

**Management Day Session 150****How to Determine the Necessity  
for Emerging Solutions****Chair:**

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**Organizer:**

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**Speakers:**

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**Abstract**

Different applications for today's chips require different type of optimizations and thus the need to adopt emerging products and solutions to meet such requirements. Optimizing for low power, for high yield, for reduced soft error or minimal bring up time 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.