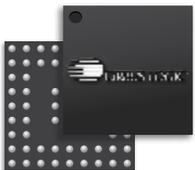




Professional Service Partners



Audio Experts in a Voice Connected World

Cirrus Logic Consumer and Mobile Audio Solutions

World-Class Audio Leadership

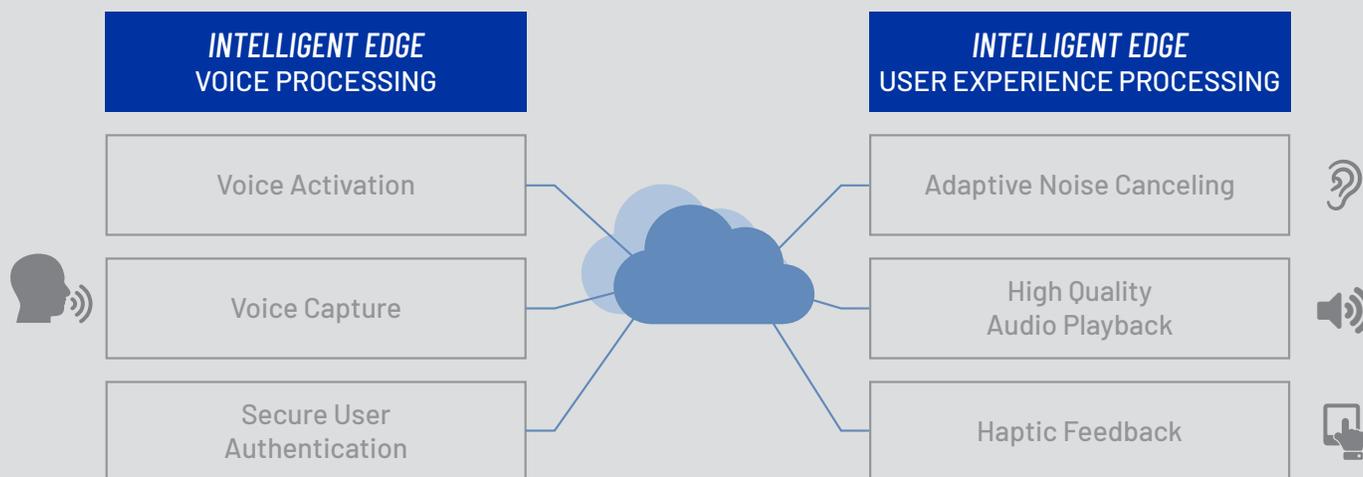
Cirrus Logic is the leading supplier of hardware and software solutions for audio signal processing from voice capture to audio playback in the newest technology found in mobile, consumer and automotive applications.





Best-in-Class Hardware and Software for a Voice Connected World

With a complete portfolio of products throughout the audio signal chain — from voice capture to playback — Cirrus Logic’s best-in-class, ultra low power ICs and patented SoundClear® software technology elevate the clarity and quality of the audio signal by enhancing voice quality, voice capture, speech recognition and audio playback.



Custom Audio Solutions	2
A Global Network of Professional Service Partners	3
Partner Competencies	4
PSP Business Model	5
PSP Support Services	6
Our Global Support Network	7

Custom Audio Solutions

Designing a complete audio signal processing solution is specific to each customer's goals and can involve numerous challenges both hardware and software related. Cirrus Logic selects professional service partners who can assist customers in navigating through a wide range of technical elements to deliver their desired audio performance. There are a number of key factors to consider when developing a design approach strategy.



Environment

- Inside, outside, confined space, room size, surface, material, ambient noise



User Interface

- 1 cm-15 m distance, speaker, headset, voice/gesture, microphones



Form Factor

- Mobile, wearable, portable, home, car



Features

- Voice Control, noise reduction, echo cancelation, wind noise reduction, HD audio record, speech recognition, communication



Performance Criteria

- Audio output, THD+N, jitter, noise reduction, power consumption, WER, and more...

A Global Network of Professional Service Partners

Combining hardware and software into a single audio solution can pose a unique set of challenges. Each customer's design can have its own specific challenges ranging from form factor prototyping and acoustic tuning, to software stack integration. To assist customers in this development process, Cirrus Logic established a global network of trusted service partners who have been thoroughly vetted to provide customers with the right services to address these pivotal elements. This growing community of Professional Service Partners (PSPs) meets our exacting standards for quality and competence, and are fully equipped to support customers in perfecting the very best audio signal processing solution.



Quality

- Trained by Cirrus Logic
- Engineering support from Cirrus Logic and third party software partners



Scale

- Globally located
- Enables fast time-to-market
- Wide range of capabilities, no project too small!

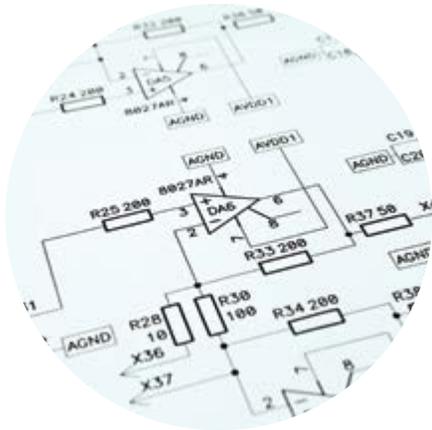


Competence

- Software and hardware integration
- Full-form factor design
- Audio tuning, testing

Partner Competencies

Cirrus Logic's growing community of Professional Service Partners are fully equipped and trained to address the challenges of building audio solutions tailored to each customer's exacting specifications. Our PSP network can provide a wide range of technical competencies to support the implementation of hardware and software solutions.



Technical Know-How

- System and architecture
- Audio and acoustic
- Embedded software
- Hardware and mechanical



Proven Audio Track Record

- Demonstrable expertise and experience in audio sub-system design
- Audio products delivered to the marketplace



Audio Laboratory and Services

- Audio measurements
- Audio test equipment
- Acoustic equipment, facilities, measurement and tuning

PSP Business Model

The Cirrus Logic PSP network is structured to allow customers to engage directly with a preferred service provider. Cirrus Logic channel partners are available to assist customers in establishing a service agreement that defines the specific needs of their project.



PSP Support Services

Audio Solution Architecture	System and solution architecture definition, consultation
Mechanical and Acoustic Product Design	Product design expertise to acoustic and industrial design co-optimized solutions
Hardware and PCB Design	Schematic and PCB layout design, review
Software Porting and Optimization	Porting from non-ADSP2 code base, and low power optimization
Software Development and Integration	Development and integration services including Linux drivers and MCU
Tuning Services	Dedicated acoustic labs to tune and optimize audio solutions
Test, Validation and Certification	Solution tuning and testing (acoustic, electrical and more)
Customer Support	Production ramp stages, mass production



Our Global Support Network

How can we work together? Contact us today.



- ADSP
- Integration
- Tuning and testing
- Technical Staffing
- Contact us: service@novuslabs.com



- ADSP
- Integration
- Tuning and testing
- Contact us: jez.stark@cambridgeconsultants.com



- ADSP
- Integration
- Tuning and testing
- Contact us: Christian.Axelsson@sigmaconnectivity.se



- ADSP
- Integration
- Tuning and testing
- Contact us: sagar_savant@surfaceink.com



- ADSP
- Integration
- Tuning and testing
- Contact us: kimmo@esoftthings.com



- ADSP
- Tuning and testing
- Contact us: nishith.dhawan@sasken.com



- ADSP
- Porting and integration
- Contact us: suman.kopparapu@soctrionics.com

For more information, visit support/partners/services on cirrus.com.



Copyright © 2019 Cirrus Logic, Inc.

All rights reserved.

Cirrus Logic, Inc. and its subsidiaries ("Cirrus") believe that the information contained in this document is accurate and reliable. However, the information is subject to change without notice and is provided 'as is' without warranty of any kind (express or implied). Customers are advised to obtain the latest version of relevant information to verify, before placing orders, that information being relied upon is current and complete. All products are sold subject to the terms and conditions of sale supplied at the time of order acknowledgment, including those pertaining to warranty, indemnification, and limitation of liability. No responsibility is assumed by Cirrus for the use of this information, or for infringement of patents or other rights of third parties. This document is the property of Cirrus and, by furnishing this information, Cirrus grants no license, express or implied, under any patents, mask work rights, copyrights, trademarks, trade secrets, or other intellectual property rights. No part of this publication may be copied, reproduced, stored in a retrieval system, or transmitted, in any form or by any means (electronic, mechanical, photographic, or otherwise) unless distributed in its entirety with all copyright notices attached. No part of this publication may be used as a basis for manufacture or sale of any items without the prior written consent of Cirrus.

Cirrus Logic, Cirrus, the Cirrus Logic logo design, SoundClear, SmartHIFI, and MasterHIFI are registered trademarks or trademarks of Cirrus Logic, Inc. Other company names, brands, and/or product names may be trademarks or service marks of their respective owners. Nothing in these materials creates, or shall be construed as creating, any legal or formal agency, partnership, or joint venture relationship between Cirrus Logic and any third-party company.



CORPORATE HEADQUARTERS
800 West Sixth Street
Austin, Texas 78701
United States

T +1 512-851-4000
Toll Free +1 800-888-5016

cirrus.com

NOV 2019