

“Consumer-Like” Silicon Era

Where Will it Drive EDA?

Charles DiLisio
President
D·Side Advisors

April 19, 2004



Non-Spousal Approval Price Point

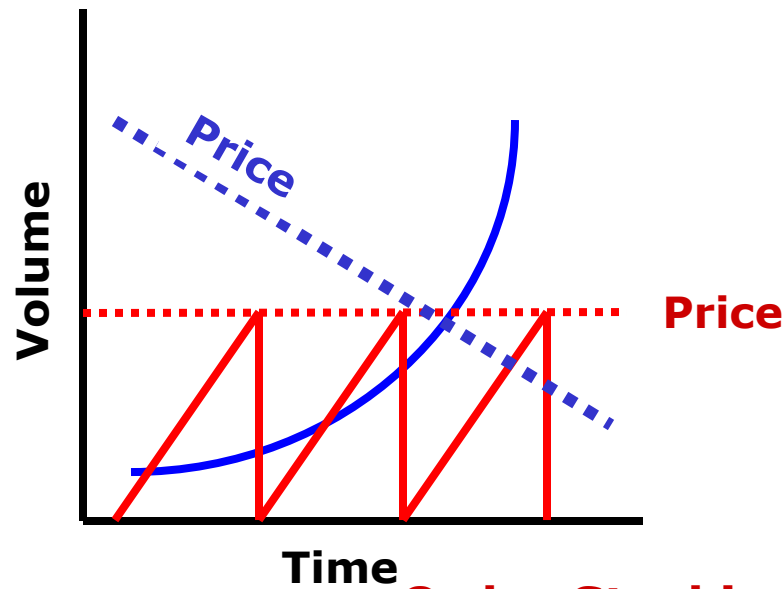
PDA, Phone, Camera, BlueTooth, SD Slot, E-Mail, etc.



ALL UNDER \$200!

Consumer-Like Markets

Fickle Buyers Pay for Value not Technology!



Learning Curve

- Lower Cost, Elastic Demand
- Integration thru Silicon
- Technology is Strategic
- EDA, IDMs, Design Services and Foundry Wins

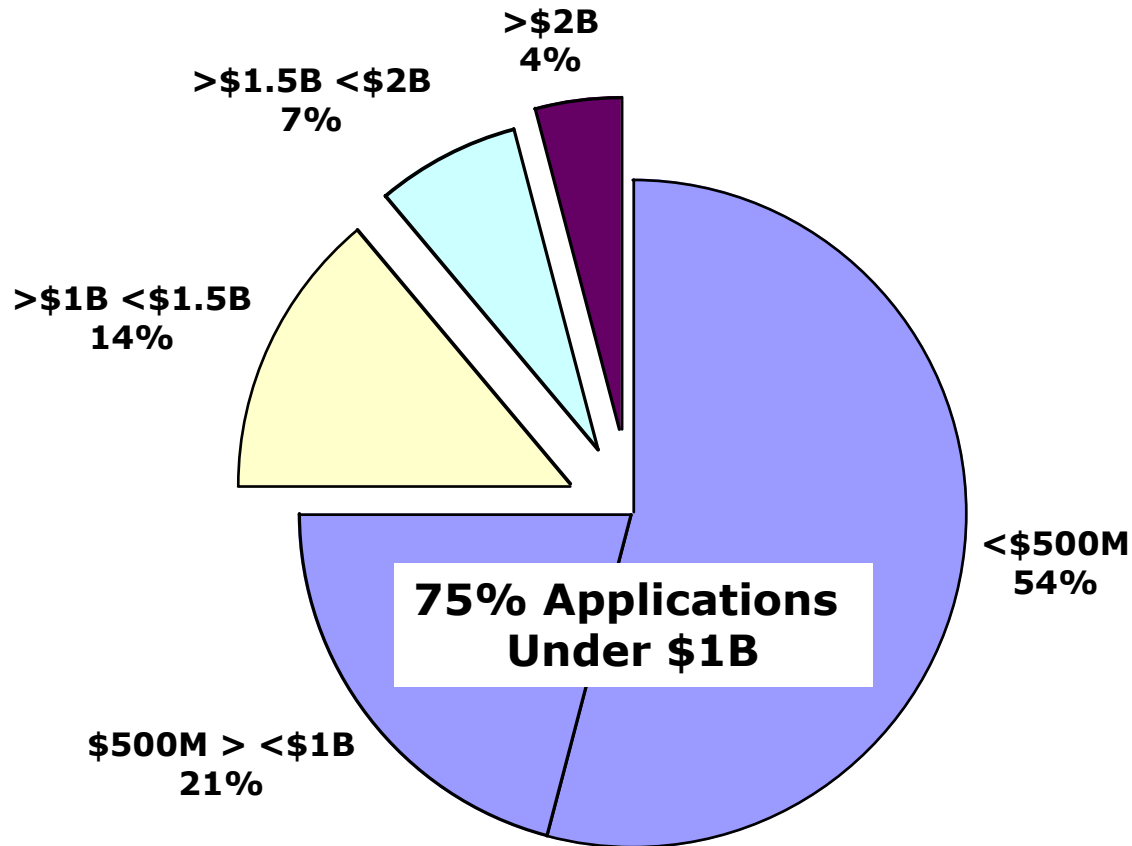
Order Stocking Model

- Fixed Price, Inelastic Demand
- Integration thru Prog. Platform, Packaging & S/W
- Supply Chain is Strategic
- EMS and OEM Wins

The Billion Dollar Market Gamble

Lotto-like Odds For Scoring a Big Market

2003 Application Markets That Support Value Added ICs
(ASIC, ASSP, FPGA) % Count



Everest Challenge – Air Gets Thinner!

Deep Sub-Micron Markets

- Fewer – Harder to Amortize S/W Development Costs
- Demanding – More Requirements to Integrate w/ Fab (PSM, OPC, Yield Mgmt.)

SoCs
ASICs
ASSPs



EDA
Vendors

Valued
by
IC
Vendor

Programmable Platforms

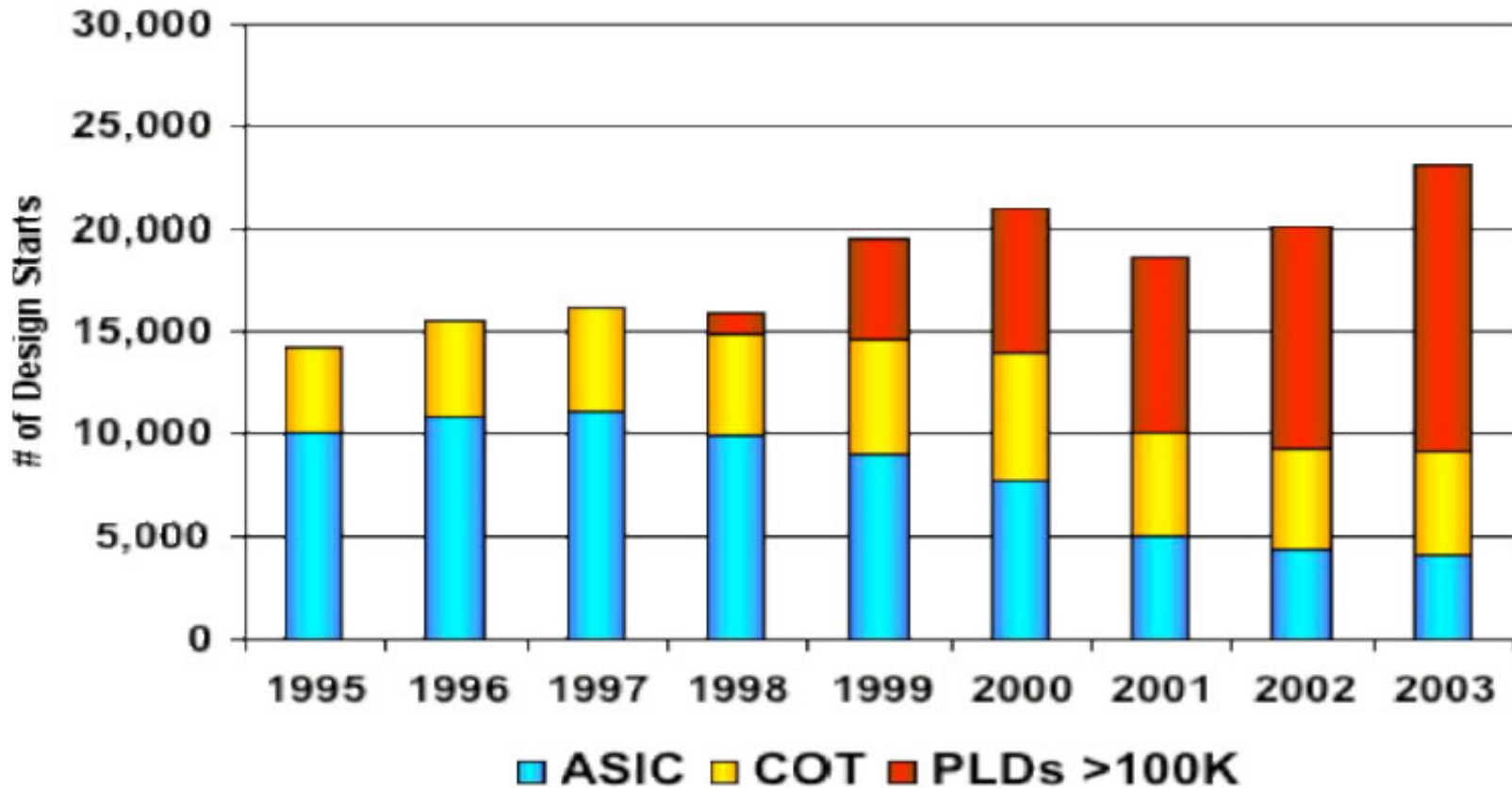
Valued
by
Systems
Vendor



Piranha Provide

- Flexibility
- Time to Market
- Lower Cost

SOC/ASIC Will Decline Relative to Field Programmable Logic ...



Source: Dataquest, ASIC/SOC: "Rebuilding After the Storm", 11/19/02

Don't Ignore the Symptoms

Thank You

Charles DiLisio
cdilisio@dside.com