

Management Day Session 100

Decision-Making for Complex SoCs in Consumer Electronic Products

Chair:

Ron Wilson
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Organizer:

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Abstract

Consumer electronics chips are the technology drivers today. They require different types of optimizations and thus the need to adopt emerging solutions to meet such requirements. Optimizing for high volume production, low power, and shrinking sizes necessitate adequate trade-off analysis and technical/business decision making by management. The lead managers in this session will discuss today's emerging solutions and their economic impact.

100.1 Qualcomm Lessons Learned at the 65nm Node

Speakers: Charlie Matar, Qualcomm CDMA Technologies, San Diego, CA
Riko Radojicic, Qualcomm CDMA Technologies, San Diego, CA

100.2 Low Power Challenges in Wireless ICs

Speaker: Rene Delgado, Freescale Semiconductor, Inc., Austin, TX

100.3 Consumer Electronics Development Tradeoffs in the High-Tech Startup

Speaker: Dawn Fitzgerald, Aurora Enterprises, Boston, MA

100.4 Architecture Planning Criteria for a System-in-Package Portable Multimedia Platform

Speaker: Mario Manninger, austriamicrosystems AG, Unterpremstaetten, Austria