

Title: Jacksonville, Fla., Wireless Company Strikes a Deal with Texas Instruments.

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By Mark Basch, The Florida Times-Union, Jacksonville Knight Ridder/Tribune Business News

Mar. 10--ParkerVision Inc. yesterday announced an agreement with Texas Instruments to develop products using ParkerVision's wireless radio technology, a deal that Jacksonville-based ParkerVision hopes will enhance the credibility of its technology in the marketplace.

ParkerVision Chairman and Chief Executive Officer Jeffrey Parker wouldn't predict what the deal will mean financially for the company. But he said the partnership with a major electronics company like Texas Instruments brings more confirmation that the company's technology, which improves the process of receiving radio signals, is unique and effective.

"For us this is a huge, huge step forward," Parker said. "It was very, very gratifying for us to have a company of TI's stature come out and say this is a different approach."

ParkerVision's technology, called Direct2Data, is designed to simplify the way radio signals are received. Radios have traditionally used a system called a heterodyne architecture that filters radio signals as they are received through several layers of components to convert the signal for the user. ParkerVision's receiver, which is placed on a single chip, converts the signal in a single step.

ParkerVision says its technology can be used to create wireless devices that are more powerful, smaller in size and cheaper, with better performance. But with no products using the system to prove that, Parker said some critics have been "throwing rotten tomatoes" at the company for its claims. He's hoping the Texas Instruments deal will change that.

"I don't think people are throwing rotten tomatoes at us now," he said.

Texas Instruments said ParkerVision's technology will support the market's demand for new wireless data services.

"ParkerVision's D2D transceiver technology represents a differentiated approach ... for a range of wireless technologies," said a statement by William Krenik, director of advanced architecture for Texas Instruments' wireless business unit.

ParkerVision, which also develops and markets video camera control systems, has lost money every year since it went public in 1993 as it has developed but not sold its wireless technology. But its stock has risen from \$5 a share at its initial public offering to

as high as \$56.44 last fall, based on anticipation of the technology. The stock, which has trended down in recent months, fell 81 cents to \$30.19 yesterday.

Parker said yesterday that on a path moving from point A to point G, "we're probably now at point D. We're getting there."

The initial collaboration between ParkerVision and Texas Instruments will focus on chip sets for wireless networking and next-generation digital wireless handsets. Texas Instruments says that more than 60 percent of today's wireless handsets use the company's processors, including major mobile communications companies like Nokia, Ericsson and Sony.

The agreement calls for Dallas-based Texas Instruments to manufacture the chips using ParkerVision's technology.

In conjunction with the agreement, Texas Instruments purchased 83,451 shares of ParkerVision restricted common stock at \$29.96 a share. ParkerVision also granted Texas Instruments warrants to acquire another 83,451 shares at prices ranging from \$29.96 to \$39.84.

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