



EDAC CEO Forecast & Industry Vision

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How Can the Industry Grow?

**Software
Centric
Design**

Create New Opportunities

*Build
Better
Products*

*Build
Differentiated
Products*

Innovate

*Supply Chain
Relationships*

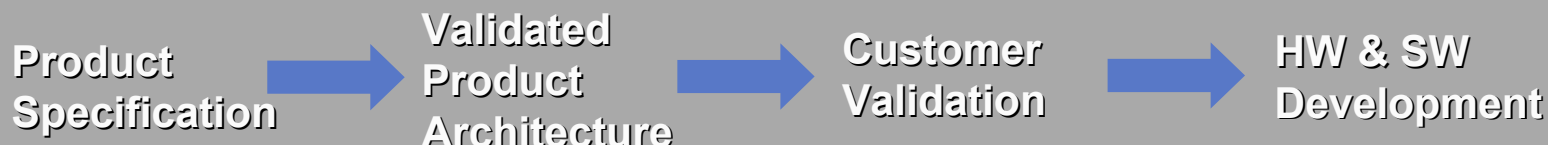
**Address New Design
Challenges**

**Extract Better Prices for
Value Delivered**

EDA Mindset vs. Customer Mindset

Better products faster

Customer Approach



ESL – EDA Bridge

Synthesis
System-Level Verification
Shared IP

EDA / HW Approach



Time to Market

ESL Growth Prediction

- **Gary Smith**

- **Difficult to pick the exact inflection point**
 - Drivers: SystemC, MPSoC, 4G, HD
- **36% CAGR through 2012**

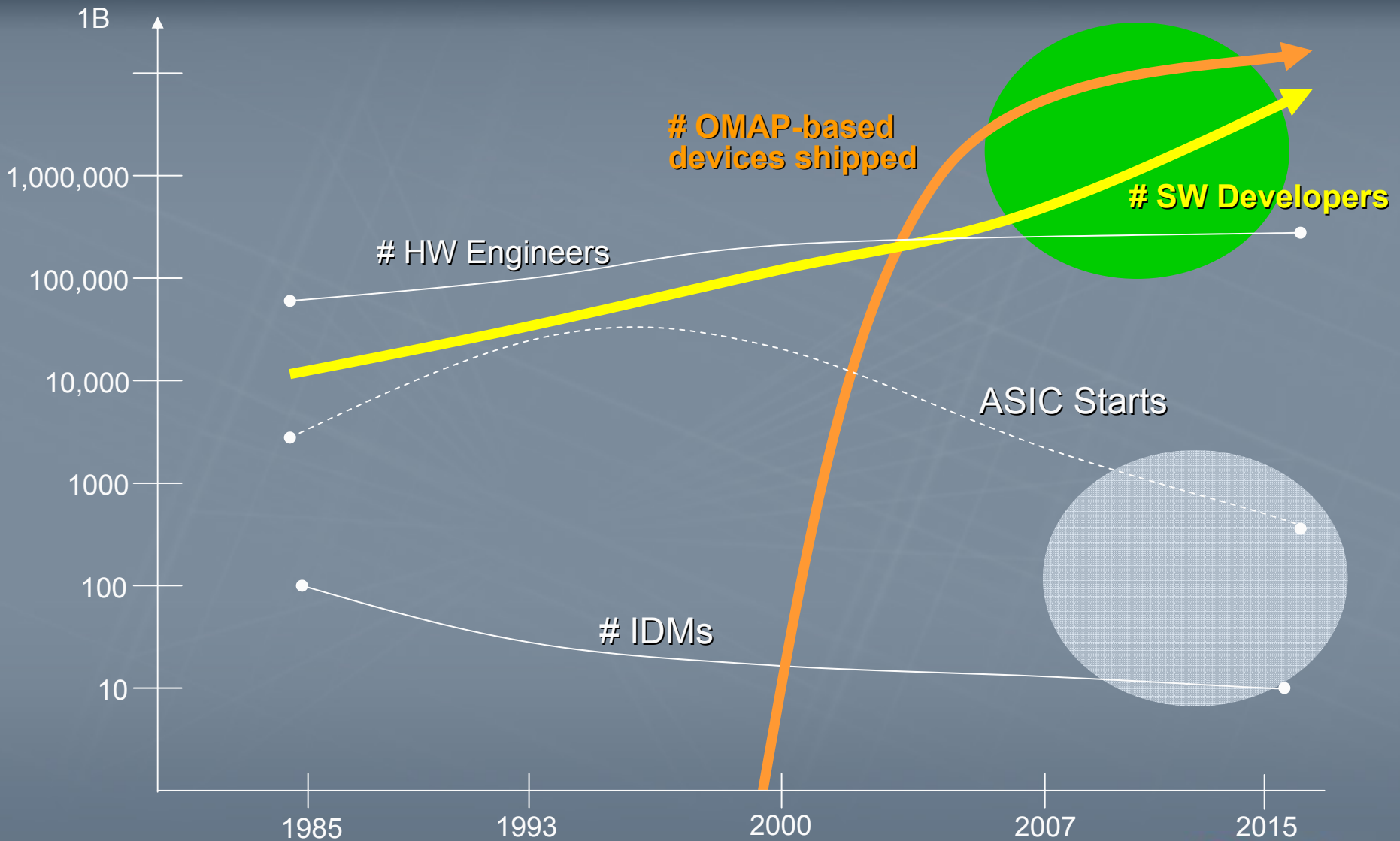
- **TI / Nokia ESL Forum**

- **Proof of concept is complete**
- **2007 is the year we move ESL to production**

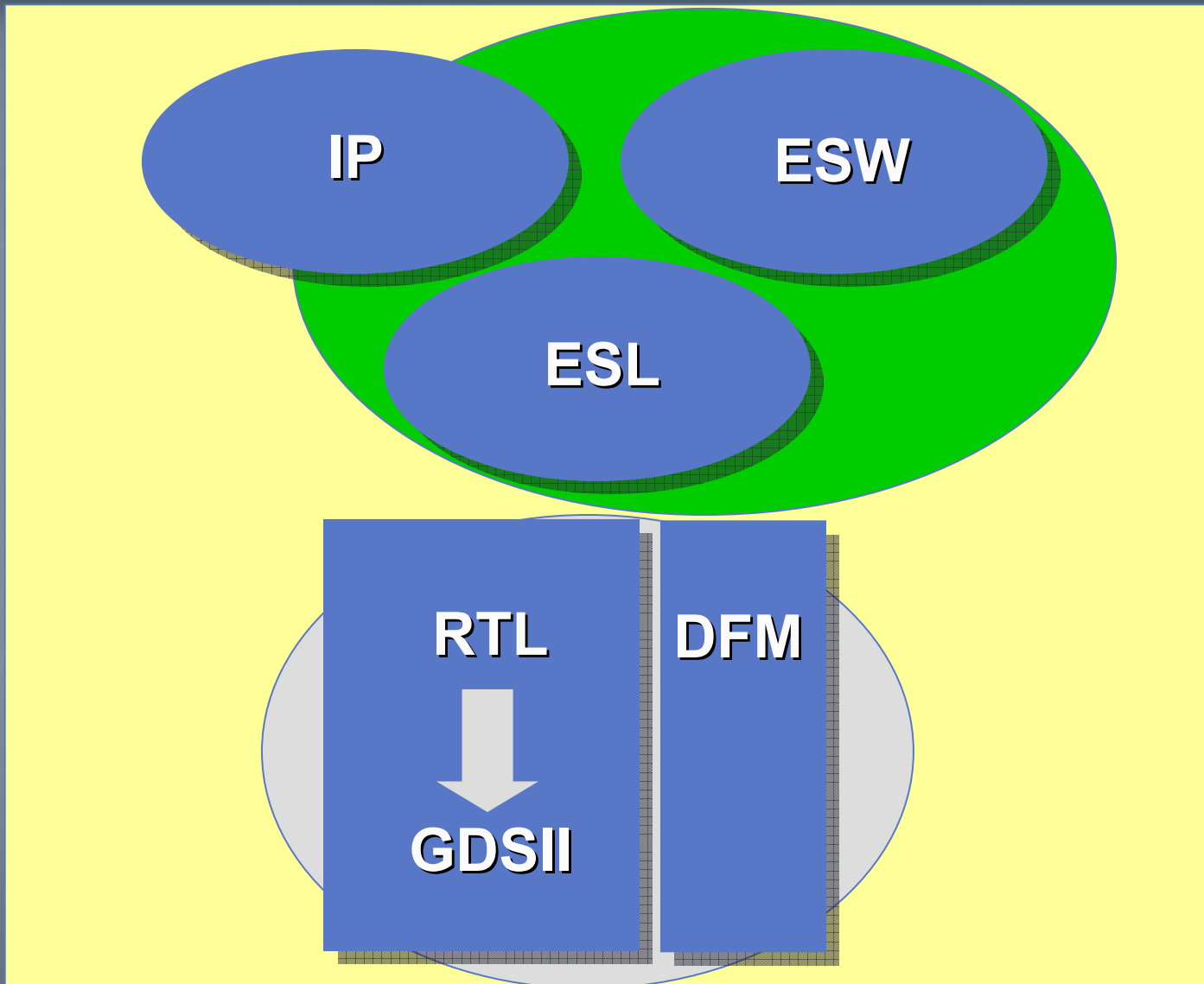
- **CoWare Prediction**

- **2007 and 2008 are the inflection point years**

Dangerous Industry Trends



Industry Transformation



CoWare[®]
The ESL Design Leader



Software



Systems on Chip



Devices