GCR

GRAFFITI 2

PAUL MCLELLAN

EDA GRAFFITI, WITH EDA VETERAN PAUL MCLELLAN, DIGS INTO THE WORLD OF DESIGN TO FIND OUT HOW WE GOT HERE, WHERE WE ARE GOING, AND WHY EDA IS DIFFERENT.

Monday, February 23, 2009

The all-purpose EDA keynote

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I've given lots of keynote speeches about EDA over the years. You too can give your own keynote if you follow these simple secret guidelines.

Ladies and gentlemen…

Moore's law…blah, blah, blah. Show generic Moore's law slide. New challenges. Scary.

Design gap…blah, blah, blah. Show generic design gap slide. Must close the gap. Scary.

Chips are getting bigger, more physical effects are becoming important, wavelength used for lithography is not changing, engineering productivity must increase.

The three mega-trends: drive up the level of abstraction for greater productivity, drive

The EDA graffiti system challenges

1   Differentiation moves from silicon to software

2   Coore's Law

3   Broken business models

4   System design is integration

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