



A Revolutionary Solution for Unified RF System and Circuit Design

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Product Development Dilemma

RF/Analog

Satellite, OCxxx, 802.11xx,
 MMDS/LMDS Bluetooth Xceivers
 3G-CDMA/GSM/TDMA Radios
 Ethernet, ADSL, Cable Phys
 OC switches and CDRs

**Poorly Coupled
 Systems & Circuit
 Design process**



Digital

WAN/LAN Network Processors
 3G-CDMA, Bluetooth, 802.11xx
 BaseBand
 OCxxx, Ethernet, ADSL, CBL
 DSP and controllers

**Reliable Synthesis
 & Platform
 Implementation &
 Verification**

**ARM/MIPS/DSP cores
 Datapath/Memory Compilers
 Cell Libs/design platforms**

**Well Defined Building Blocks
 and Design Methods**

**Systems
 Level Design**

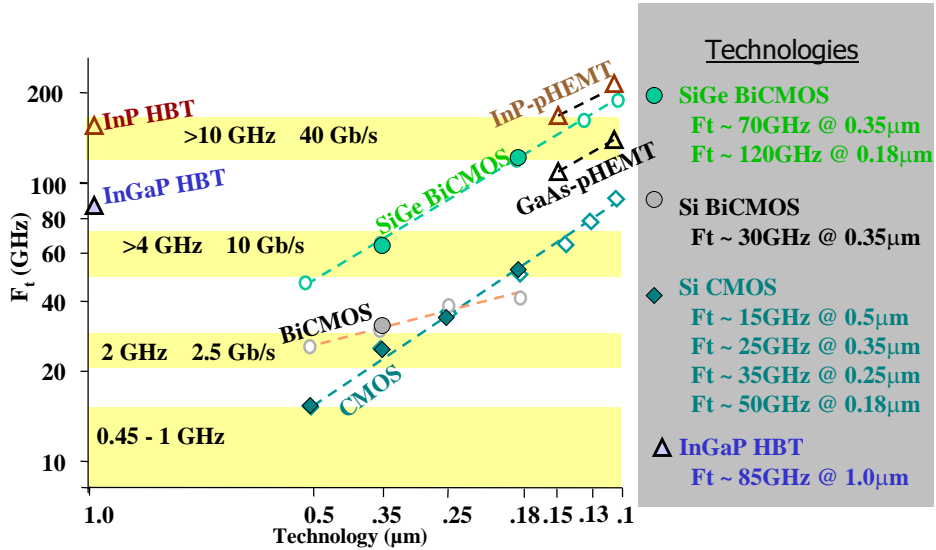
**Circuit/Component
 Design**

Semi Foundries



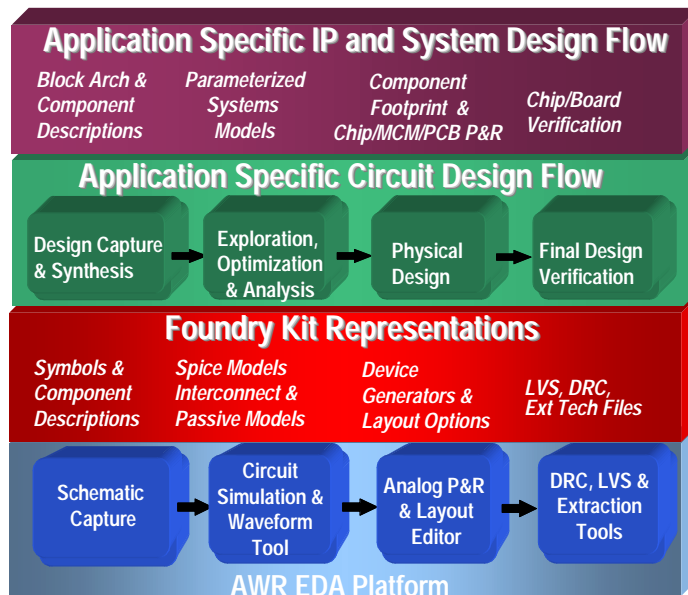
RF/Analog Subsystems Driving Costs and Schedules

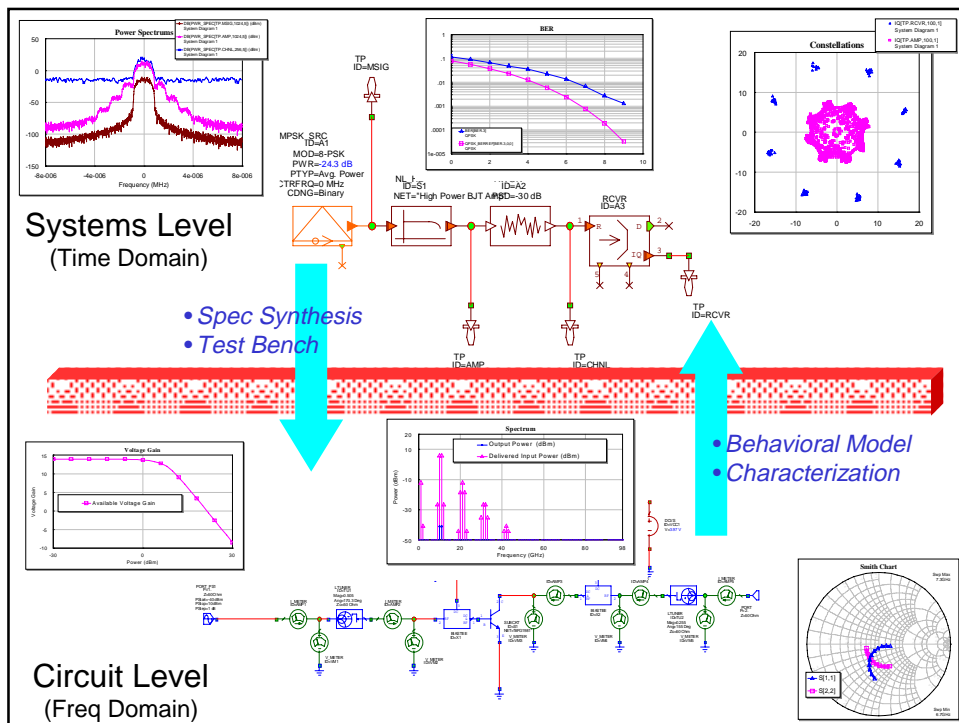
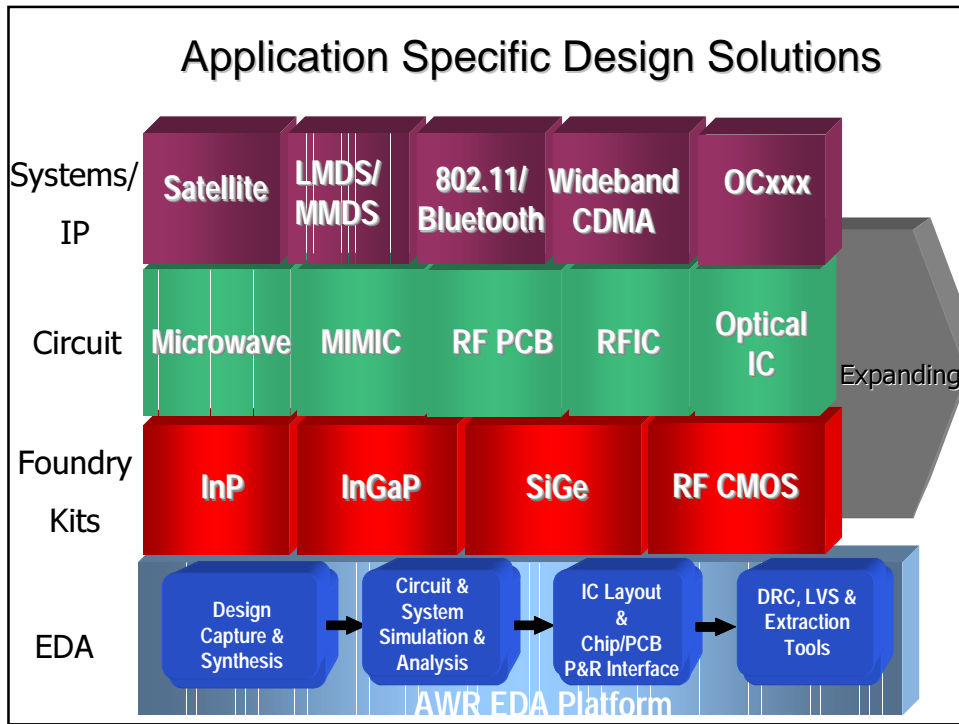
High Performance Technology Landscape

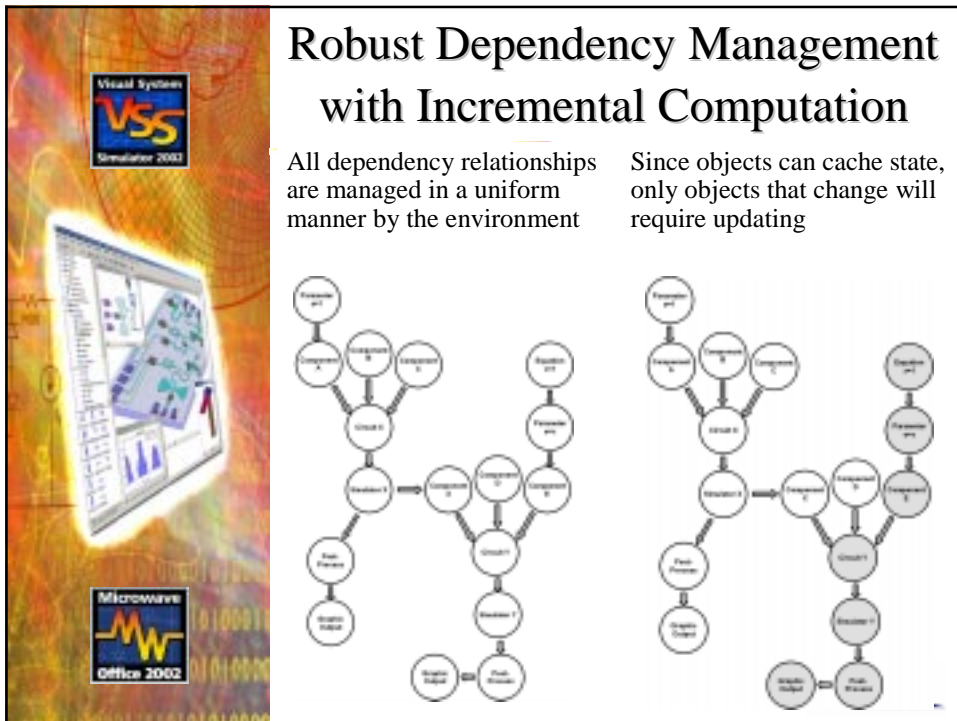
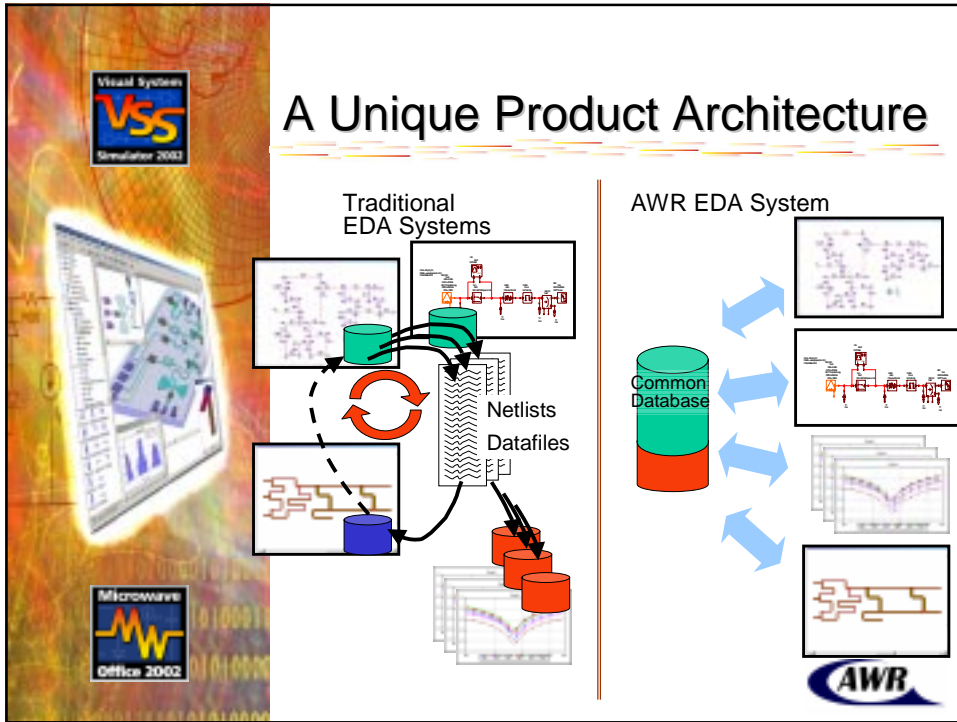


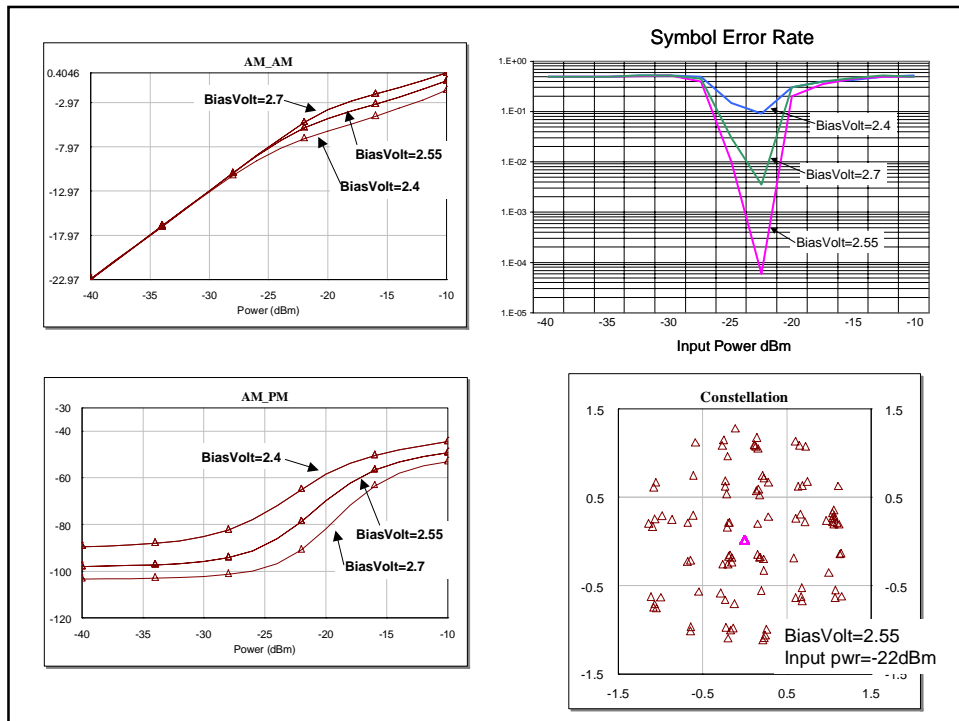
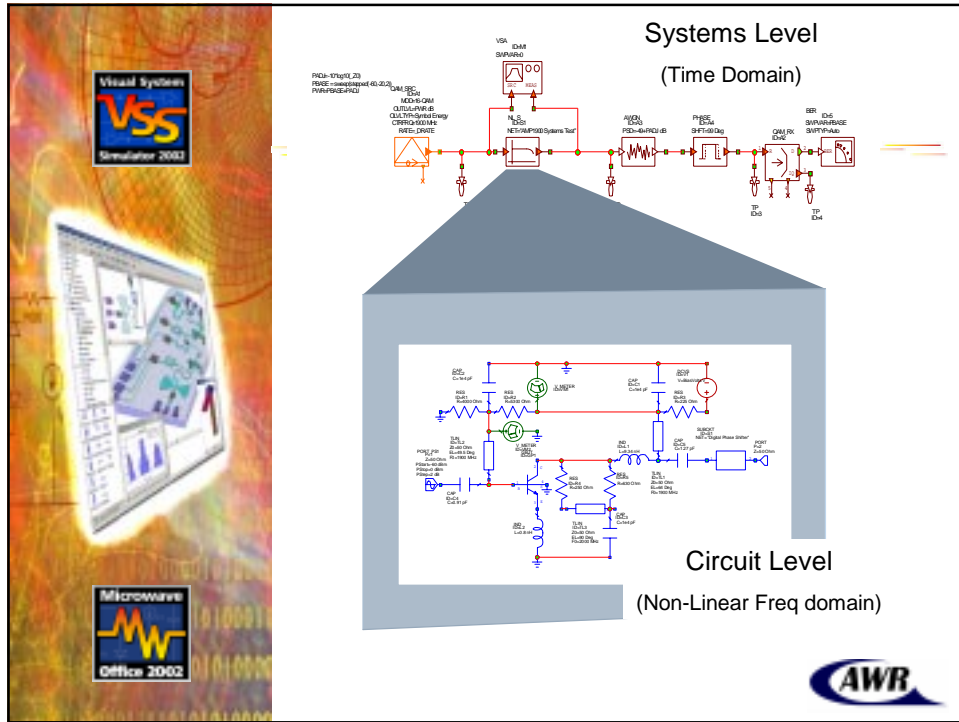
Wide Variety of Rapidly Changing Technologies

Design Platform Architecture











Summary

- Explosion in High-Freq applications, technologies and associated Communications product opportunities
- Comms product development cost and schedules are impaired by the disconnects between Analog/RF system and circuit design
- AWR is bridging this gap with a revolutionary new Comms design solution that seamlessly integrates the system and circuit design process

