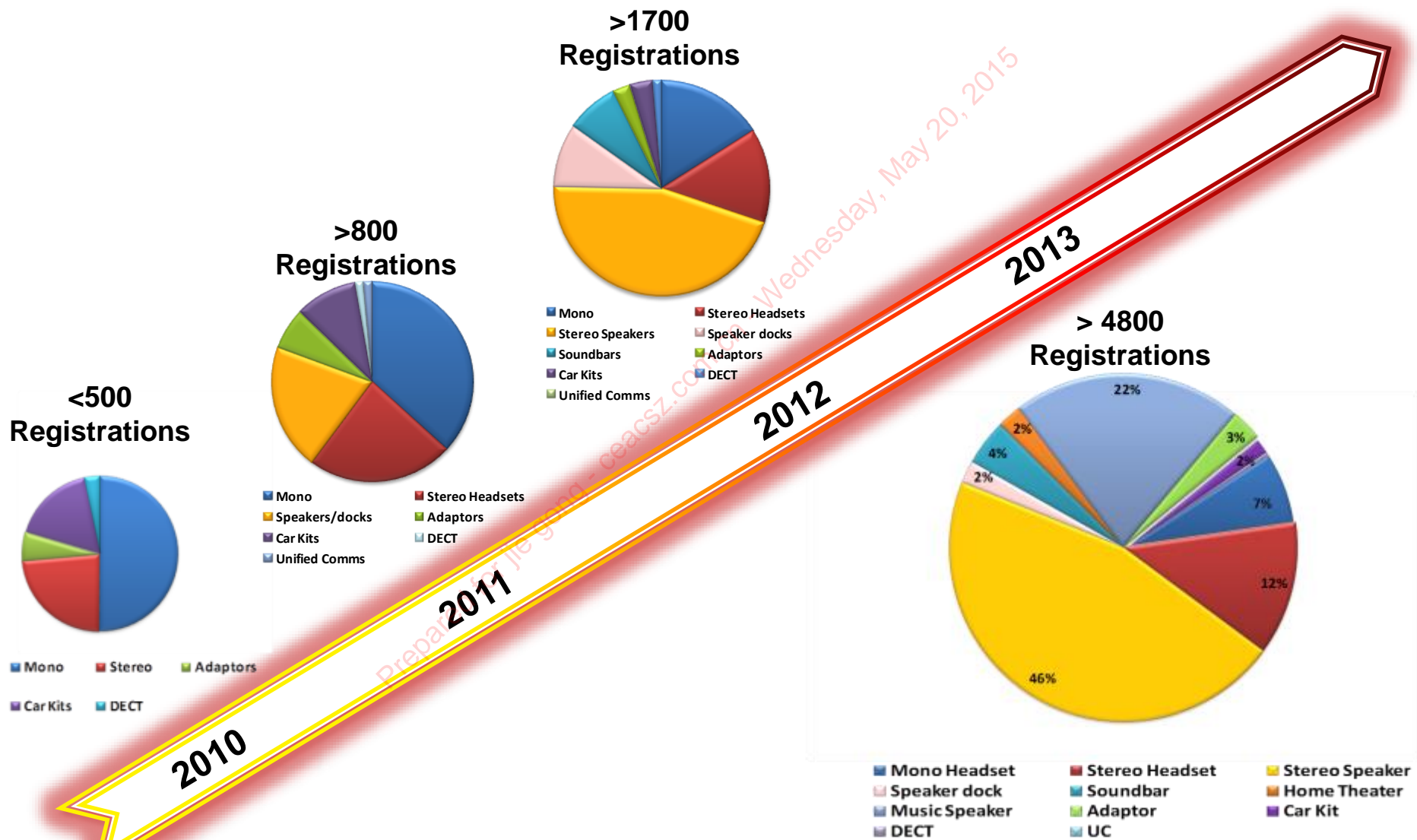
# Dynamic Growth in US Sell Out Too

## Top 10 Hardware Categories: Tech Landscape (Total Technology)

| Category Rank | Category | Dollars (Dec 2014) | % Change (Dec '14 vs Dec '13) |
|---|---|---|---|
| 1 | Total PCs | $2,379,352,554 | -0.2% |
| 2 | LCD | $2,254,504,404 | 18.0% |
| 3 | Tablets & e-readers | $1,570,070,053 | -29.6% |
| 4 | Stereo Headphones | $649,245,617 | 23.4% |
| 5 | Digital Media Speakers | $478,465,220 | 17.5% |
| 6 | Cell Phone Accessories | $467,633,240 | 27.6% |
| 7 | Total Digital Still Cameras | $461,013,958 | -16.9% |
| 8 | Power & Equipment | $373,550,738 | -2.3% |
| 9 | Mobile Power | $296,450,718 | 23.6% |
| 10 | Wearable Technology | $259,031,239 | 72.4% |

From the U.S. Retail Tracking Service: Total IT and CE, 109 categories in total.
Category rank based on December 2014 dollar volume.

# Selected Highlights of the Day…

- CSR8675
- ADK4.0 and Dual Mode Topologies
- The importance of GAIA to our future solutions
- Ambient Noise Cancellation
- Design tips and tricks
- eXtension partner program updates

- And much, much more…!