



SOC Programming Tutorial

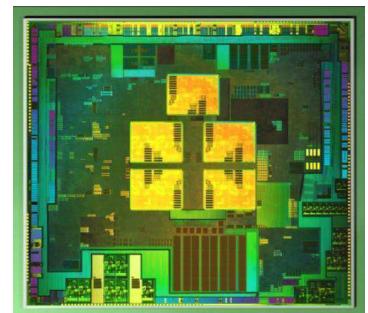
Hot Chips 2012

Neil Trevett
Khronos President

Welcome!

- **An exploration of SOC capabilities from the programmer's perspective**
 - How is mobile silicon interfacing to mobile apps?
- **Overview of acceleration APIs on today's mobile OS**
 - And how they can be used to optimize performance and power
- **Focus on mobile innovation hotspots**
 - Vision and gesture processing, Augmented Reality, Sensor Fusion, Computational Photography, 3D Graphics
- **Highlight silicon-level opportunities and challenges still be to solved**
 - While exploring the state of the art in mobile programming

SOC =
'System On Chip'
Minus memory and
some peripherals



Speakers

Session	Speaker	Company	Title
Connecting Mobile SOC Hardware to Apps	Neil Trevett	Khronos	Khronos President and NVIDIA VP of Mobile Content
Break		Break	
Camera and Video	Sean Mao	ArcSoft	VP Marketing, Advanced Imaging Technologies
Vision and Gesture Processing	Itay Katz	Eyesight	Co-Founder & CTO
Augmented Reality	Ben Blachnitzky	Metaio	Director of R&D
Sensor Fusion	Jim Steele	Sensor Platforms	VP Engineering
3D Gaming	Daniel Wexler	the11ers	CXO
Panel Session		All Speakers	



Khronos Connects Software to Silicon

- Khronos APIs define processor acceleration capabilities
 - Graphics, video, audio, compute, vision and sensor processing



APIs developed today define the functionality
of platforms and devices tomorrow

APIs BY the Industry FOR the Industry

- **Khronos defines APIs at the software silicon interface**
 - Low-level “Foundation” functionality needed on every platform
- **Khronos standards have strong industry momentum**
 - 100s of man years invested by industry experts
 - Shipping on billions of devices across multiple operating systems
 - Rigorous conformance tests for cross-vendor consistency
- **Khronos is OPEN for any company to join and participate**
 - Standards are cooperative – one company, one vote
 - Proven legal and IP framework for industry cooperation
 - Khronos membership fees to cover expenses
- **Khronos standards are FREE to use**
 - Members agree to not request royalties



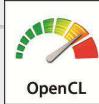


API Standards Evolution

DESKTOP



OpenGL



New API technology first evolves on high-end platforms

MOBILE

OpenSL|ES

OpenMAX



OpenGL|ES



Mobile is the new platform for apps innovation. Mobile APIs unlock hardware and conserve battery life

INTEROP, VISION AND SENSORS

OpenVL

EGL



StreamInput[®]

Apps embrace mobility's unique strengths and need complex, interoperating APIs with rich sensory inputs e.g. Augmented Reality

WEB

HTML

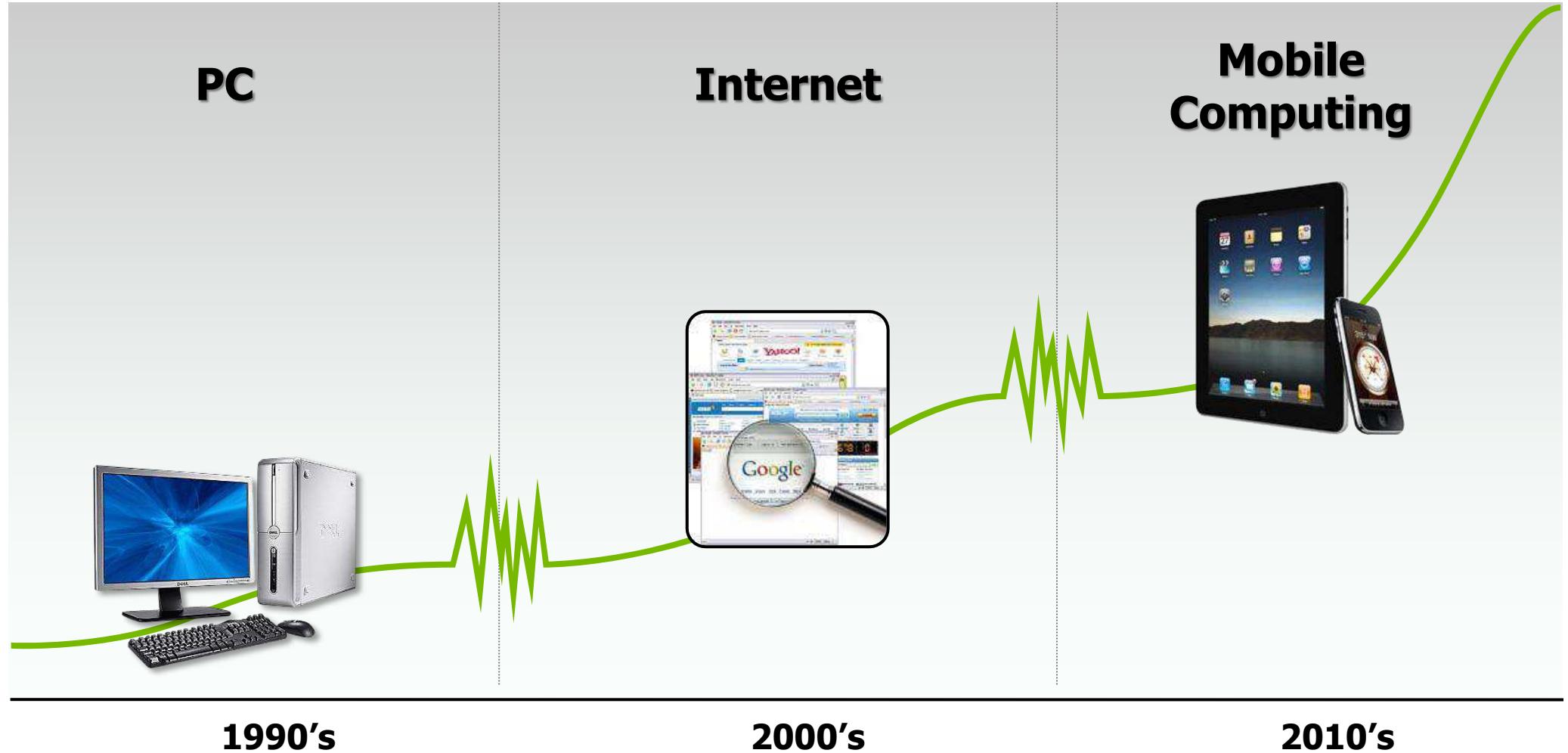


WebGL

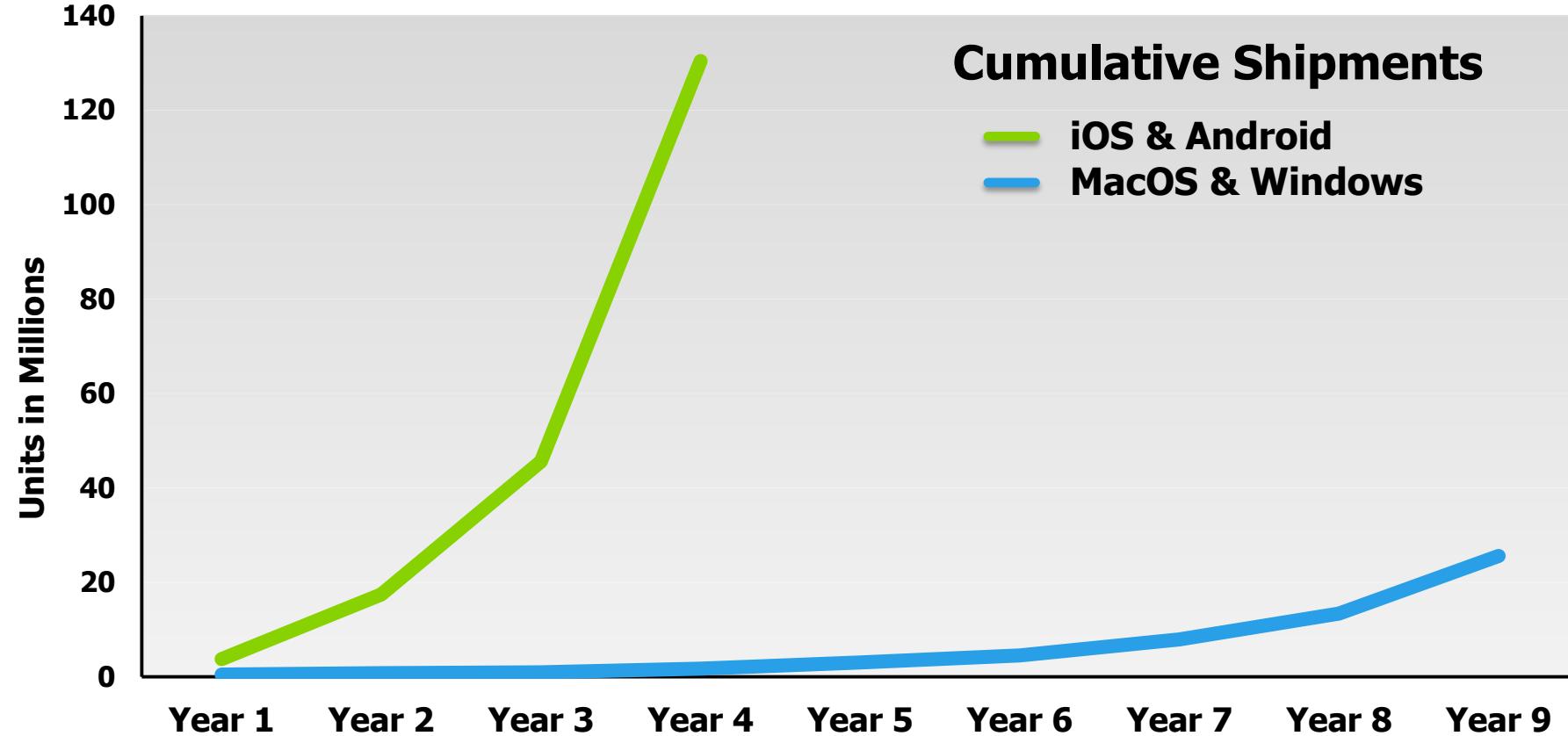
WebCL

Diverse platforms – mobile, TV, embedded – means HTML5 will become increasingly important as a universal app platform

A New Era in Computing



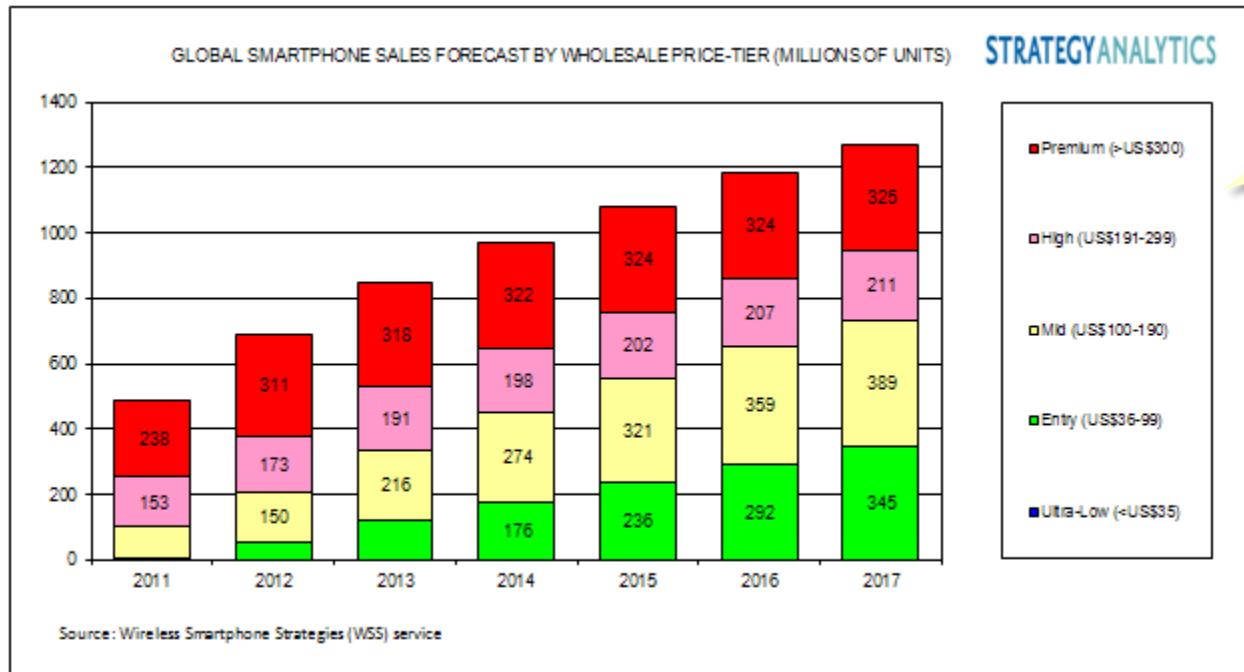
20 Years Faster to 100M Per Year



Source: Gartner, Apple, NVIDIA

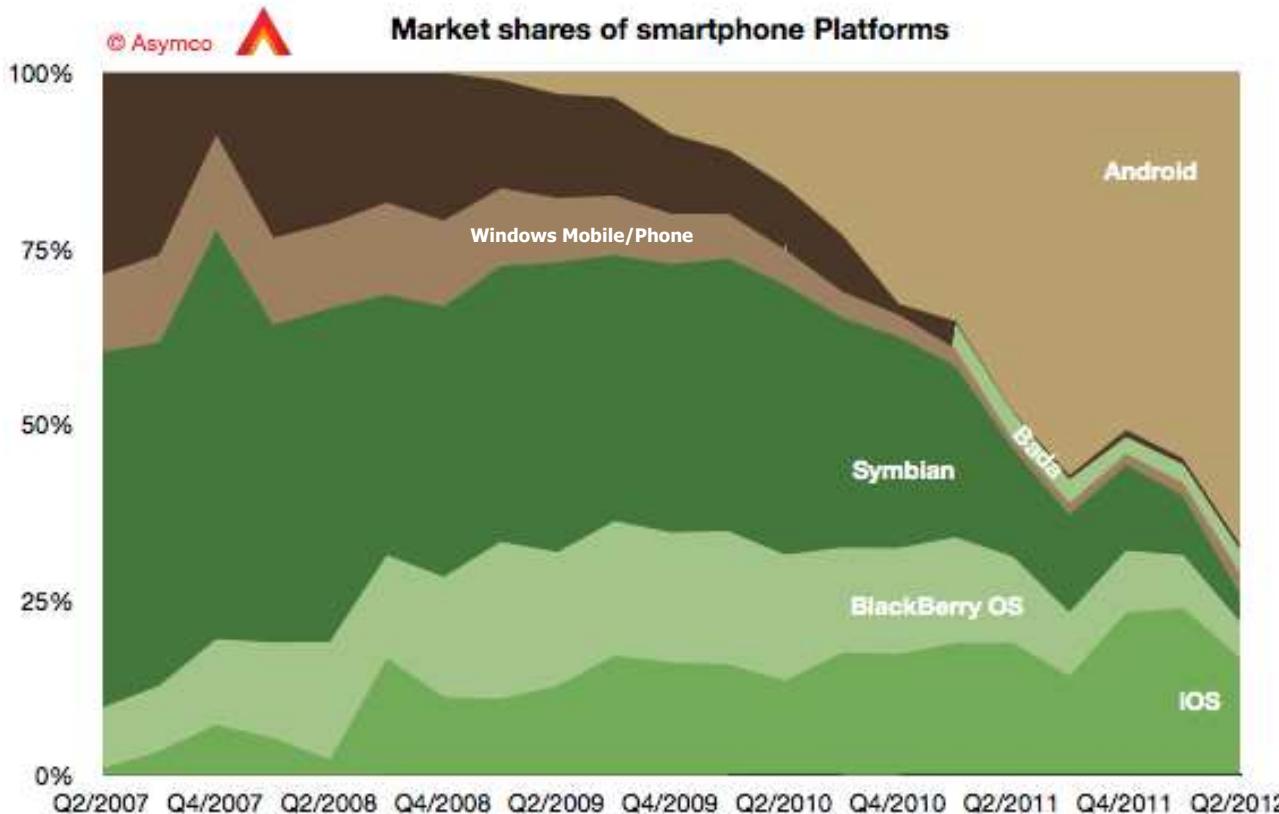
The Largest Device Market Ever

- IDC - 1.8 billion mobile phones will ship in 2012
 - By the end of 2016, 2.3 billion mobile phones will ship per year

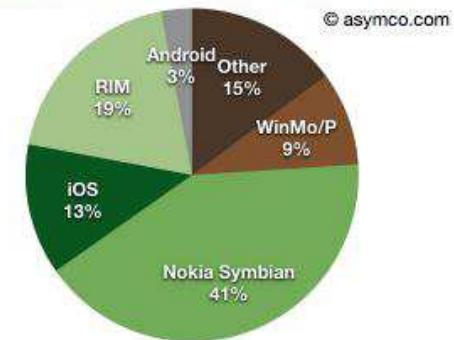


Smart phones account for approximately half of total phone market

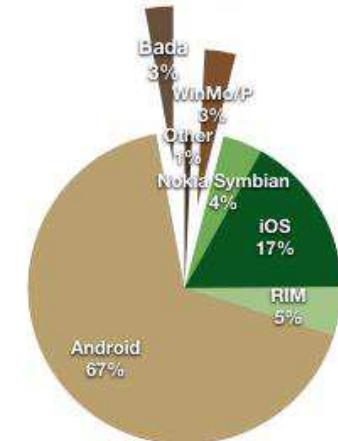
Global Smartphone Market Share



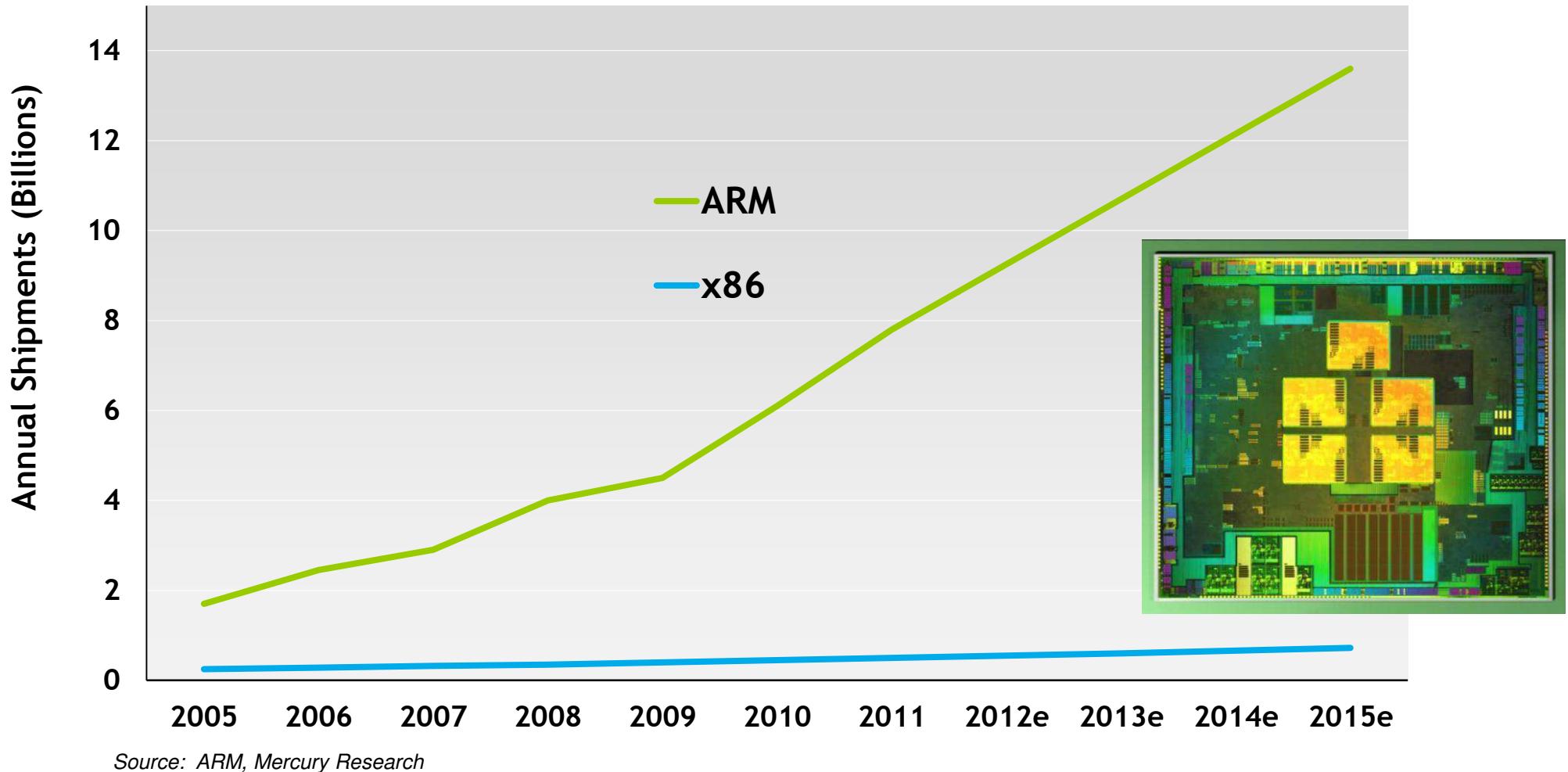
UNIT Share top smartphone platforms Q2 2009



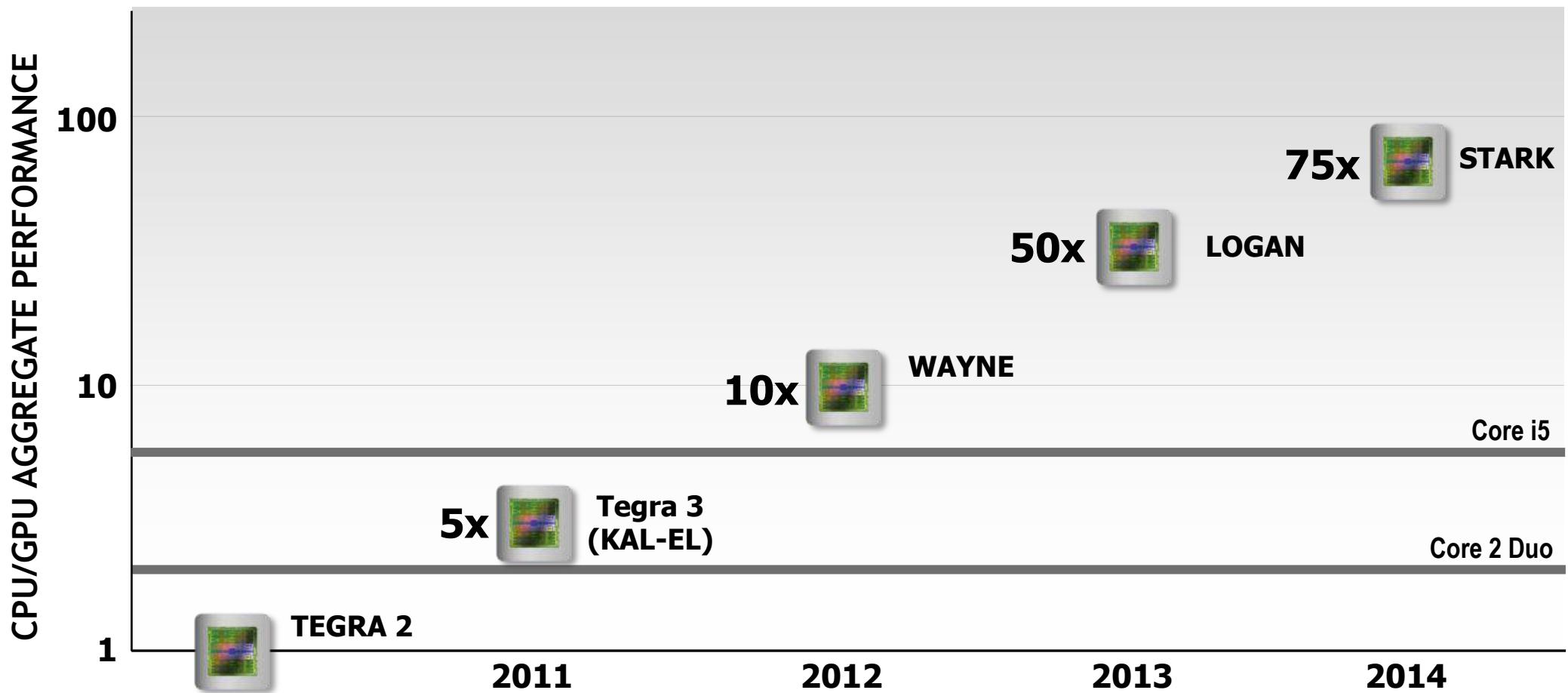
UNIT Share top smartphone platforms Q2 2012



ARM is Licensable and Pervasive



Mobile Performance Increases



Power is the New Design Limit

- **The Process Fairy keeps bringing more transistors**
 - Transistors are getting cheaper
- **The End of Voltage Scaling**
 - The Process Fairy isn't helping as much on power as in the past



In the Good Old Days

Leakage was not important, and voltage scaled with feature size

$$L' = L/2$$

$$V' = V/2$$

$$E' = CV^2 = E/8$$

$$f' = 2f$$

$$D' = 1/L^2 = 4D$$

$$P' = P$$

Halve L and get 4x the transistors and 8x the capability for **the same power**

The New Reality

Leakage has limited threshold voltage, largely ending voltage scaling

$$L' = L/2$$

$$V' = \sim V$$

$$E' = CV^2 = E/2$$

$$f' = \sim 2f$$

$$D' = 1/L^2 = 4D$$

$$P' = 4P$$

Halve L and get 4x the transistors and 8x the capability for **4x the power!!**

Mobile Thermal Design Point

4-5" Screen takes
250-500mW



2-4W

7" Screen takes 1W



4-7W

10" Screen takes 1-2W
Resolution makes a difference!
The iPad3 screen takes up to 8W



6-10W



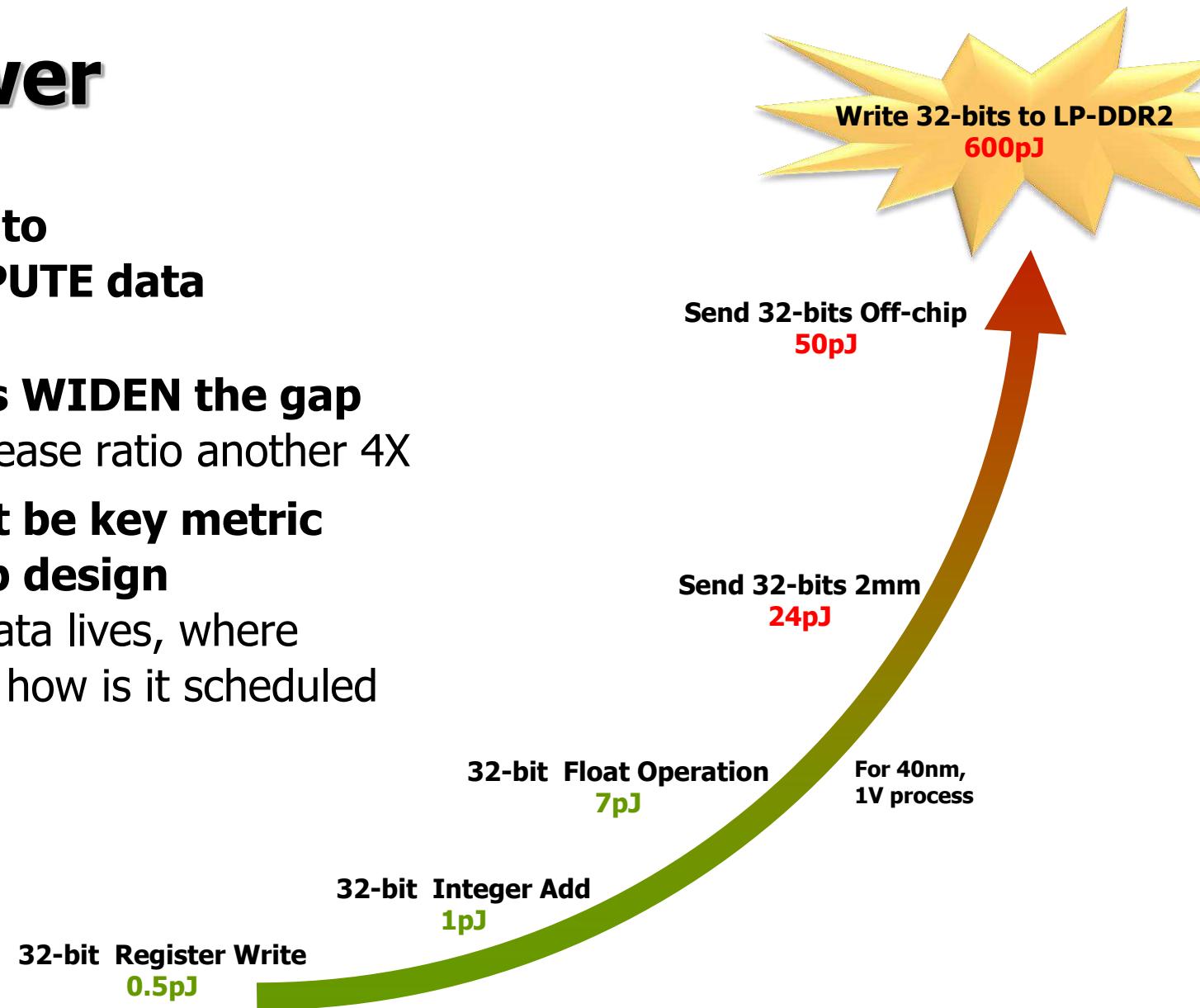
30-90W

Max system power before thermal failure

Even as battery technology improves - these thermal limits remain

Apps and Power

- Much more expensive to **MOVE** data than **COMPUTE** data
- Process improvements **WIDEN** the gap
 - 10nm process will increase ratio another 4X
- Energy efficiency must be key metric during silicon **AND** app design
 - Awareness of where data lives, where computation happens, how is it scheduled



Energy Optimization Opportunities

- **Dark Silicon**

- Lots of space for transistors – just can't turn them all on at same time
- Multiple specialized hardware units that are only turned on when needed
- Increase locality and parallelism of computation to save power compared to programmable processors

- **Dynamic and feedback-driven software power optimization**

- Instrumentation for energy-aware compilers and profilers
- Most compilers just look at one thread, take a more global view
- Power optimizing compiler back-end / installers

- **Smart, holistic use of sensors and peripherals**

- Wireless modems and networks
- Motion sensors, cameras, networking, GPS



Camera Sensor Processing

- **CPU**

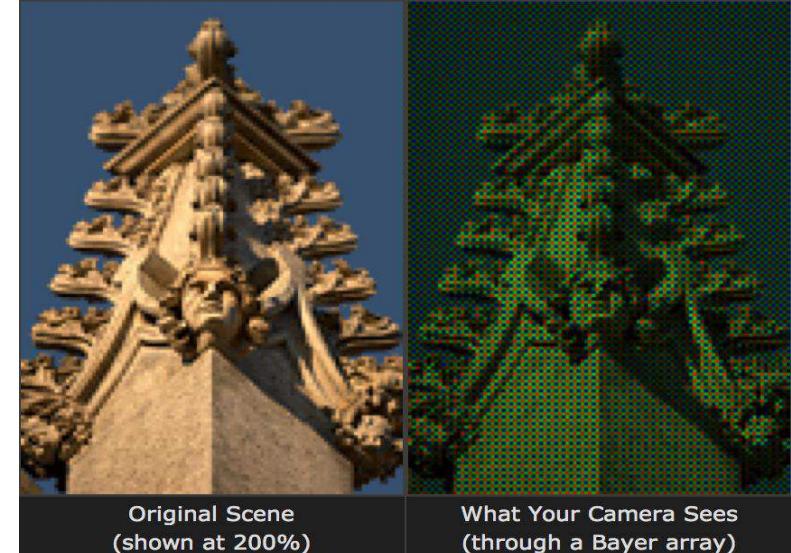
- Single processor or Neon SIMD
- Makes heavy use of general memory
- Non-optimal performance and power

- **GPU**

- Many way parallelism
- Efficient image caching into general memory
- Programmable and flexible
- Still significant use of cache/memory

- **Camera ISP = Image Signal Processor**

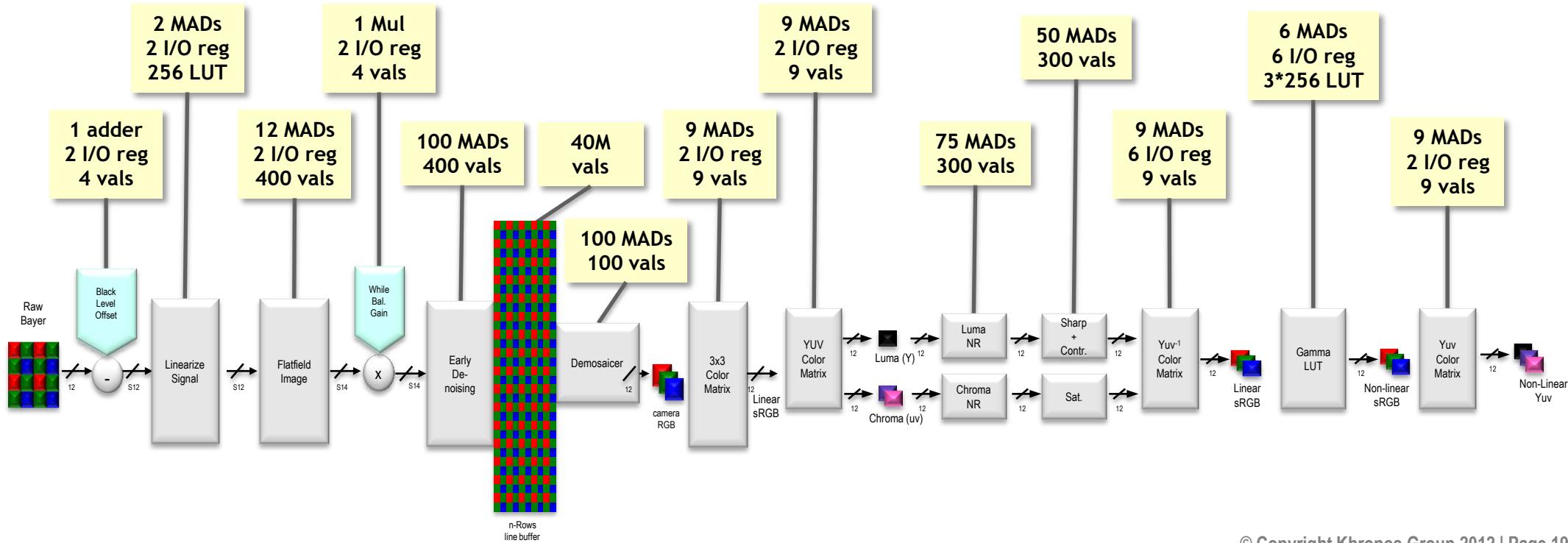
- Scan-line-based
- Data flows through compact hardware pipe
- No global memory used to minimize power
- Little or no programmability



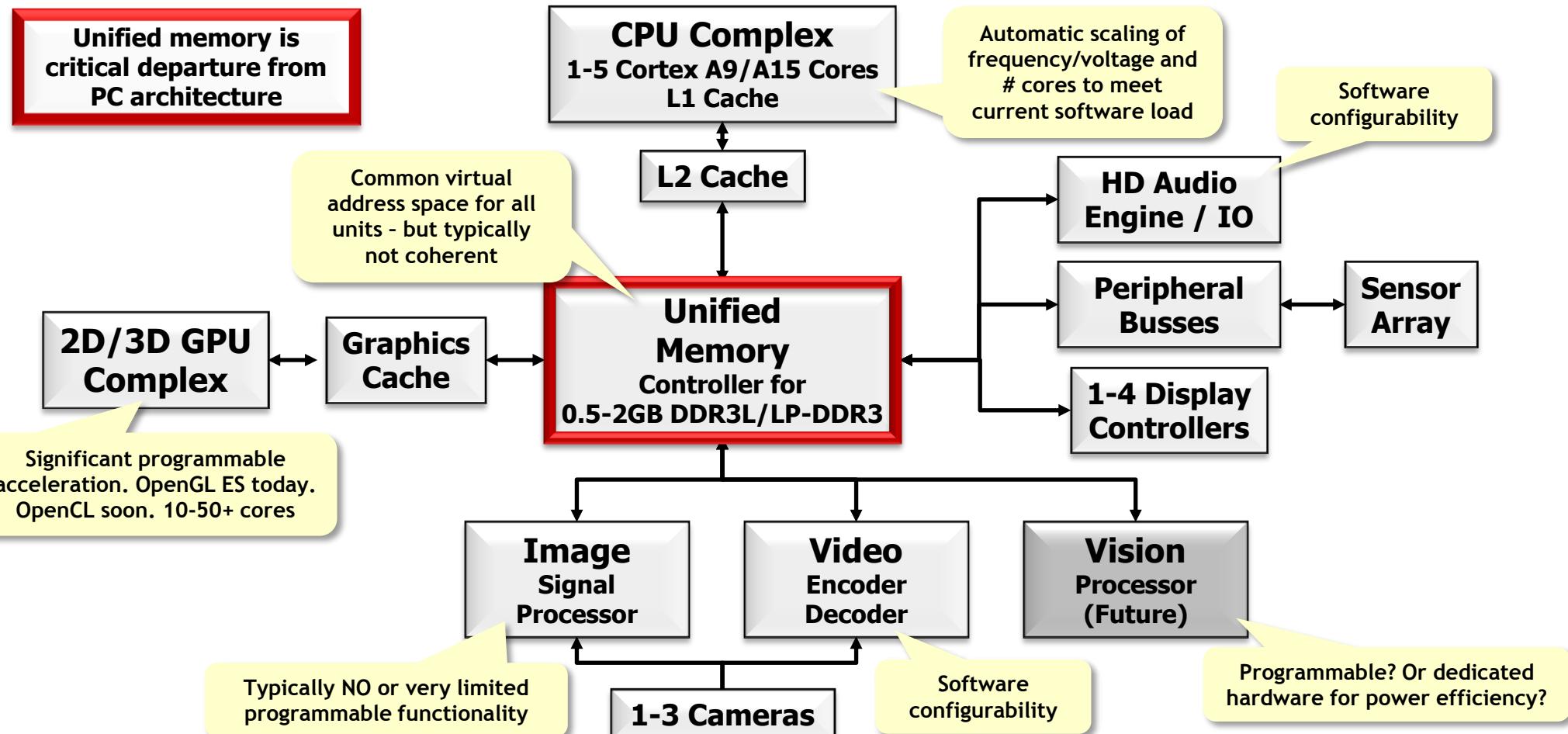
Typical Camera ISP

- ~760 math Ops
- ~42K vals = 670Kb
- 300MHz → ~250Gops

- Computational photography apps beginning to mix non-programmable ISP processing with more flexible GPU or CPU processing
- ISP pipelines could provide tap/insertion points to/from CPU/GPU at critical pipeline points

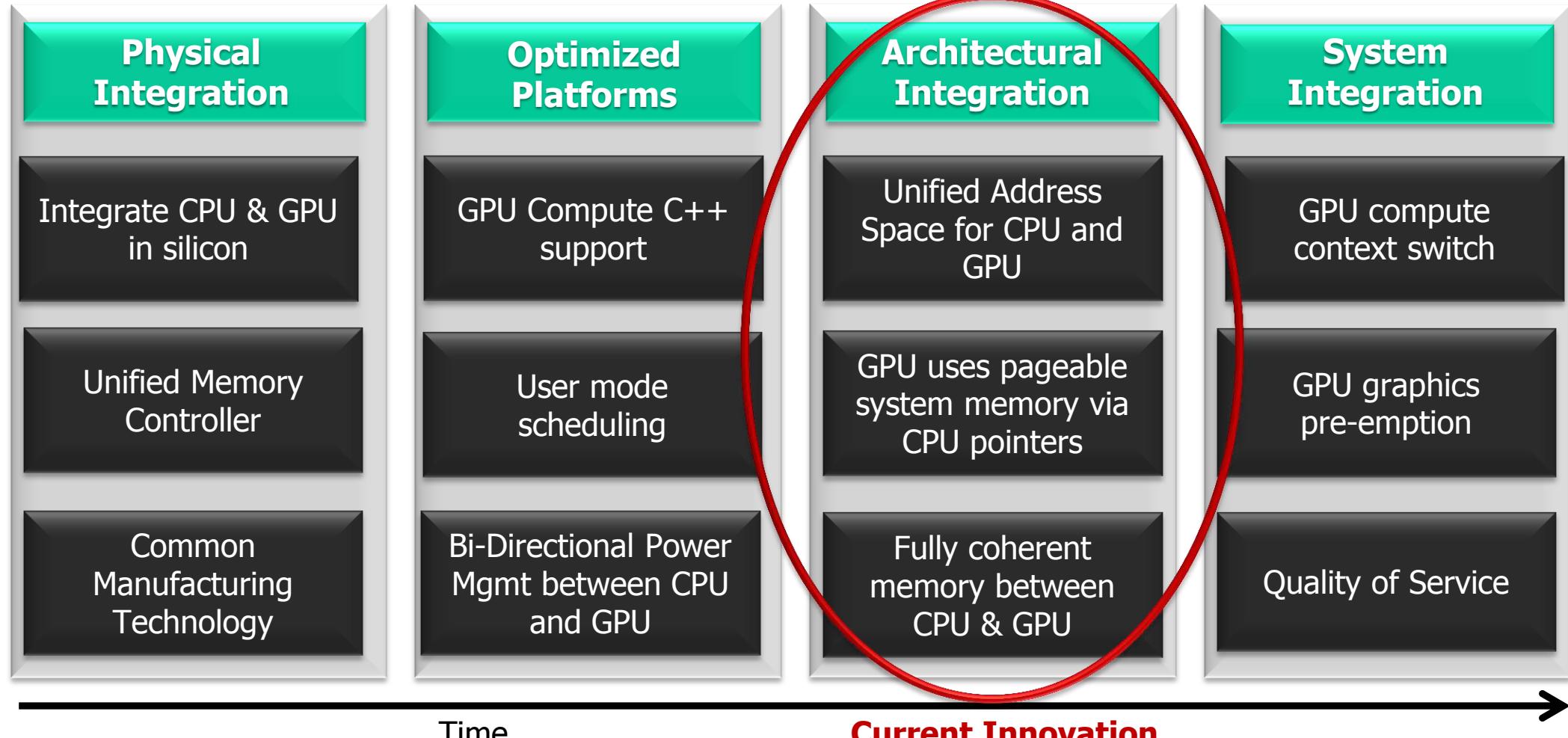


Programmers View of Typical SOC c. 2012



HSA Feature Roadmap

Heterogeneous System Architecture Foundation: AMD, ARM, Imagination, TI, MediaTek



Mobile Innovation Hot Spots

- New platform capabilities being driven by SILICON and APIs



OpenGL|ES™

Console-Class 3D

Performance, Quality,
Controllers and TV
connectivity



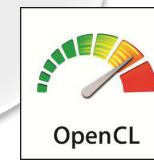
StreamInput®

Sensor Fusion

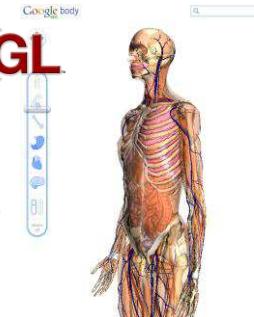
Devices become
'magically' context aware
– location, usage, position

OpenMAX

- Media and Image Streaming
- Heterogeneous Parallel Processing



Vision - Camera as sensor
Computational Photography
Gesture Processing
Augmented Reality

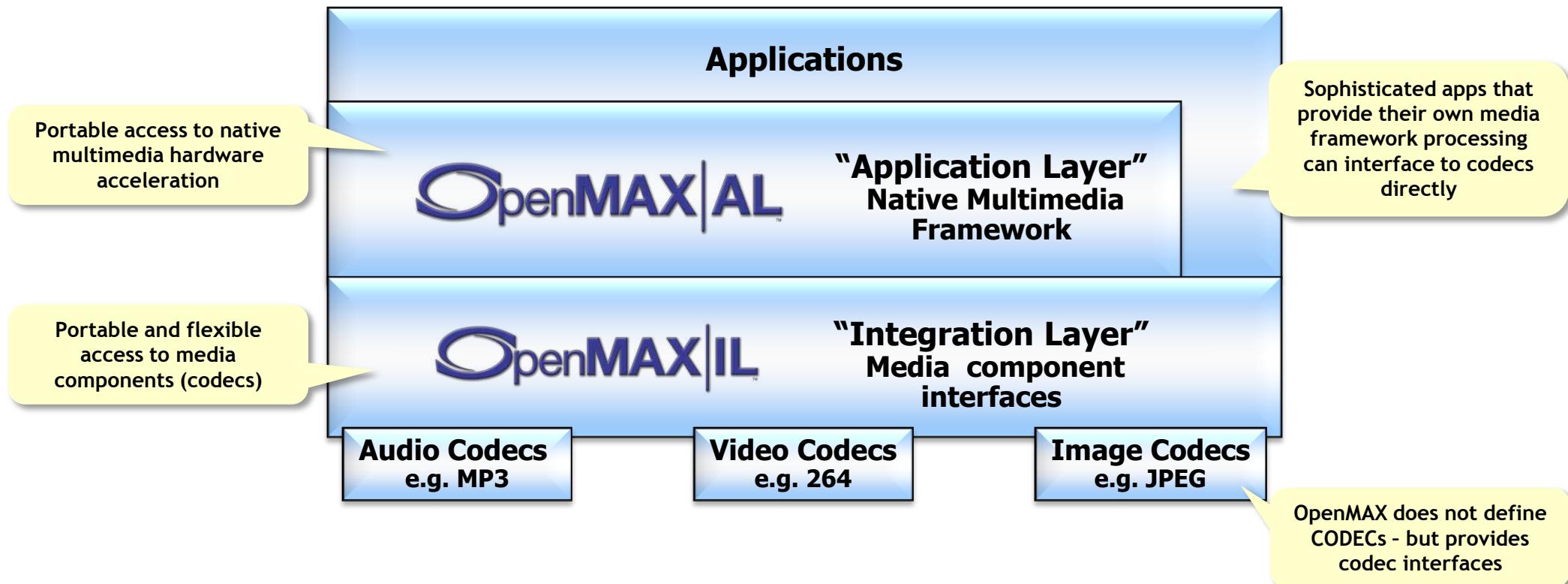


HTML5
Web Apps that can be
discovered on the Net and run
on any platform

WebGL

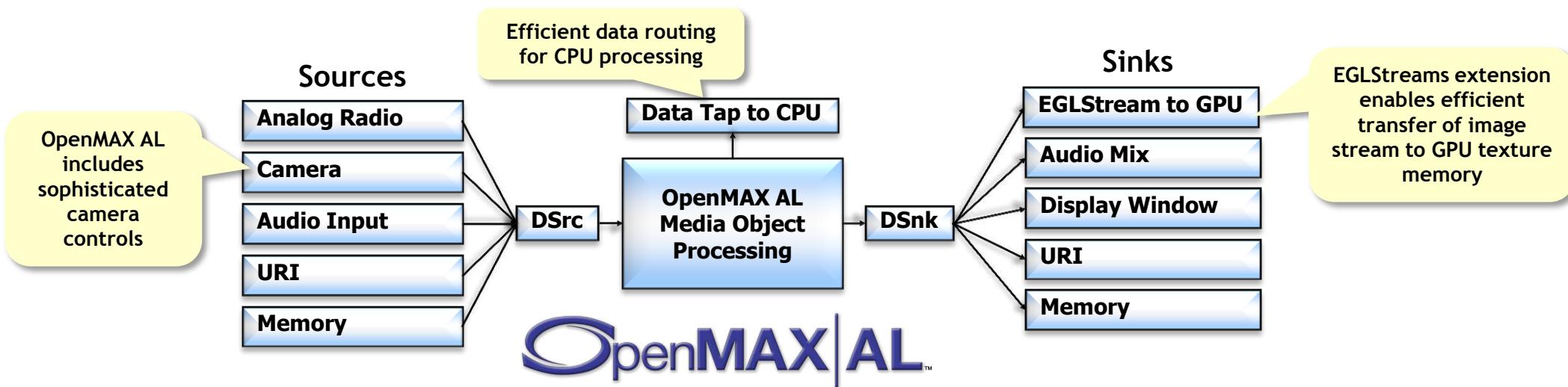
OpenMAX - Media Acceleration

- Family of royalty-free, cross-platform open API standards for video, image stream and camera processing



OpenMAX AL Streaming Media Framework

- **Enables key video, image stream and camera use cases**
 - Enables optimal hardware acceleration with app portability
- **Create Media Objects to play and process images and video with AV sync**
 - Connect to variety of input and output objects to PLAY and RECORD media
- **Full range of video effects and controls**
 - Including playback rate, post processing, and image manipulation



Android Application Development Options

Java apps provide easy access to the Android framework and portability across CPU architectures

**“.apk”
Installable Applications**

Dalvik SDK



Dalvik (Java)

WebView Engine

Android NDK

JNI
Java Native Interface
to access SDK IO and system resources



Native libraries and APIs

C/C++

Browser



Soon!

Applications run in system browser

NDK used for performance critical portions of applications such as 3D games, or to access advanced functionality such as extended camera controls

Apps as web pages - searchable and instantly updated

Accelerating Streaming Media on Android

DRM Movies

- Inject encrypted elementary streams into decrypt/decode/render
- Dynamic format changes
- Support for Widevine

HD Video Teleconferencing

- Inject video into decode/render
- Extract video from capture/render
- Extended controls (fine-grained codec query/config, force key frames)

Video Editing

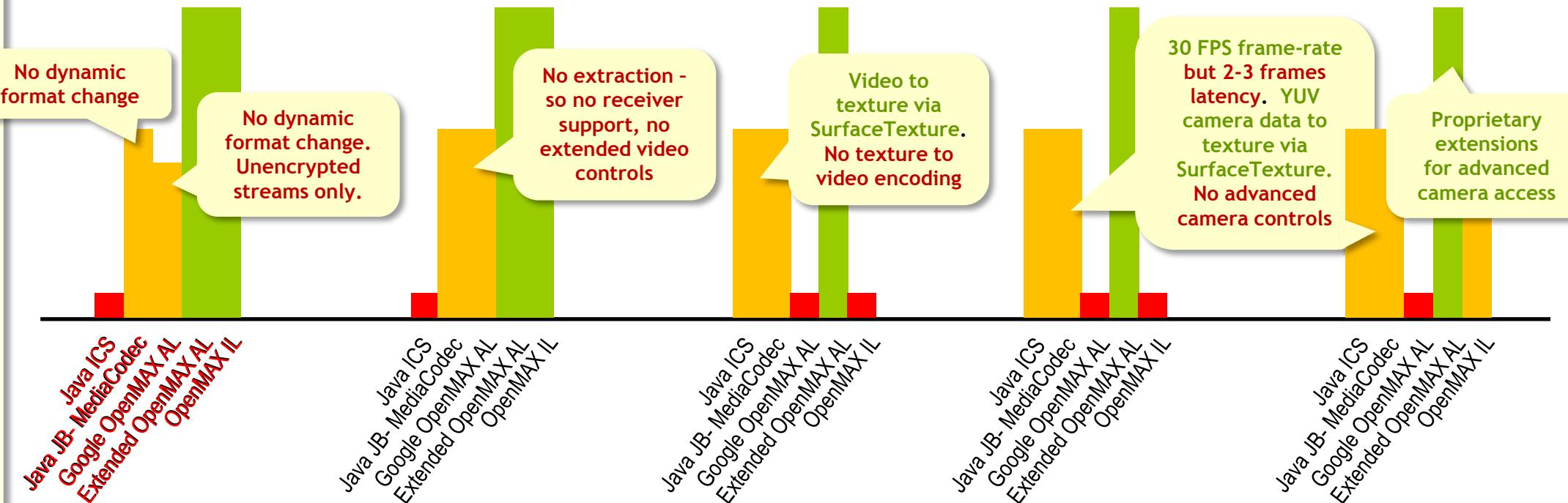
- Video decoding to texture
- Texture to video encoding

Augmented Reality

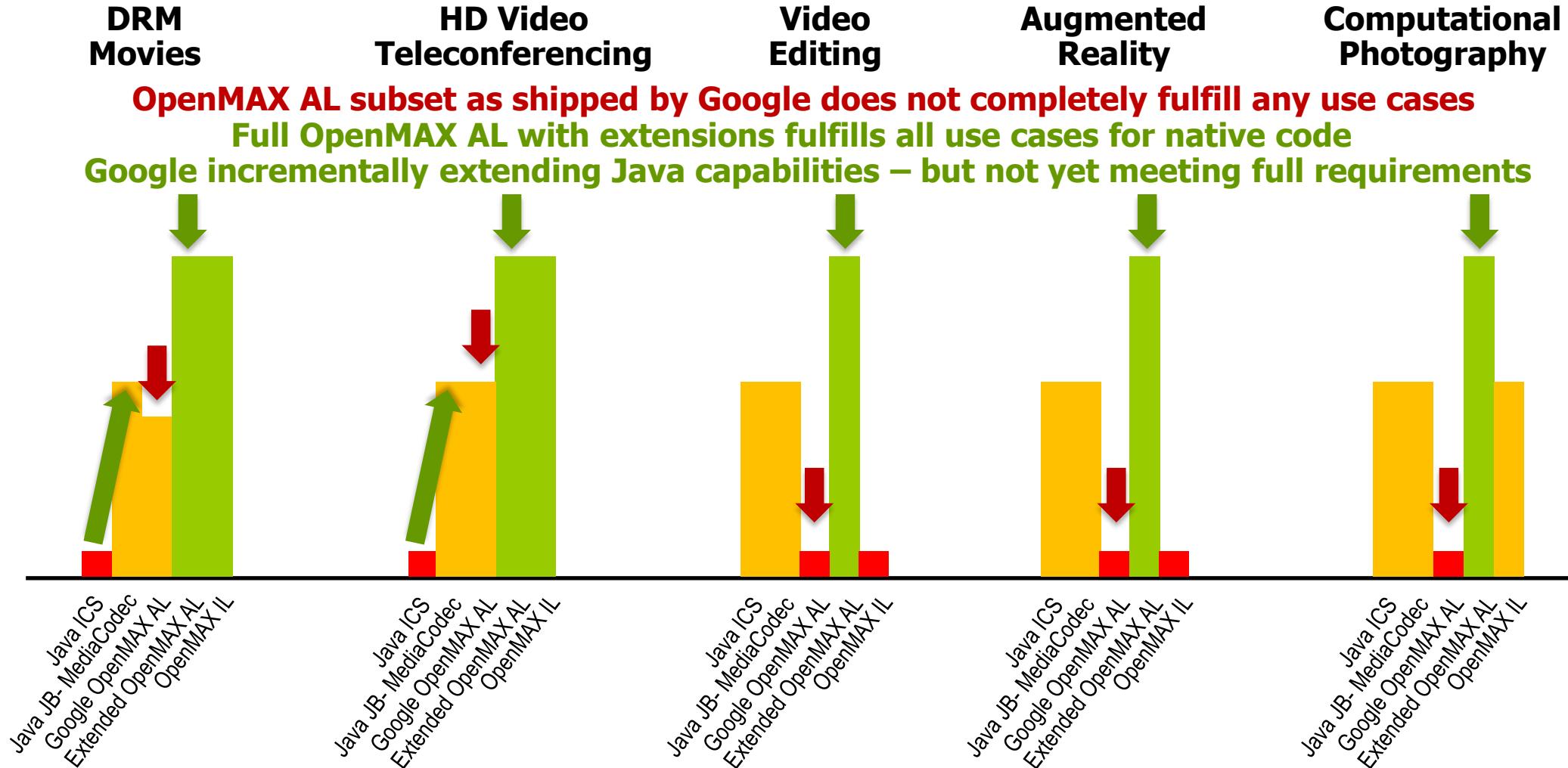
- High frame-rate, low latency camera capture to app and GPU texture
- Advanced camera control over format, ROI

Computational Photography

- Fast, low latency camera capture to app and GPU texture
- Advanced camera control over format, bracketed burst mode with sequenced key/value pairs



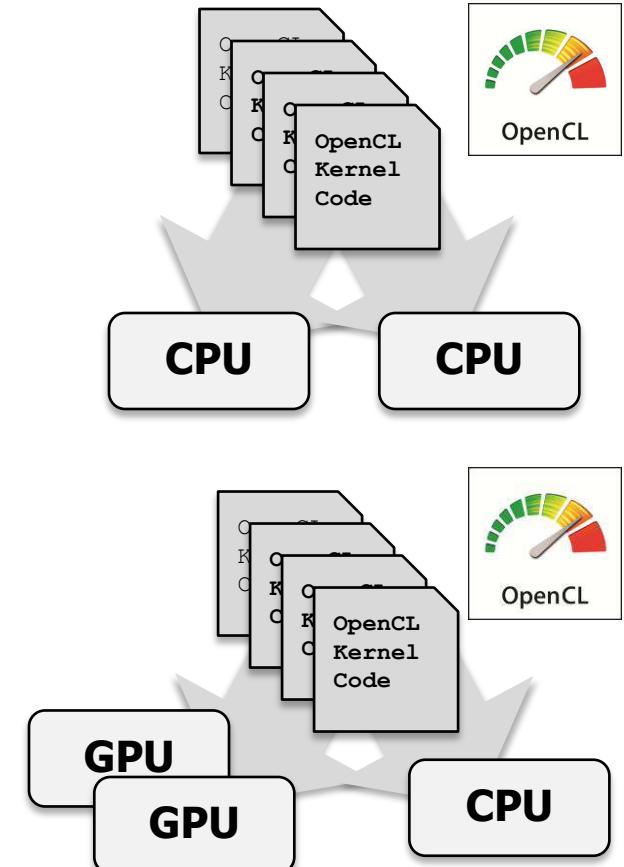
Accelerating Streaming Media on Android



OpenCL – Heterogeneous Computing

- Native framework for programming diverse parallel computing resources
 - CPU, GPU, DSP – as well as hardware blocks(!)
- Powerful, low-level flexibility
 - Foundational access to compute resources for higher-level engines, frameworks and languages
- Embedded profile
 - No need for a separate “ES” spec
 - Reduces precision requirements

A cross-platform, cross-vendor standard for harnessing all the compute resources in an SOC



One code tree can be
executed on CPUs or GPUs

OpenCL Overview

- **C Platform Layer API**

- Query, select and initialize compute devices

- **Kernel Language Specification**

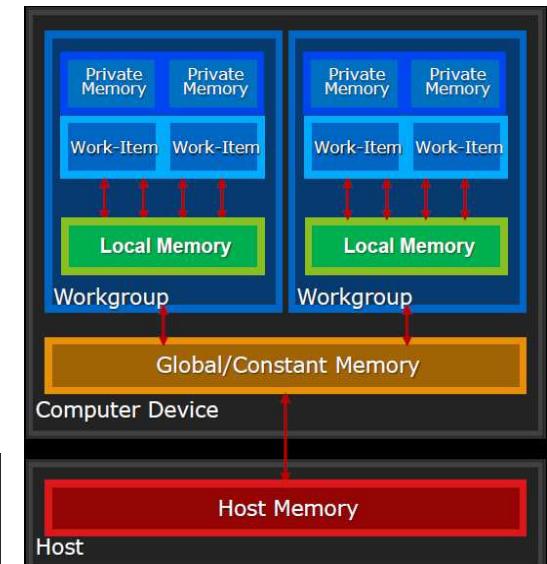
- Subset of ISO C99 with language extensions
 - Well-defined numerical accuracy - IEEE 754 rounding with specified max error
 - Rich set of built-in functions: cross, dot, sin, cos, pow, log ...

- **C Runtime API**

- Runtime or build-time compilation of kernels
 - Execute compute kernels across multiple devices

- **Memory management is explicit**

- Application must move data from host → global → local and back
 - Implementations can optimize data movement in unified memory systems



OpenCL: Execution Model

- **Kernel**

- Basic unit of executable code ~ C function
- Data-parallel or task-parallel

- **Program**

- Collection of kernels and functions
~ dynamic library with run-time linking

- **Command Queue**

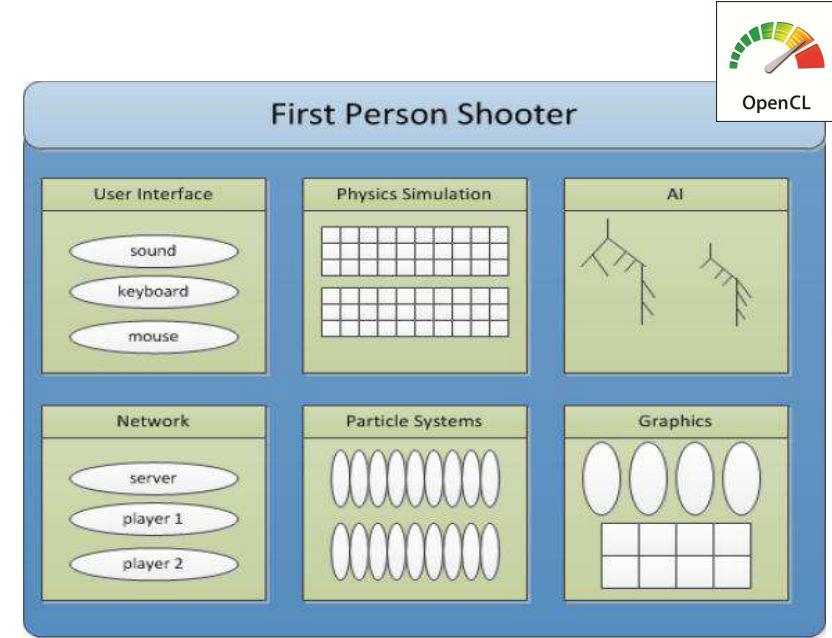
- Applications queue kernels & data transfers
- Performed in-order or out-of-order

- **Work-item**

- An execution of a kernel by a processing element
~ thread

- **Work-group**

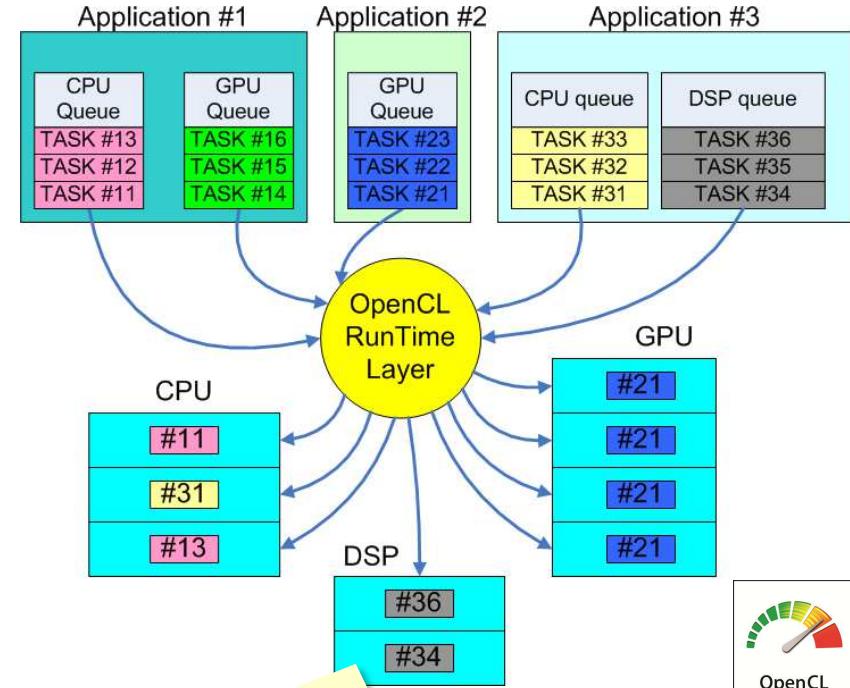
- A collection of related work-items that execute on a single compute unit ~ core



Example of parallelism types

OpenCL Built-in Kernels

- Used to control non-OpenCL C-capable resources on an SOC – ‘Custom Devices’
 - E.g. Video encode/decode, Camera ISP ...
- Represent functions of Custom Devices as an OpenCL kernel
 - Can enqueue Built-in Kernels to Custom Devices alongside standard OpenCL kernels
- OpenCL run-time a powerful coordinating framework for ALL SOC resources
 - Programmable *and* custom devices controlled by one run-time

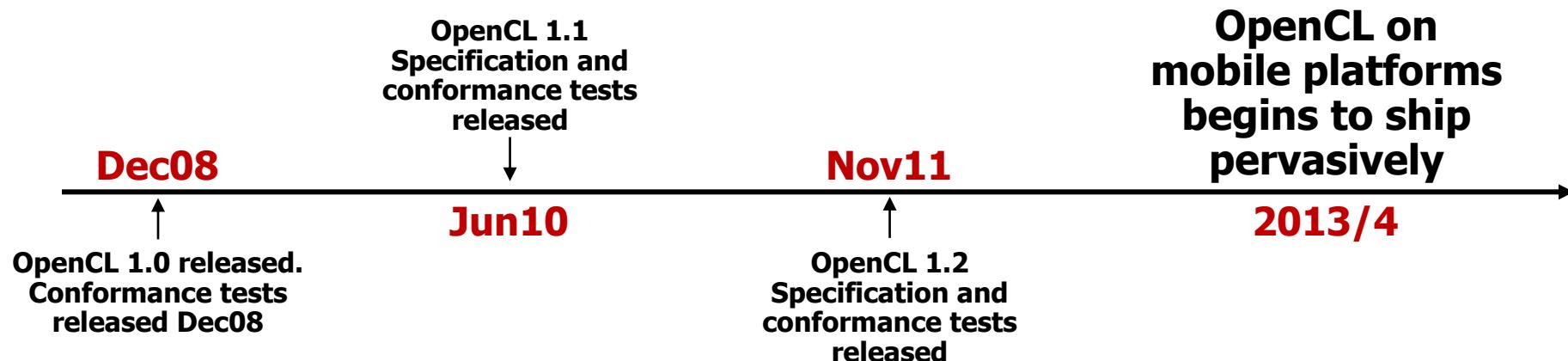


Built-in kernels enable control of specialized processors and hardware from OpenCL run-time

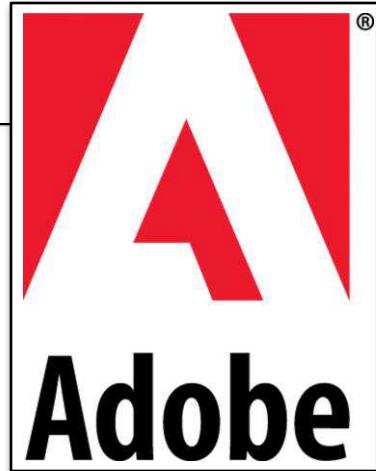


OpenCL Milestones

- **Six months from proposal to released OpenCL 1.0 specification**
 - Due to a strong initial proposal and a shared commercial incentive
- **Multiple conformant implementations shipping on desktop**
 - For CPUs and GPUs on multiple OS
- **18 month cadence between releases**
 - Backwards compatibility protects software investment



Adobe at SIGGRAPH 2012



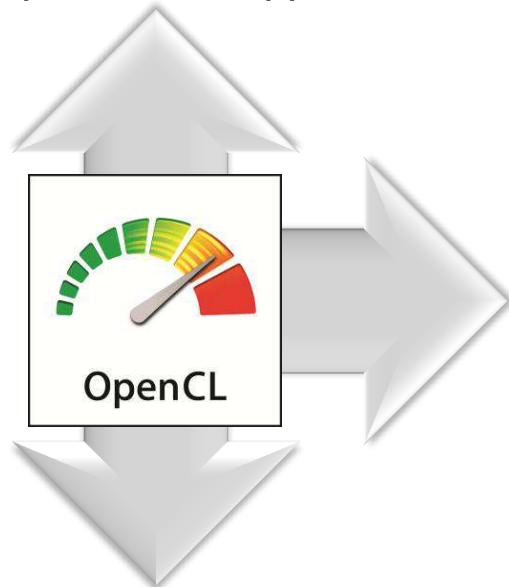
Adobe ❤ OpenCL

- Compute API supported across vendors
- Programming model familiar to C programmers
- Demonstrated performance
- Same compute kernels on CPU and GPU!
- **Adobe is now active member of OpenCL working group**
 - Contributing Adobe's experience and minds to continue OpenCL evolution

OpenCL Roadmap

OpenCL-HLM (High Level Model)

Exploring high-level programming model, unifying host and device execution environments through language syntax for increased usability and broader optimization opportunities



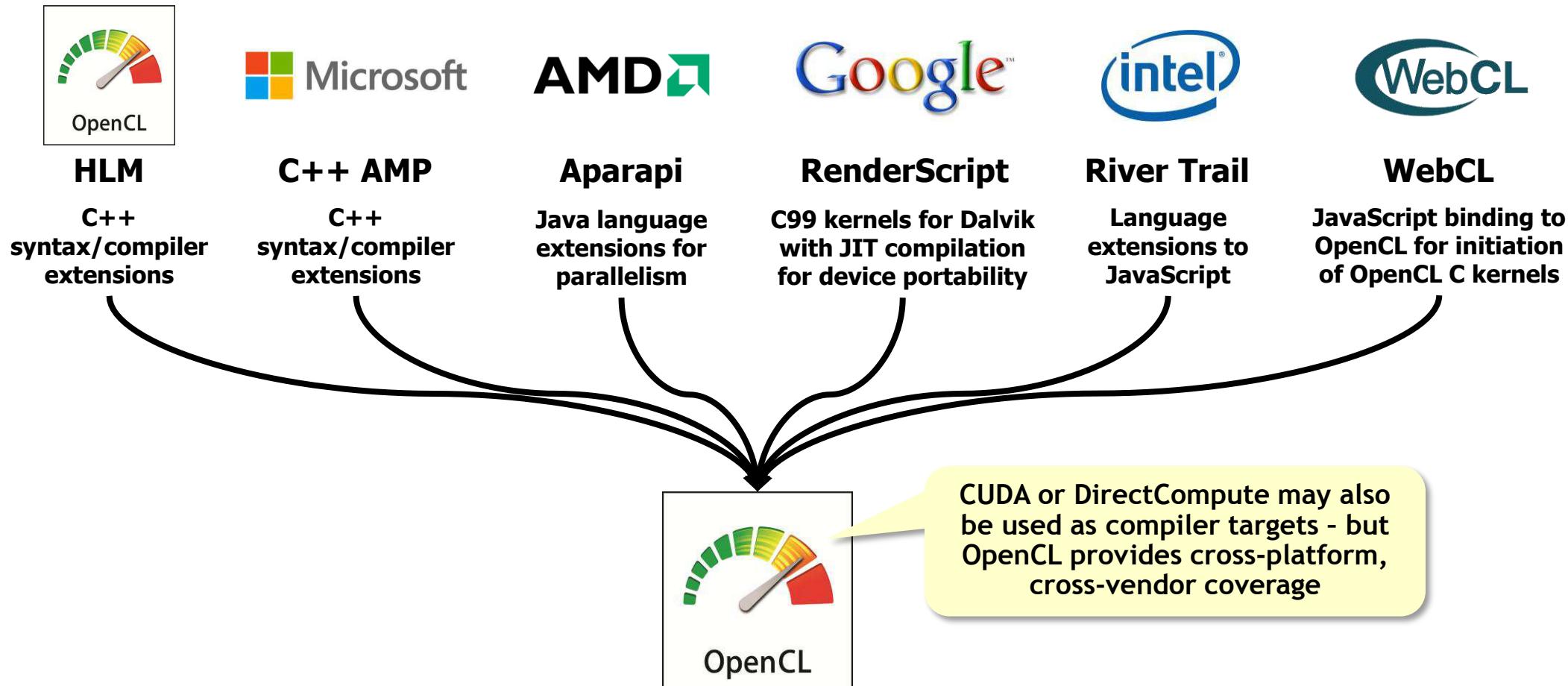
Long-term Core Roadmap

Exploring enhanced memory and execution model flexibility to catalyze and expose emerging hardware capabilities

OpenCL-SPIR (Standard Parallel Intermediate Representation)

Exploring LLVM-based, low-level Intermediate Representation for code obfuscation/security and to provide target back-end for alternative high-level languages

OpenCL as Parallel Compute Foundation



Computational Photography

- Many advanced photo apps today run on a single CPU
 - Suboptimal performance and power
- OpenCL is a platform to harness CPUs/GPUs for advanced imaging
 - Even if code is 'branchy'

"The tablet ... has new multimedia capabilities, including a computational camera, which lets devs tap directly into its computational capability through new application programming interfaces such as OpenCL. That access enables next-generation use cases such as light-field cameras for mobile devices."

QUALCOMM®



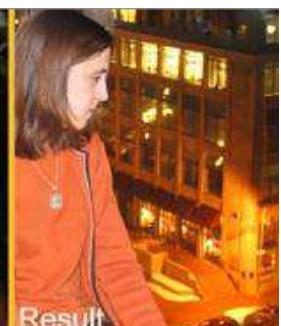
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HDR Imaging



Panorama Stitching

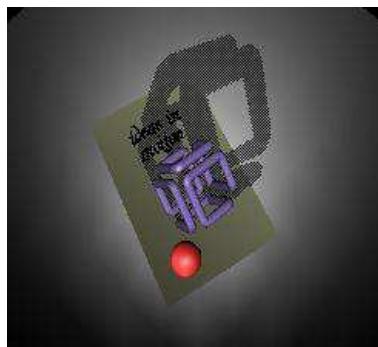


Flash / no-flash imaging

OpenGL 20th Birthday - Then and Now



Ideas in Motion - *SGI*



Rage - *id Software*

1992
Reality Engine
8 Geometry Engines
4 Raster Manager
boards

2012 Mobile
NVIDIA Tegra 3
Nexus 7 Android Tablet

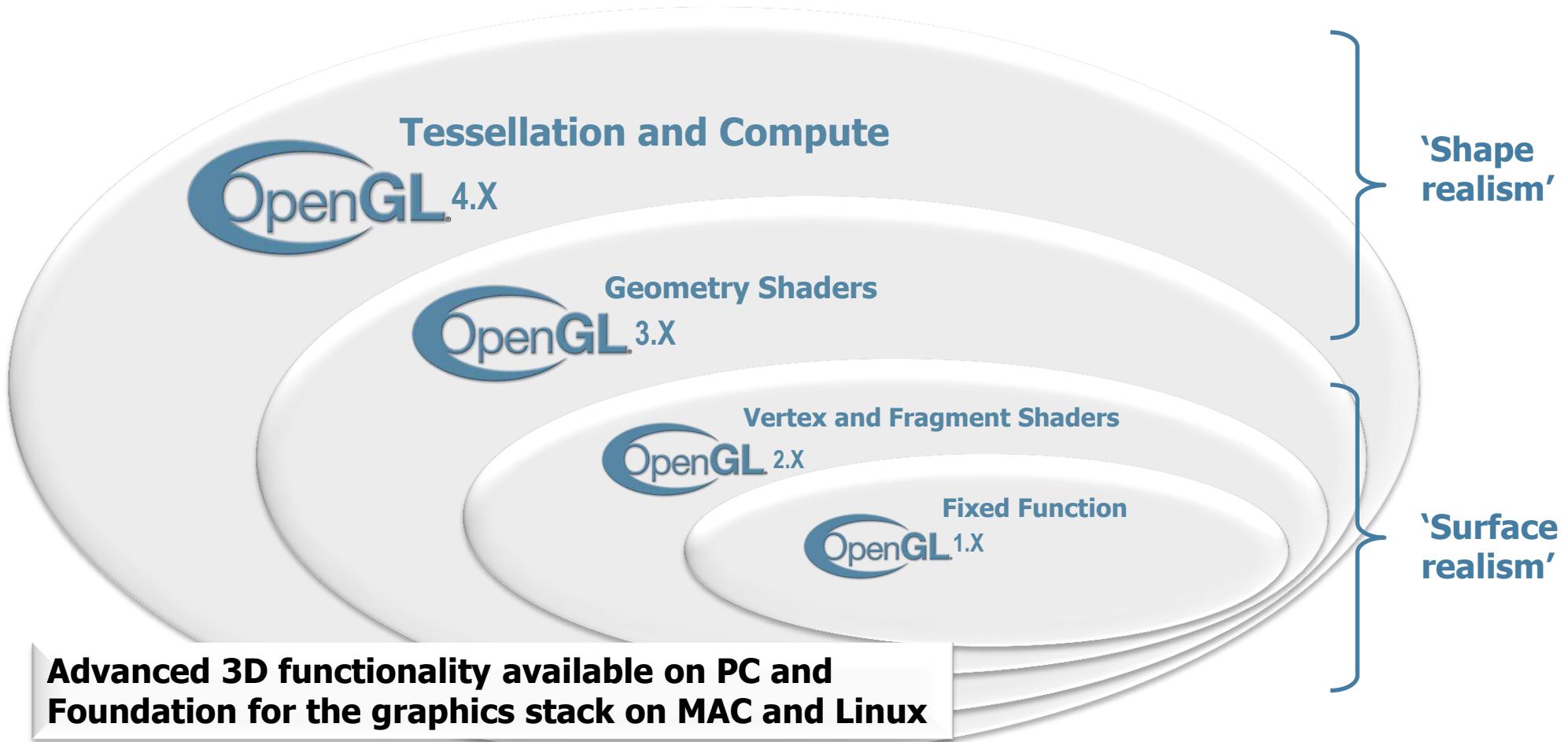
2012 PC
NVIDIA
GeForce GTX 680
Kepler GK104

Triangles / sec (millions)	1	103 (x103)	1800 (x1800)
Pixel Fragments / sec (millions)	240	1040 (x4.3)	14,400 (x60)
GigaFLOPS	0.64	15.6 (x25)	3090 (x4830)

1.5KW

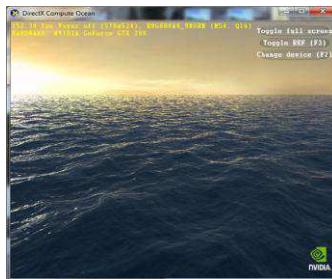
<5W

OpenGL for Each Hardware Generation



OpenGL 4.3 Compute Shaders

- Execute algorithmically general-purpose GLSL shaders
 - Operate on uniforms, images and textures
- Process graphics data in the context of the graphics pipeline
 - Easier than interoperating with a compute API IF processing 'close to the pixel'
- Standard part of all OpenGL 4.3 implementations
 - Matches DX11 DirectCompute functionality



Physics



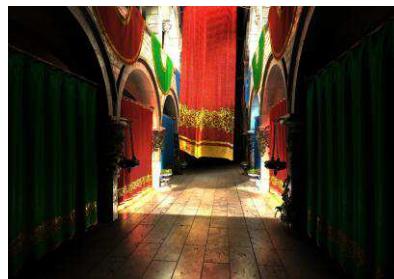
AI Simulation



Ray Tracing

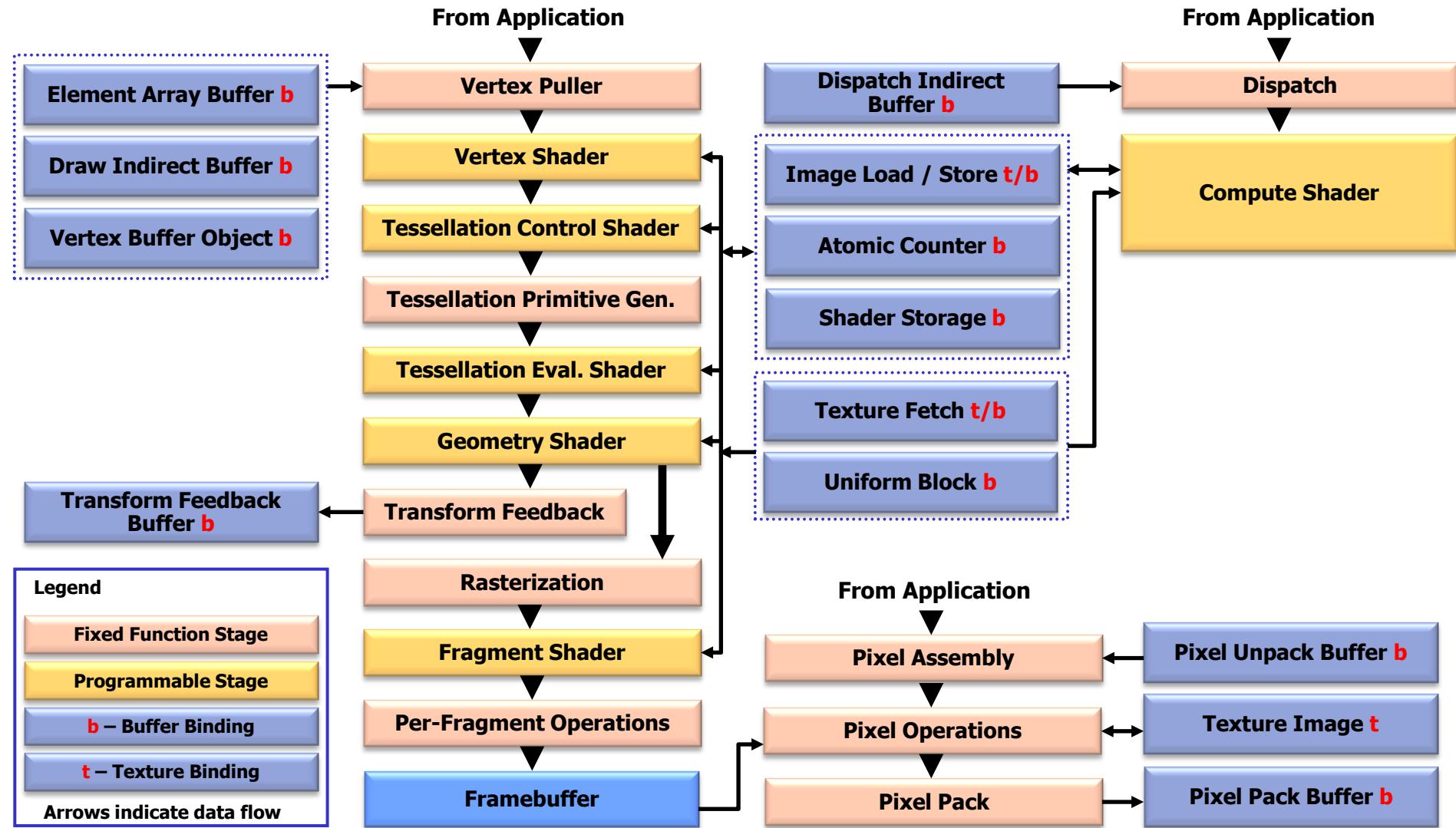


Imaging



Global Illumination

OpenGL 4.3 with Compute Shaders



OpenCL and OpenGL Compute Shaders

- OpenGL compute shaders and OpenCL support different use cases
 - OpenCL provides a significantly more powerful and complete compute solution

1. Fine grain compute operations inside OpenGL
2. GLSL Shading Language
3. Execute on single GPU only

Developer driven decision

Enhanced 3D
Graphics apps
“Shaders++”

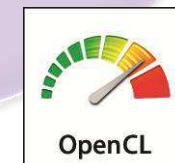
Imaging
Video
Physics
AI

Pure compute
apps touching
no pixels

1. Full ANSI C programming of heterogeneous CPUs and GPUs
2. Utilize multiple processors
3. Coarse grain, buffer-level interop with OpenGL



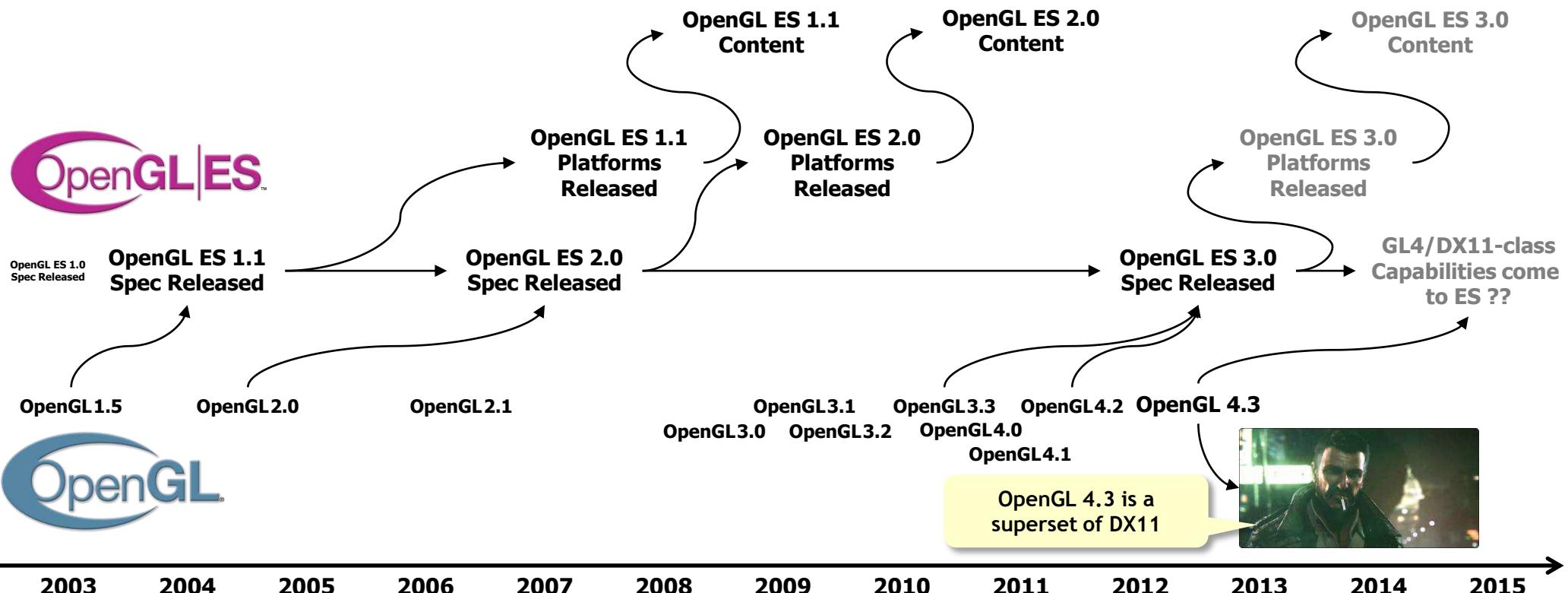
Compute Shaders



Coming to mobile
platforms soon!

OpenGL ES

- Streamlined subset of desktop OpenGL for embedded and mobile devices



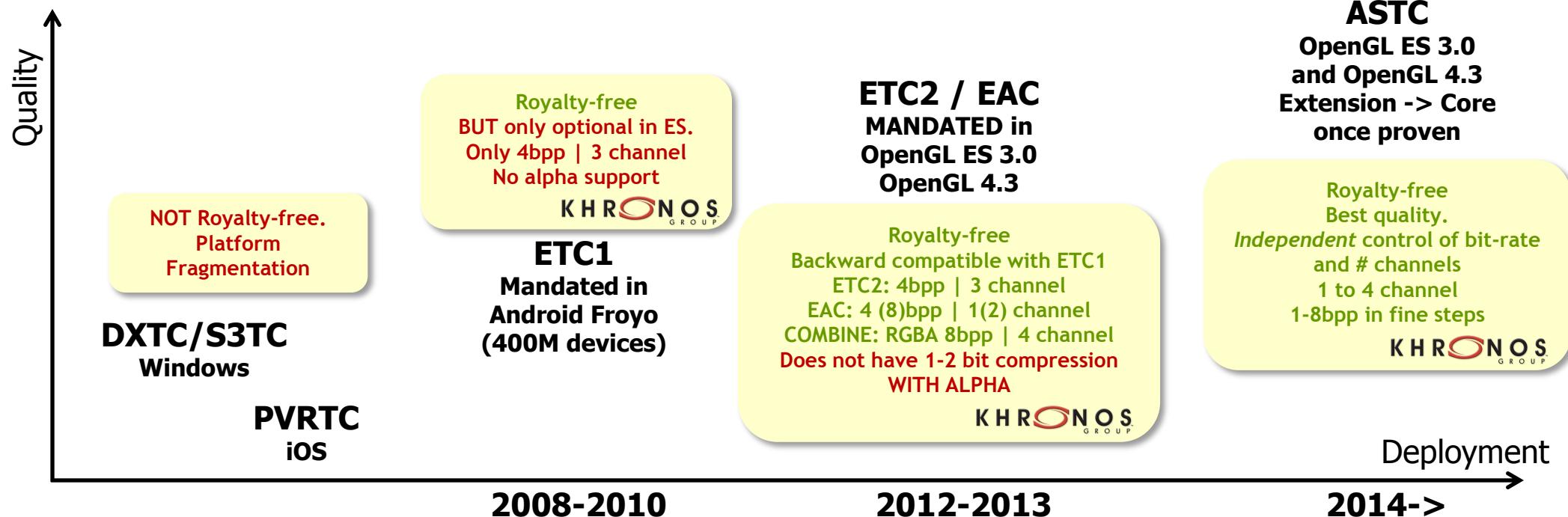
OpenGL ES 3.0 Highlights

- **Better looking, faster performing games and apps – at lower power**
 - Incorporates proven features from OpenGL 3.3 / 4.x
 - 32-bit integers and floats in shader programs
 - NPOT, 3D textures, depth textures, texture arrays
 - Multiple Render Targets for deferred rendering, Occlusion Queries
 - Instanced Rendering, Transform Feedback ...
- **Make life better for the programmer**
 - Tighter requirements for supported features to reduce implementation variability
- **Backward compatible with OpenGL ES 2.0**
 - OpenGL ES 2.0 apps continue to run unmodified
- **Standardized Texture Compression**
 - #1 developer request!



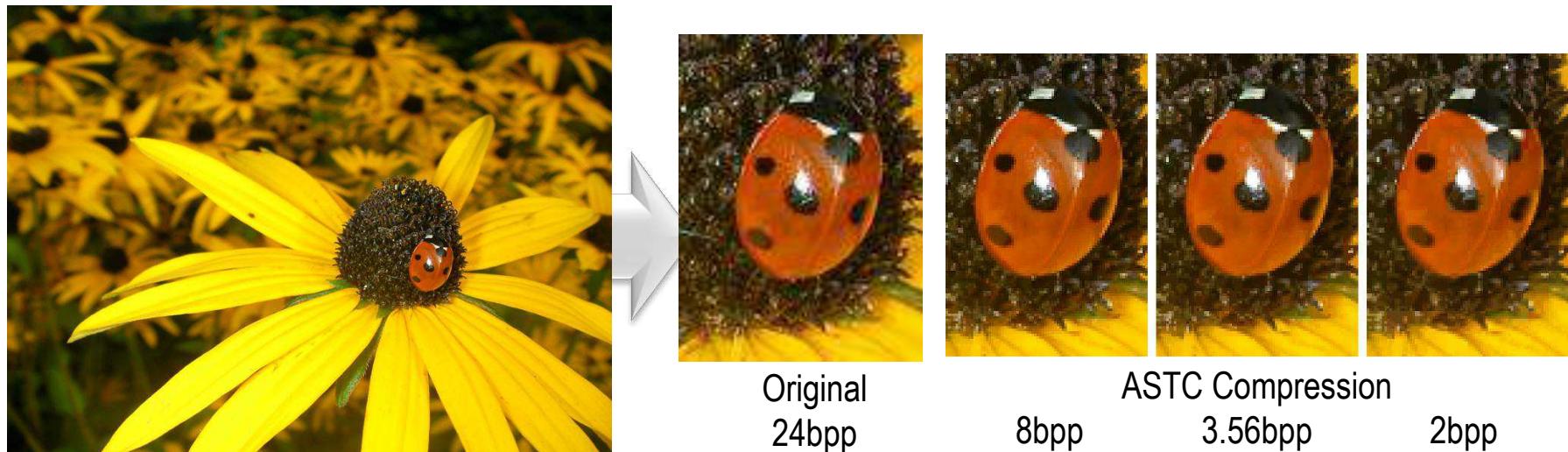
Texture Compression is Key

- **Texture compression saves precious resources**
 - Saves network bandwidth, device memory space AND memory bandwidth
- **Developers need the same texture compression EVERYWHERE**
 - Otherwise portable apps – such as WebGL need multiple copies of same texture

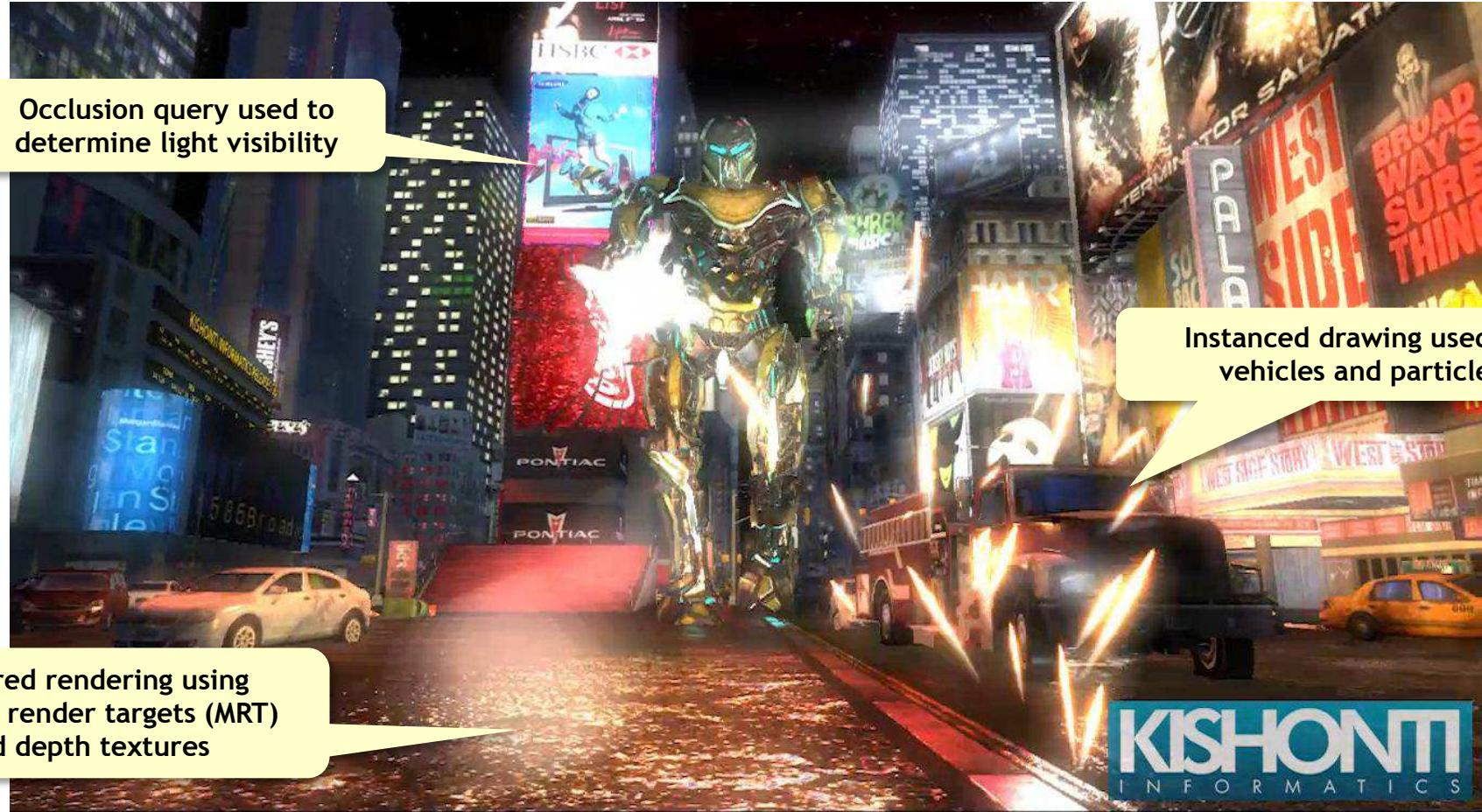


ASTC – Future Universal Texture Standard?

- **Adaptive Scalable Texture Compression (ASTC)**
 - Quality significantly exceeds S3TC or PVRTC at same bit rate
- **Industry-leading orthogonal compression rate and format flexibility**
 - 1 to 4 color components: R / RG / RGB / RGBA
 - Choice of bit rate: from 8bpp to <1bpp in fine steps
- **ASTC is royalty-free and so is available to be universally adopted**
 - Shipping as GL/ES extension today for industry feedback



Kishonti GLBenchmark 3.0

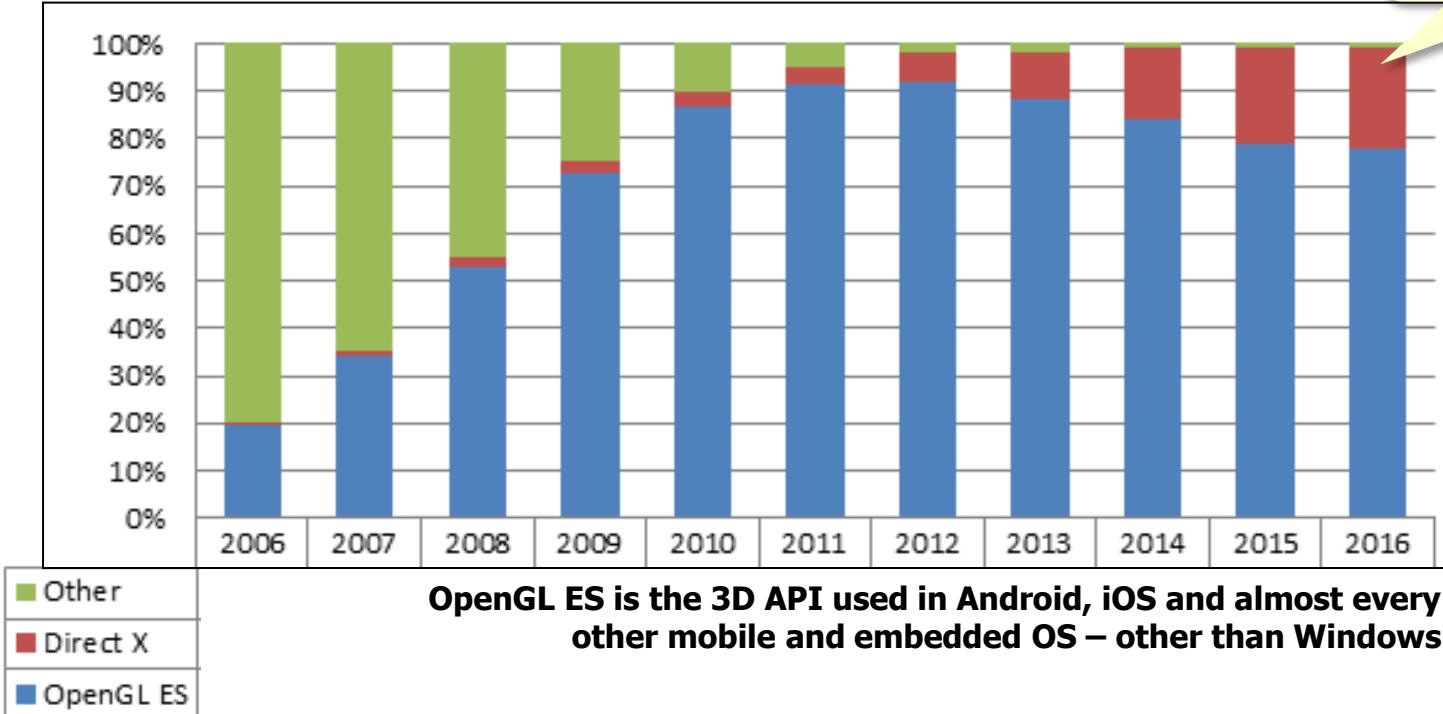


Kishonti “GLBenchmark 3.0” preliminary

OpenGL ES Deployment in Mobile

Use of 3D APIs in Mobile Devices

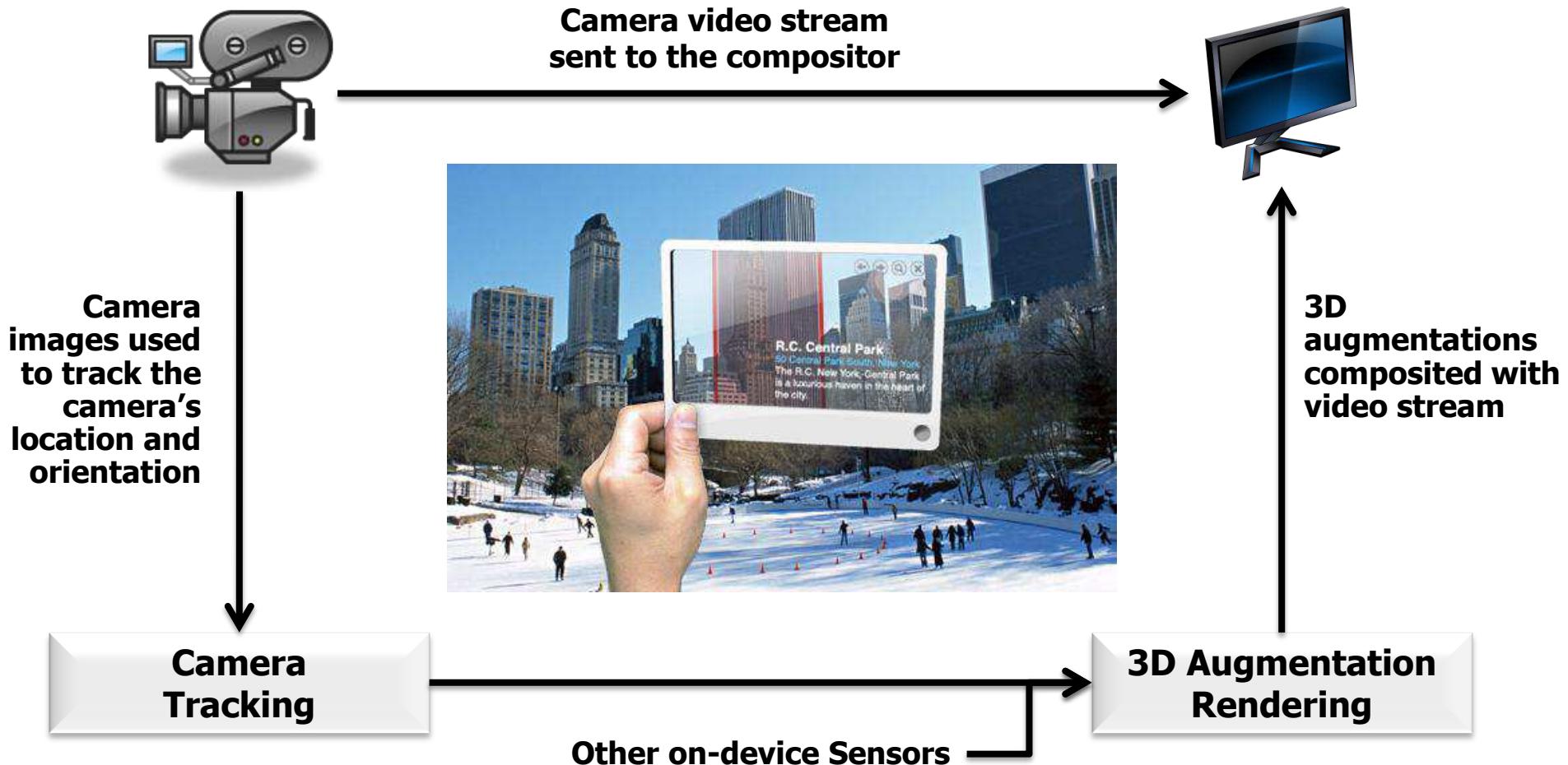
Source: Jon Peddie Research



On PC – DirectX is used for most apps. On mobile the situation is reversed

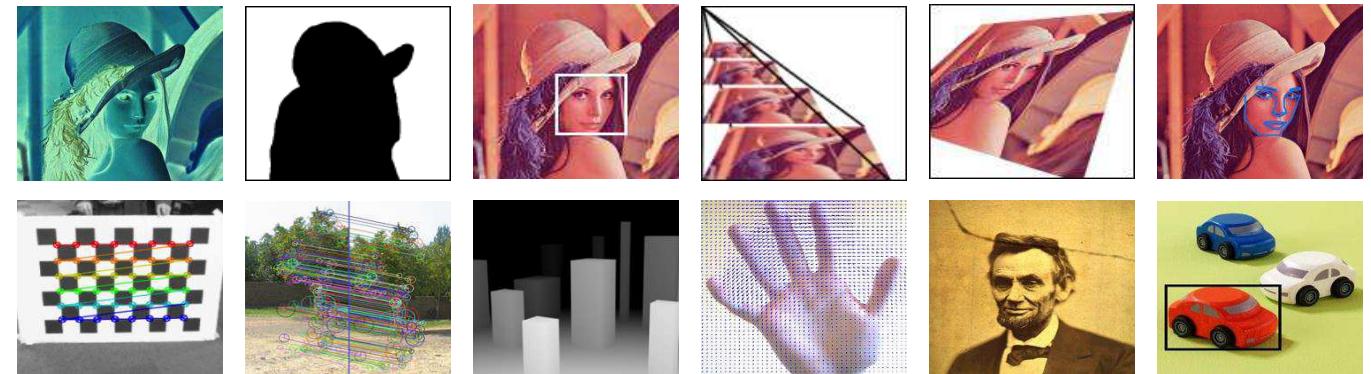


Visual-based Augmented Reality



OpenCV

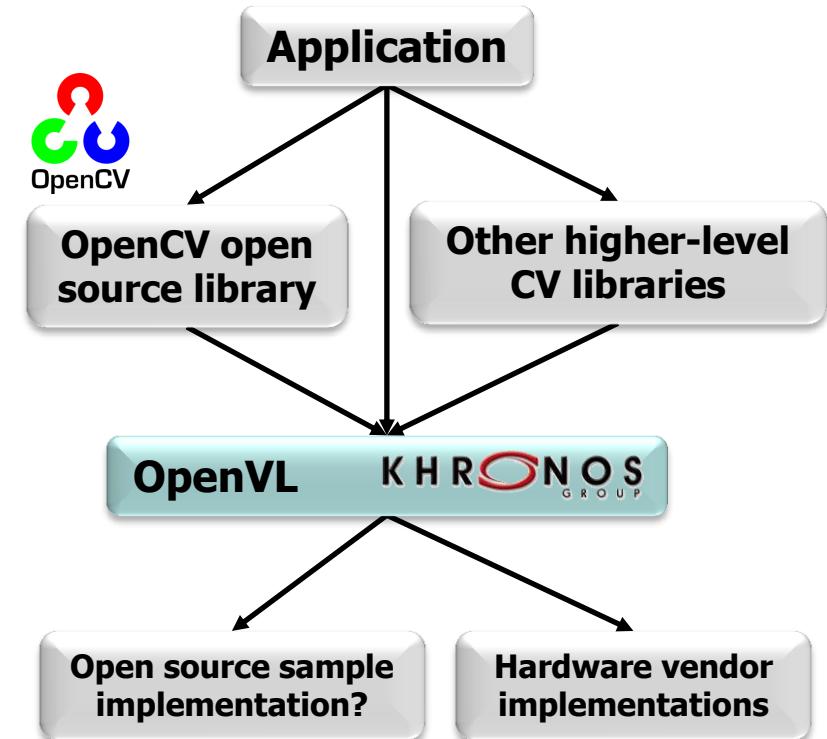
- **Computer vision open source project**
 - Excellent functionality - widely used in academia, fast prototyping, some products
 - Not an API definition and not managed by Khronos
- **Extensive functionality >1,000 functions**
 - Difficult for silicon vendors to provide complete acceleration
- **Traditionally runs on a single CPU**
 - Some partial acceleration projects underway: OpenCL, CUDA, Neon ...
 - E.g. MulticoreWare open source CPU/GPU enabled OpenCV over OpenCL



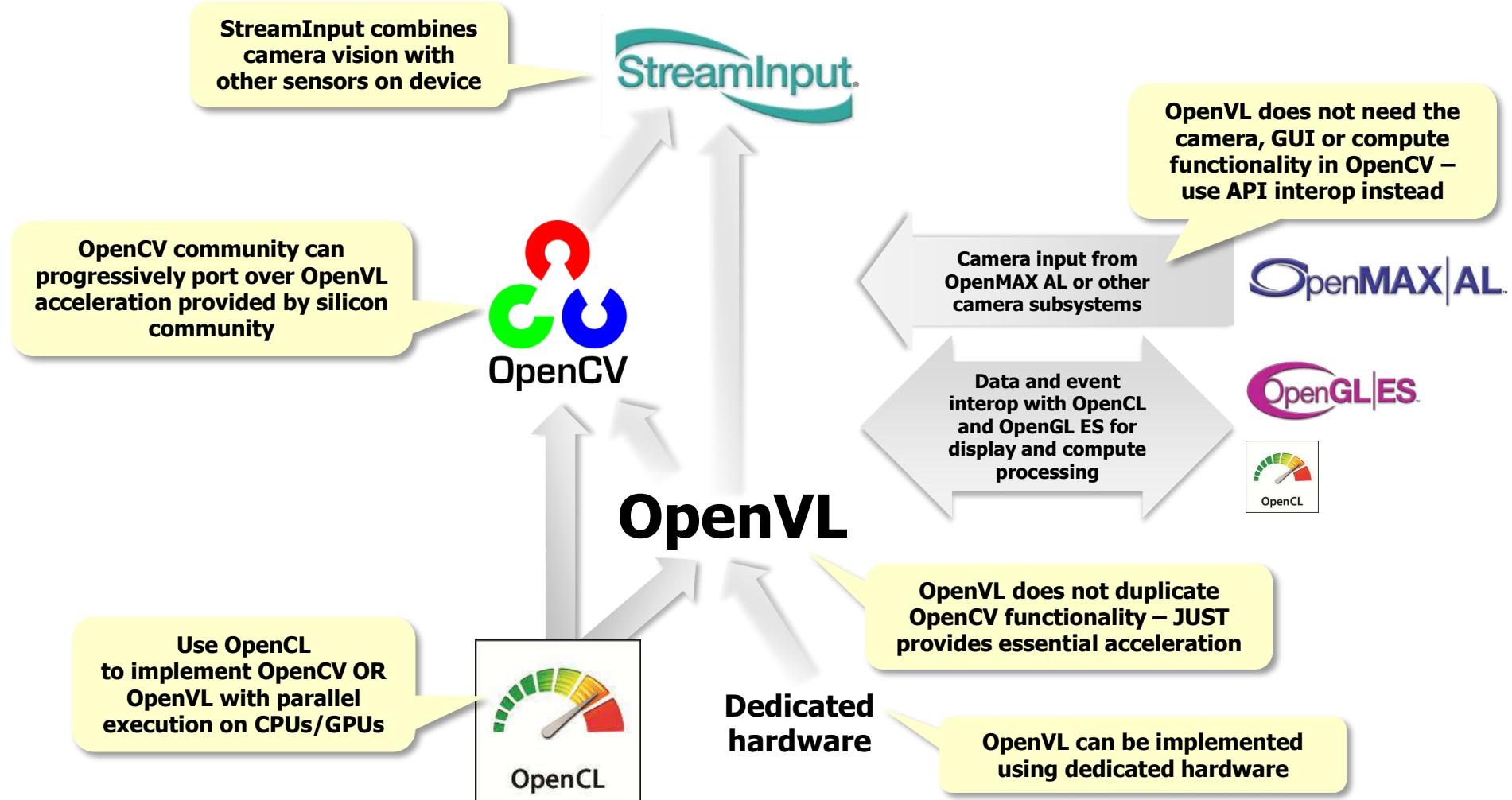
OpenVL

- **Vision Hardware Acceleration Layer**
 - Enable hardware vendors to implement accelerated imaging and vision algorithms
 - For use by high-level libraries or apps directly
- **Primary focus on enabling real-time vision**
 - On mobile and embedded systems
- **Diversity of efficient implementations**
 - From programmable processors to dedicated hardware pipelines

Dedicated hardware can help make vision processing performant and low-power enough for pervasive 'always-on' use



Possible Implementations of Vision Stack



Developer Requested Camera Extensions

- **Query camera information**

- Focal length (fx , fy), principal point (cx , cy), skew (s), image resolution (h , w)
- Spatial information of how cameras and sensors are placed on device
- Calibration and lens distortion

- **FCAM++ for extensive exposure parameters in single or burst mode**

- Shutter, aperture, ISO, white balance, frame rate, focus modes, resolution
- Preload parameters for each shot in a burst

- **ROI extraction**

- From wide angle and fish-eye lenses

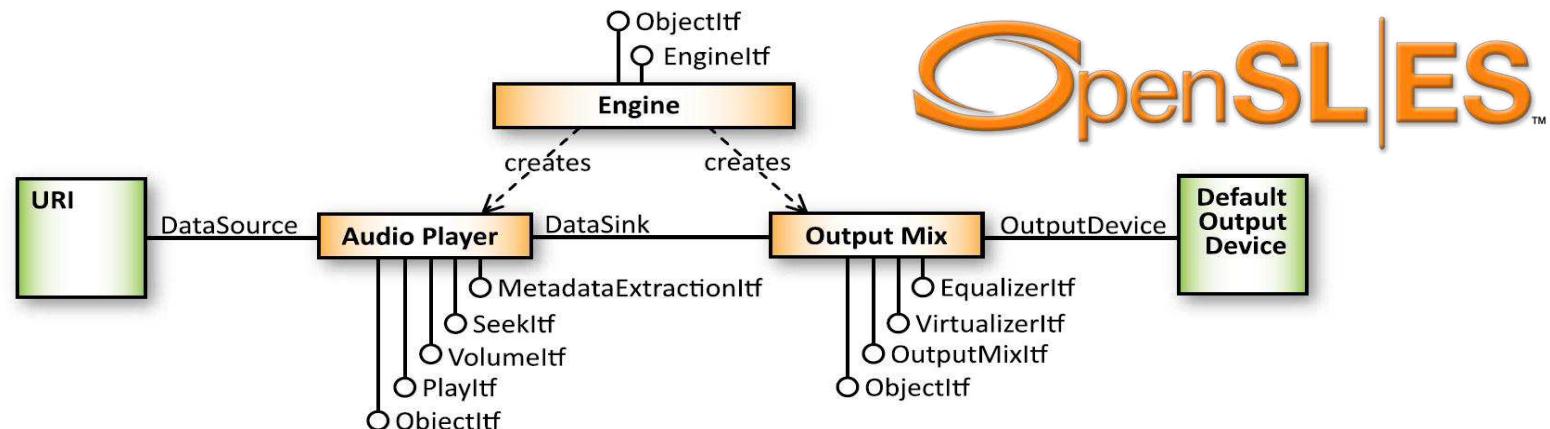
- **Data output format control**

- Grayscale, RGB(A), YUV
- Access to the raw data e.g. Bayer pattern



OpenSL ES – Advanced Audio

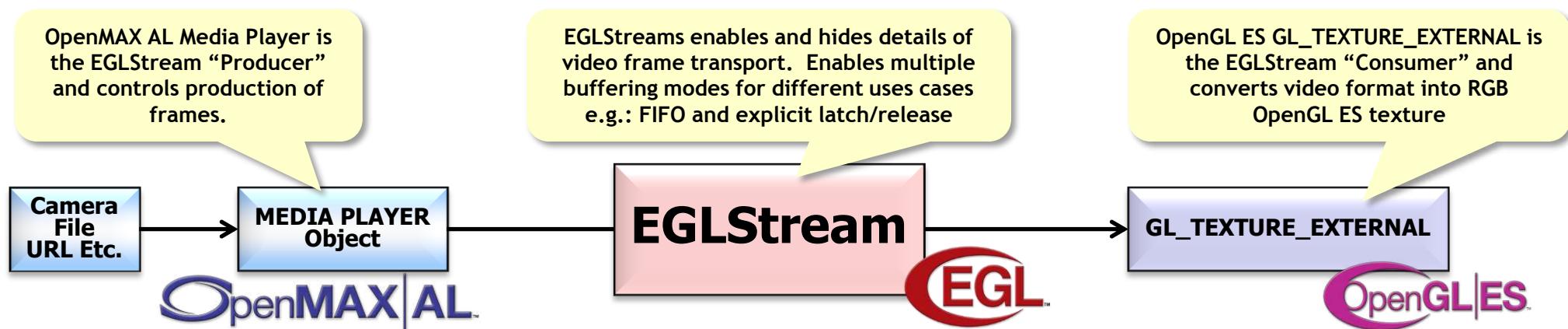
- **OpenSL ES does for audio what OpenGL ES does for graphics**
 - Advanced audio functionality from simple playback to full 3D positional audio
- **Object-based native audio API for simplicity and high performance**
 - Same object framework as OpenMAX AL
 - Reduces development time
- **Attractive alternative to open source frameworks**
 - Tightly defined specification with full conformance tests
 - Robust application portability across platforms and OS



OpenSL|ES™

EGLStream – Streaming Images

- EGL – originally embedded version of WGL
 - Abstraction layer to window systems and memory buffers
- Role has expanded to provide API interop – data and events
 - EGLImages – single buffers that can be passed between APIs
 - EGLStreams – provides stream of images – with AV sync
 - Cross process EGLStreams – Producer and Consumer can be in different processes for performance or security – e.g. browser compositing process
- Android SurfaceTexture is a Java wrapper around EGLStreams
 - Captures video decode or camera preview to OpenGL ES texture



Portable Access to Sensor Fusion

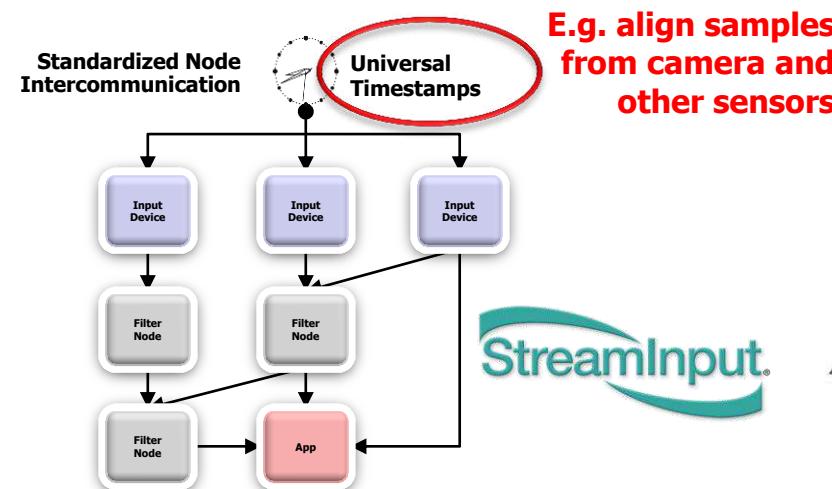


Advanced Sensors Everywhere

RGB and depth cameras, multi-axis motion/position, touch and gestures, microphones, wireless controllers, haptics keyboards, mice, track pads

Apps request semantic sensor information

StreamInput defines possible requests, e.g.
"Provide Skeleton Position" "Am I in an elevator?"



E.g. align samples
from camera and
other sensors



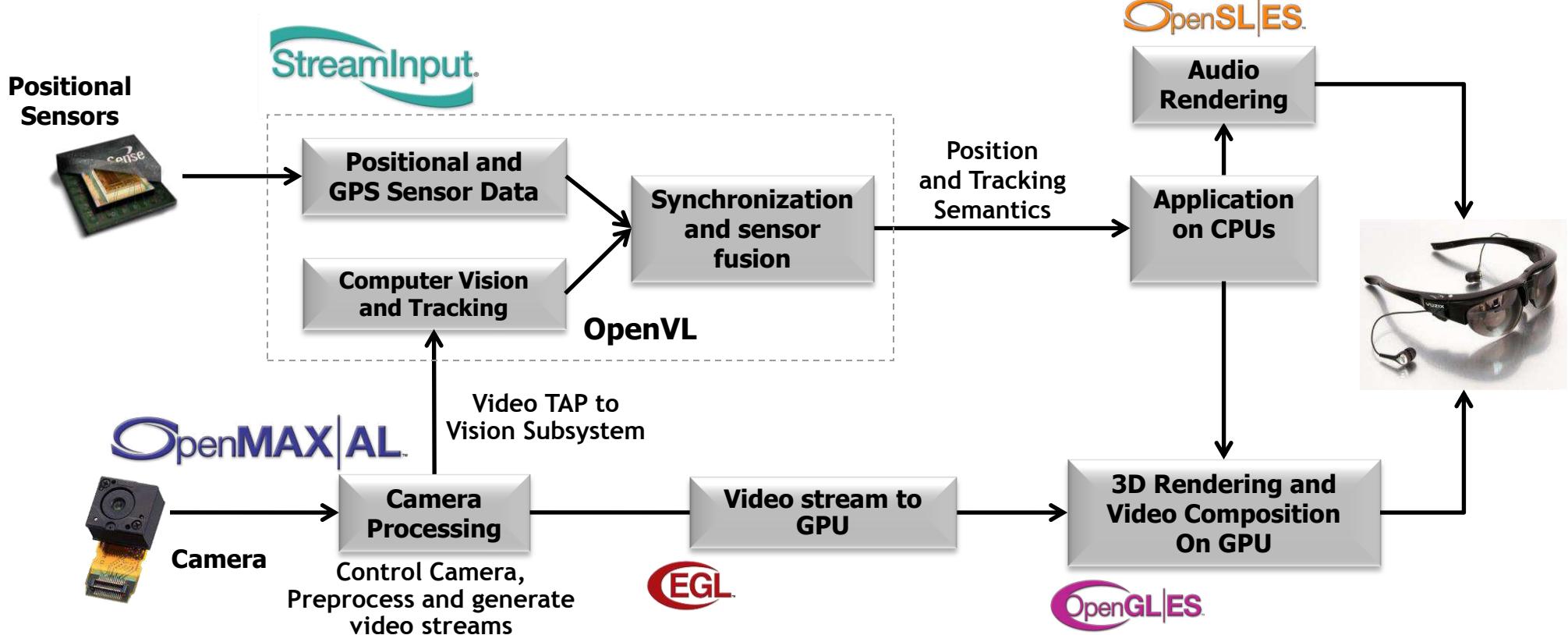
Apps Need Sophisticated Access to Sensor Data

Without coding to specific sensor hardware

Processing graph provides sensor data stream

Utilizes optimized, smart, sensor middleware
Apps can gain 'magical' situational awareness

Example use of Khronos APIs in AR



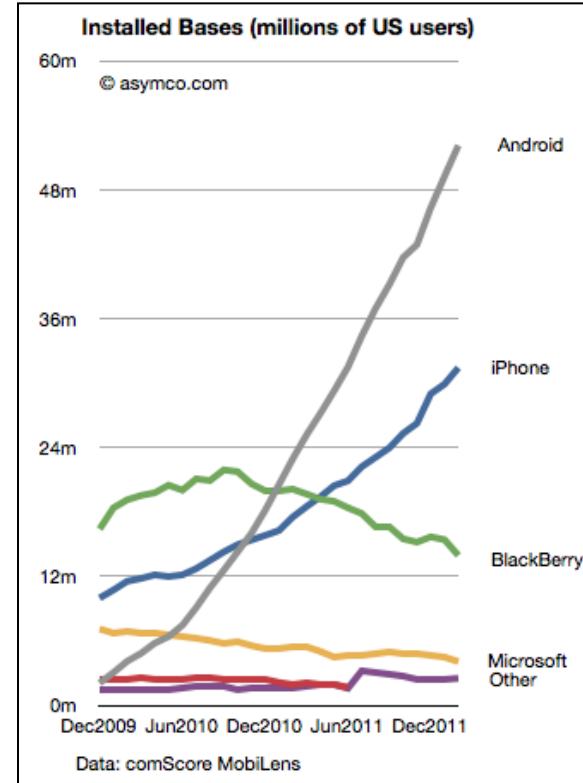
OS API Adoption



	OpenGL ES 2.0 Shipping - Android 2.2	
	OpenSL ES 1.0 (subset) Shipping – Android 2.3	
	OpenMAX AL 1.0 (subset) Shipping - Android 4.0	
	EGL 1.4 Shipping under SDK -> NDK	
	Opera and Firefox WebGL now Chrome soon	
	OpenCL 1.1 on MacOS	
	OpenGL ES 2.0 on iOS	
	Can enable on MacOS Safari iOS5 enables WebGL for iAds	



Mobile Operating Systems



Microsoft Windows RT:

- Only Microsoft native APIs
- HTML5 but not yet WebGL

Extended Native APIs on Android

- Native APIs can be shipped as NDK extensions before Google Adoption
 - Do not break/change existing Google APIs
- Khronos open standard APIs have strong momentum in silicon
 - Google has option to adopt into standard platform to eliminate fragmentation
 - Exposed directly – or wrapped in Java binding
- Extended APIs can be used by:
 - Bundled apps, Market apps with API selection
 - Multiple APKs behind single multi-APK SKU

Google has the choice to adopt, open, royalty-free standards and expose natively – or wrap in Java

Demonstrate the value of enabled use cases

Short-term differentiation opportunity for hardware vendors



E.g. video, camera, vision, sensor and compute APIs

HTML5 – Cross OS App Platform

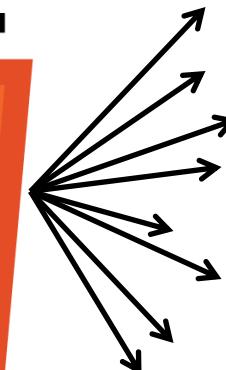
- Increasing diversity of devices creates a demand for a true cross OS programming platform
- BUT need more than “more HTML”



Traditional Web-content



HTML



Rich Experiential Processing

Multi-core CPUs
Rich 2D and 3D GPU
GPU Computing
Multiple HD cameras
Image and vision processing
Video encode/decode
Audio encode/decode
Inertial and positional sensors

How can the Browser rapidly assimilate such diverse functionality?

Leveraging Proven Native APIs into HTML5

- Leverage native API investments into the Web
 - Faster API development and deployment
 - Familiar foundation reduces developer learning curve
- Khrongos and W3C creating close liaison
 - Multiple potential joint projects



Native APIs shipping
or working group underway

JavaScript API shipping
or working group underway

Possible future
JavaScript APIs

WebGL – 3D on the Web – No Plug-in!

- **WebGL defines JavaScript binding to OpenGL ES 2.0**
 - Leveraging HTML 5 and uses <canvas> element
 - Enables a 3D context for the canvas
- **WebGL 1.0 Released at GDC March 2011**
 - Mozilla, Apple, Google and Opera working closely with GPU vendors
- **Low-level foundational API for accessing the GPU in HTML5**
 - Flexibility and direct GPU access - support higher-level frameworks and middleware



WebGL Implementation Anatomy

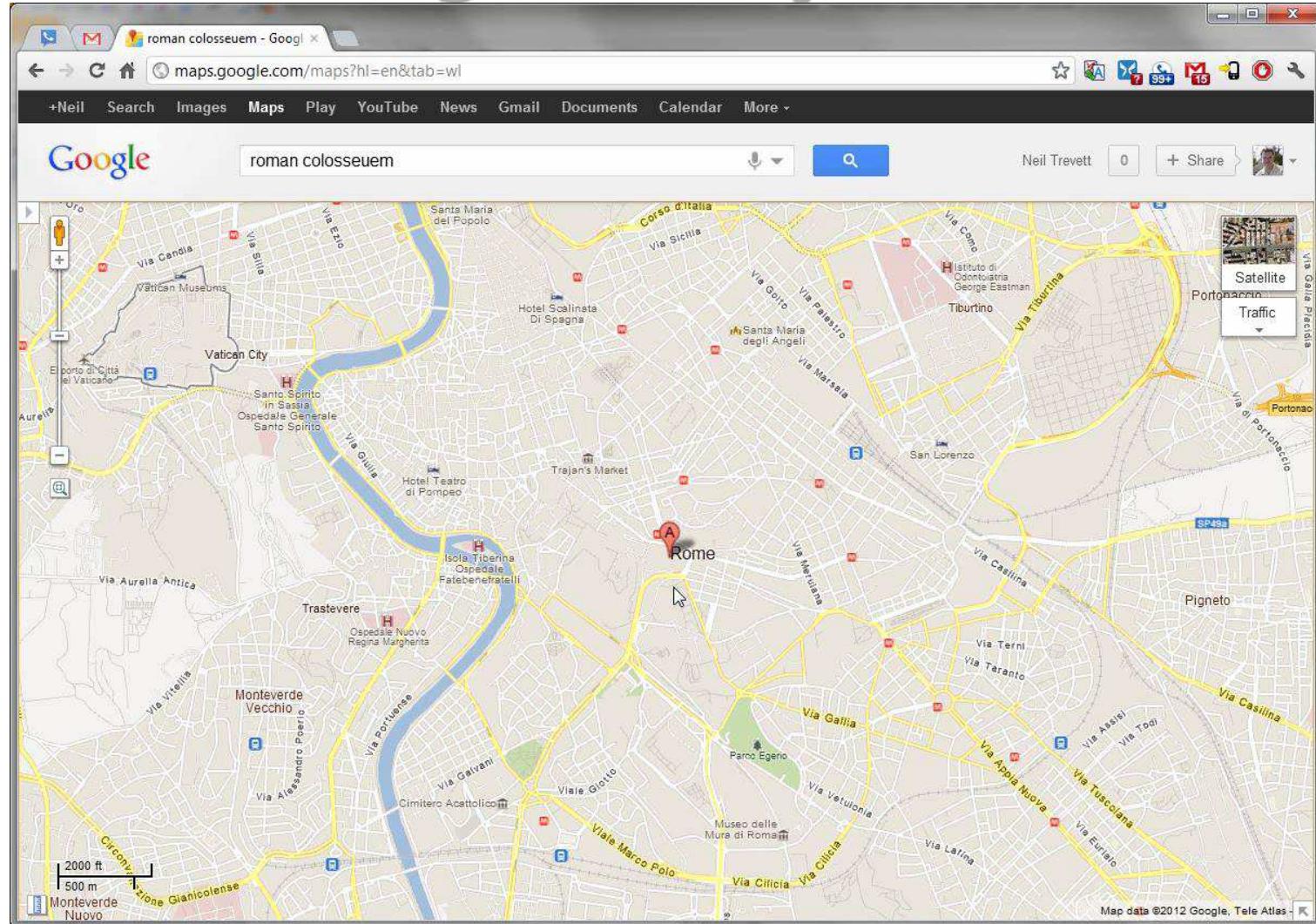
**Content downloaded from the Web.
Middleware can make WebGL accessible to
non-expert 3D programmers**

.....
**Browser provides WebGL functionality
alongside other HTML5 specs
- no plug-in required**

.....
**OS Provided Drivers. WebGL on
Windows can use Google Angle to create
conformant OpenGL ES 2.0 over DX9**



WebGL – Being Used by Millions Every Day



WebGL and Security

- **WebGL is Architecturally Secure**

- NO known WebGL security issues
- Impossible to access out-of-bounds or uninitialized memory
- Use of cross-origin images are blocked without permission through CORS
- Browsers maintaining black lists - used if unavoidable GPU driver bugs discovered

- **DoS attacks and GPU hardening**

- Draw commands can run for a long time -> unresponsive system
 - Even without loops in shaders
- WebGL working closely with GPU vendors to categorically fix this
- Short term: mandate ARB_robustness and associated GPU watchdog timer
- **Longer term: GPUs need robust context switch and pre-emption**



WebCL – Parallel Computing for the Web

- **JavaScript bindings to OpenCL APIs**
 - JavaScript initiates OpenCL C Kernels on heterogeneous multicore CPU/GPU
- **Stays close to the OpenCL standard**
 - Maximum flexibility to provide a foundation for higher-level middleware
- **Minimal language modifications for 100% security and app portability**
 - E.g. Mapping of CL memory objects into host memory space is not supported
- **Compelling use cases**
 - Physics engines for WebGL games, image and video editing in browser
- **API definition underway – public draft just released**
 - <https://cvs.khronos.org/svn/repos/registry/trunk/public/webcl/spec/latest/index.html>



WebCL Demo

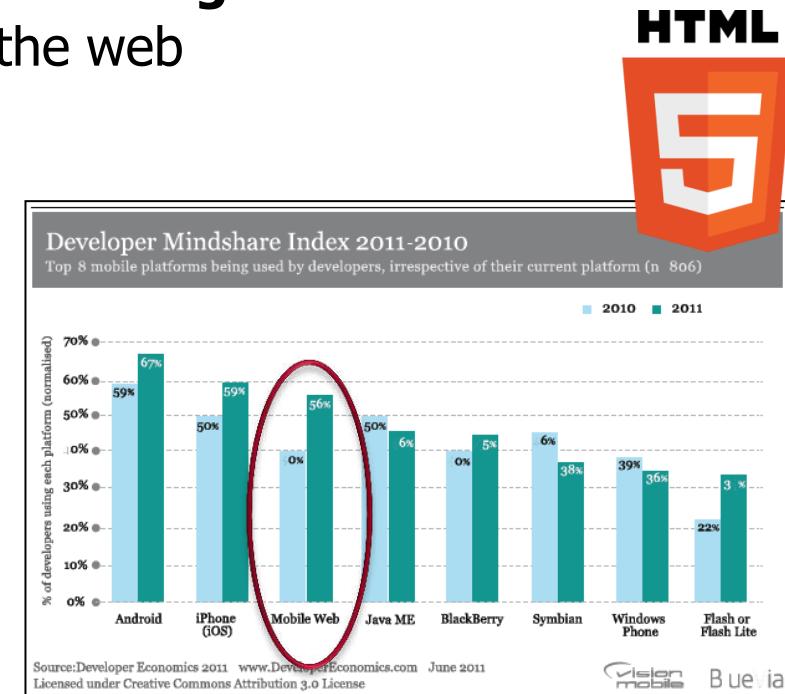
<http://www.youtube.com/user/SamsungSISA#p/a/u/1/9Ttux1A-Nuc>

WebCL for Hardware-Accelerated Web Applications

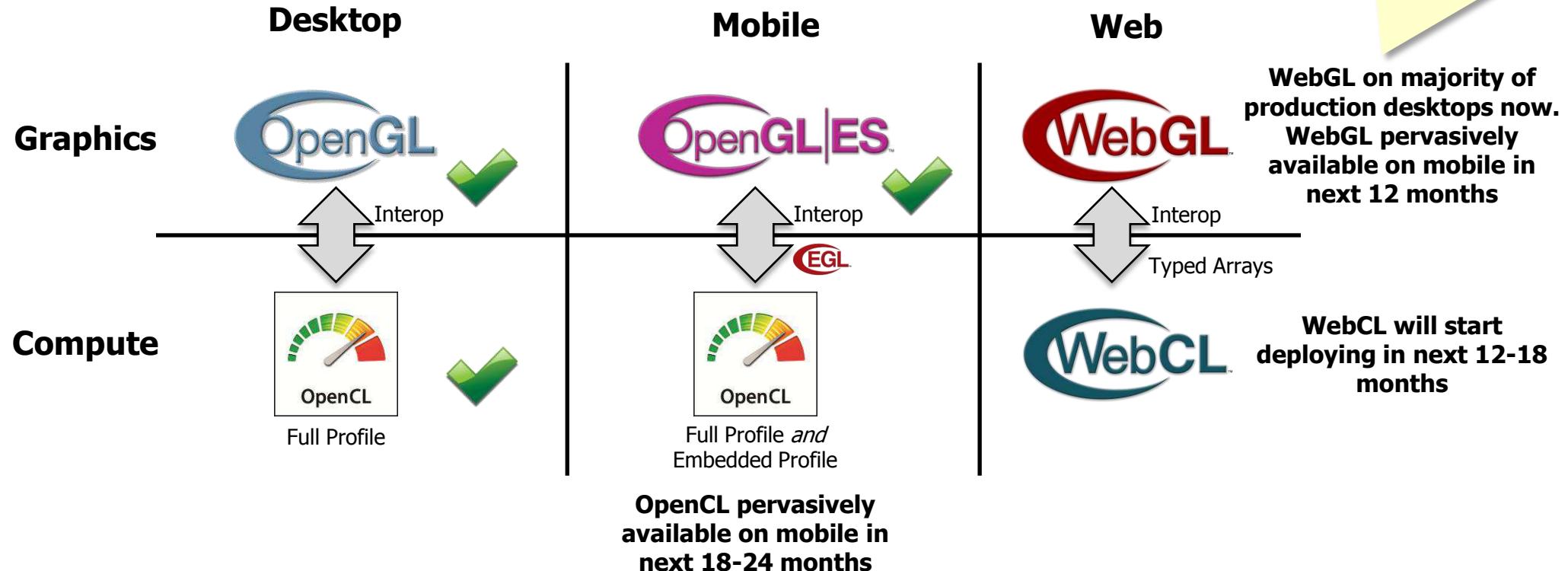
Advanced Browser Technology
Samsung R&D Center
San Jose, CA

Web Apps versus Native Apps

- **Mobile Apps have functional and aesthetic appeal**
 - Beautiful, responsive, focused
- **HTML5 with GPU acceleration can provide the same level of “App Appeal”**
 - Highly interactive, rich visual design
- **Using HTML5 to create ‘Web Apps’ has many advantages**
 - Web app is searchable and discoverable through the web
 - Portable to any browser enabled system
 - Same code can run as app or as web page
 - Not a closed app store – no app store ‘tax’
- **How soon will we be able to write apps such as Augmented Reality in HTML5?**



Expanding Platform Reach for Graphics and Computation



Cross-OS Portability



Microsoft
Windows RT



HTML/CSS
 WebGL

HTML/CSS
 WebGL

HTML/CSS
No WebGL

HTML5 provides cross platform portability. GPU accessibility through WebGL available soon on ~90% mobile systems

SDK

Dalvik
(Java)

Objective C

C#

Preferred development environments not designed for portability

C/C++

OpenGL|ES

OpenGL|ES

DirectX

Native code is portable-but apps must cope with different available APIs and libraries

Summary

- Advances in SOC silicon processing and associated APIs are enabling significant new use cases
- Holistic cooperation between hardware and software needed to deliver increasing computational loads in a fixed power budget
- Architectural shifts, such as unified memory, are creating challenges and opportunities for applications and the APIs that enable them
- Mobile operating systems and HTML5 browsers both lag in exposing the latest SOC capabilities - creates functional differentiation opportunities
- Dynamic tension between platform vendors that want captive apps and developers that benefit from cross platform portability
- Cooperative API standards working hard to eliminate roadblocks to mobile industry growth

Thank You!

We will resume at 11:10AM