

EDA Consortium

CE and system design challenges

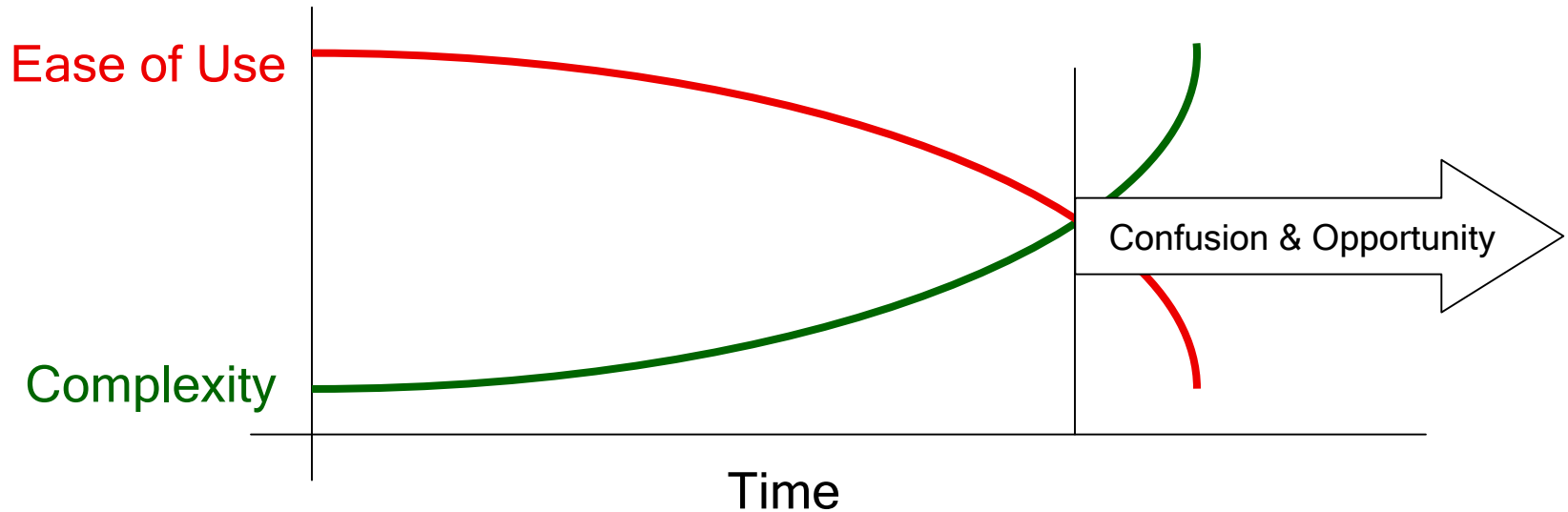
The logo for palmOne, featuring the word "palm" in a dark red color and "One" in an orange color, with a small "TM" trademark symbol to the right.

palmOne™

Gregg Zehr
Vice President, Hardware Engineering

Megatrend

(For handheld CE devices at least...)



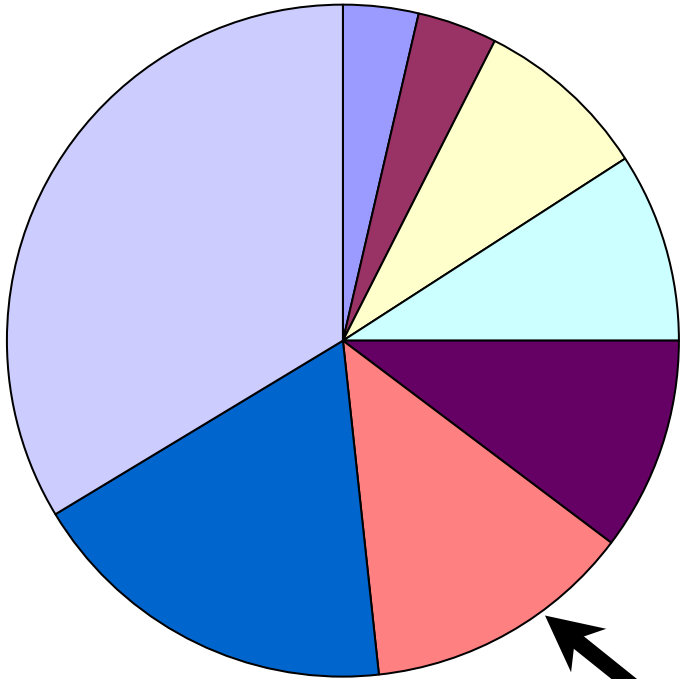
- Emerging low-cost, low-power technologies enables exciting new solutions
- Existing SW platforms do not support new functionality in an easy-to-use manner
- Confusion = Opportunity

The marketplace

- **Consumers willing to carry a device**
 - Maybe two...but probably not three
- **Everyone expects convergence of CE devices**
 - Lots of convergence, have to get it right
- **As complexity goes up, Ease of use goes down**
 - Convergence leads to confusion
- **Connectivity is required, wireless is preferred**
 - No device is an island
- **Industrial Design is important**
 - People want to be seen with cool products
- **Price points are falling**
 - Drives changes in products and development



The opportunity for chip vendors

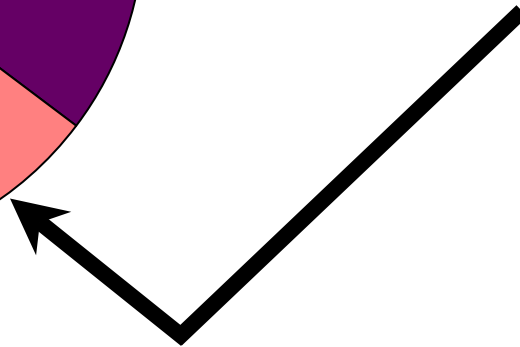


SYSTEM COGS:

- Bluetooth
- Camera
- Display
- Memory

Misc electronics

- Non-electronics
- Power
- Processor



Engineering Strategy and Partnerships

- **Need new features**
 - But we can't do it all ourselves
- **Silicon vendors must think complete solution**
 - Learn my block diagram
 - Bring working SW
 - Become expert in key technologies
- **New products are a team effort**
 - PalmOne + Silicon vendor + ODM
- **Multiple sources required**

