

New Opportunities Become Clear as Product Lines Blur

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Historically, the lines between ASIC, FPGA, and ASSP were clear. The differences were based on factors like implementation, IP ownership, and business model. Each of these approaches had advantages and disadvantages.

Driven by a convergence of accelerated technological innovations and a dramatic shift in market dynamics, those definitive lines started to blur in recent years. This creates new opportunities and new challenges, both for semiconductor companies and for system companies. The biggest opportunities will be for semiconductor companies who can combine the benefits of ASICs, FPGAs, and ASSPs and eliminate disadvantages of each into a single offering, and for system companies who can effectively take advantage of such an offering.

This keynote will describe the economic and technological trends that are driving these changes, outline the challenges and opportunities, and present new semiconductor offerings that will alter your perception of what a traditional FPGA looks like.

