

## **The View from the Back of the Room: The IP Summit**

You may have noticed that we will feature the IP Summit at DesignCon 2009. So what is this IP Summit and why is it part of DesignCon? The “what” I can answer directly: a “conference within the conference” addressing the role of semiconductor IP in electronic design, fully integrated with the DesignCon program, including featured speakers, panels, tutorials, technical papers and exhibits.

As for why, I’ll explain it the way I did to Chiphead. I felt it was something I had to run by him first. As always when the topic turns to DesignCon, Chiphead was quietly attentive.

I started with my favorite analogy for describing semiconductor IP. Think about two ways of building a house. In the first way, basic materials are delivered to the building site and construction takes place essentially from scratch. As an alternative, consider ordering completed rooms, which are constructed elsewhere and assembled like building blocks on site. This building block approach may limit the level of customization, but it can result in a completed home in less time and at a lower cost.

I sensed Chiphead immediately completing the analogy. The pre-constructed rooms of the house are like pre-designed IP blocks in a complex SoC. Just like my example in housing construction, using semiconductor IP can yield savings in time and cost. In both cases, however, realizing these savings depends on the availability of well-designed blocks that can be easily integrated and re-used in a variety of products.

The nod and knowing look on Chiphead’s face led me to believe he understood why this topic fits so well with DesignCon. In many ways, integrating semiconductor IP is just another level of interconnection to analyze. As I described the track on IP re-use and integration, the Business Forum panel on EDA tools and IP, and the technical panel on selecting IP, I could see his enthusiasm. My mention of Mark Gogolewski, Denali Software CTO, as the IP Summit chair and the Monday keynote speaker sealed the deal.

I started my presentation of the IP Summit to Chiphead hoping for his approval. I couldn’t be happier with his enthusiastic embrace of the concept. Chiphead feels as I do that we are filling a genuine industry need by presenting a rich program in this area at DesignCon 2009. So if semiconductor IP figures in your designs, this IP Summit is for you.