



Market Challenges: Making Xilinx your Technology & Solution Partner

Sandeep Vij

Vice President

Worldwide Marketing, Services & Support



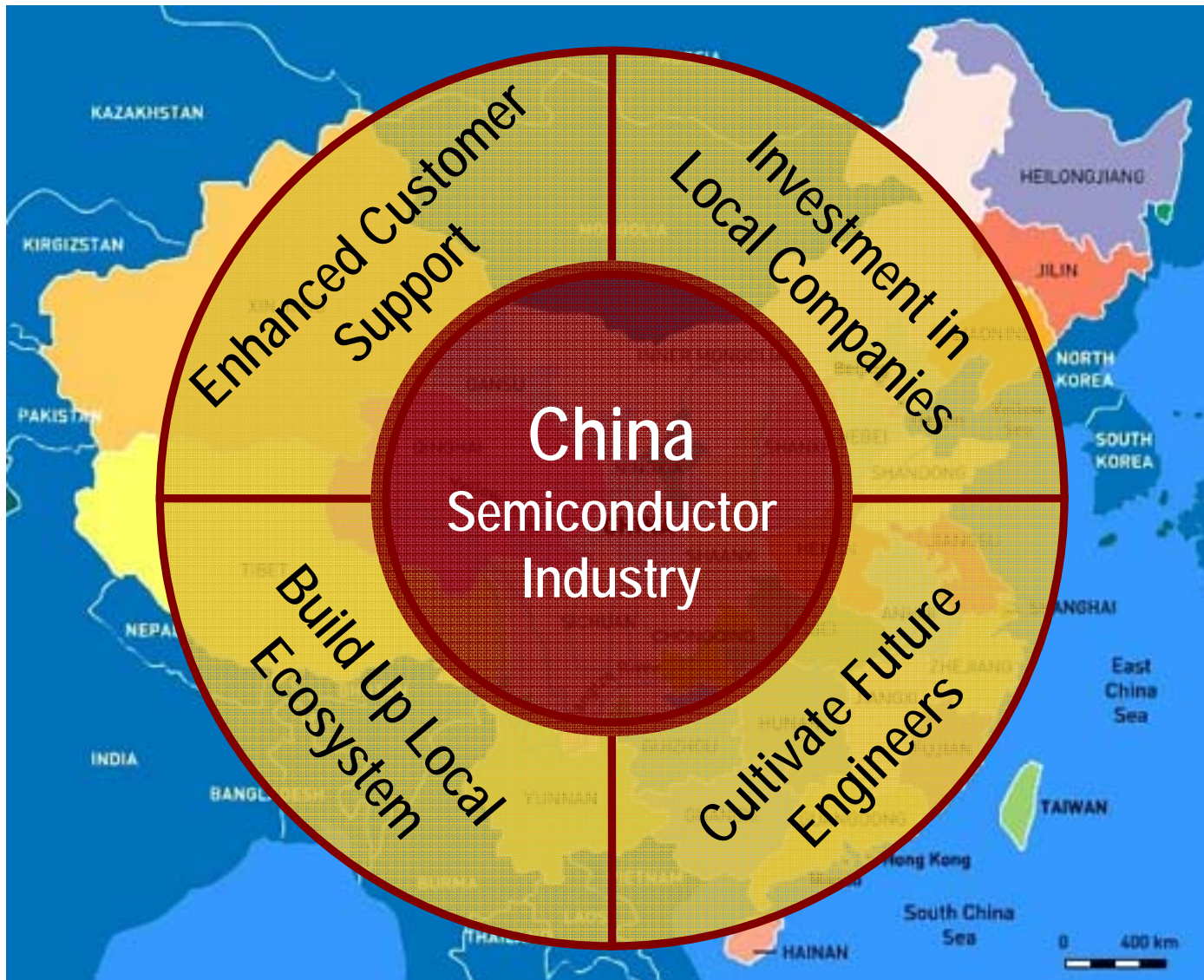
Agenda

- Xilinx in China
- Digital Convergence: Vertical Markets Landscape
- Xilinx Solutions Focus for Digital Convergence
- What Does the Future Hold?

Xilinx Worldwide Presence



Xilinx Promotes China Electronics Design Innovation



Achievement on China Strategies

- Increase & Enhance Customer Support
 - Announcement of ExcelPoint as 3rd China Distributor
 - Alignment nominated as Xilinx Sales Representative in China
- Cooperation with government institutions
 - The support to “千百十” project
 - Established 张江 and 无锡 training centers
 - Continue support to TD-SCDMA, AVS, CMMB, DTV-TH development



Achievement on China Strategies

- Accelerated Xilinx University Program (XUP)
 - Organized DSP elementary training courses at four China Universities, including 清华、上海交大、武汉华中、南京航空航天大学
 - Extension course focusing on both the theory and practical application of DSP
 - Held “OpenHard” innovation design contest together with Chinese Institute of Electronics
 - Attracted participation from 286 teams formed by 3257 students
 - Submitted 177 designs covering industrial control, multimedia, communication and consumer electronics areas
 - Established over 50 joint labs
 - Xilinx has trained more professors in year 2007 than the total number from year 2000 to 2006!

OpenHard

Xilinx Students' Club



Xilinx has won many China prestigious awards

- Virtex™-5 won “Best Product of the Year” from EE Times China 2007 ACE award
 - Also won the “Best Brand Award”
- On March 7th, 2007, Xilinx has been nominated by China Electronics News and CCID Consulting “Top 10 Best Semiconductor Brand of Year 2006”
- Spartan-3A DSP has been awarded “The Most Popular Embedded System/Product” by Electronics Products World
- 65nm Virtex-5 LXT has won the Year 2007 Innovation Award from EDN China



Xilinx Asia Pacific Technology Fund in China

- Xilinx has worked closely with academic institution and local business partners to make strategic investment in Asia Pacific, proliferating the wide adoption of FPGA technology, focusing on research and development of innovative applications, solutions and design services
- Areas of focus in China include
 - Surveillance (H.264 CODEC, source code analysis, image processing, etc.) or application which requires high performance video and image processing technology (in medical, industrial control, automotive industry, etc)
 - Wired/Wireless infrastructure (Digital Front End, Base band processing, network controller/processor)
 - FPGA training
- Current status
 - Xilinx is working with 2-3 local institutions researching & evaluating opportunities

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What Is Digital Convergence?

A Consumer "Cool Gizmo" View



Data .. Voice .. Video
in your palm!

Courtesy: Apple

What Is Digital Convergence?

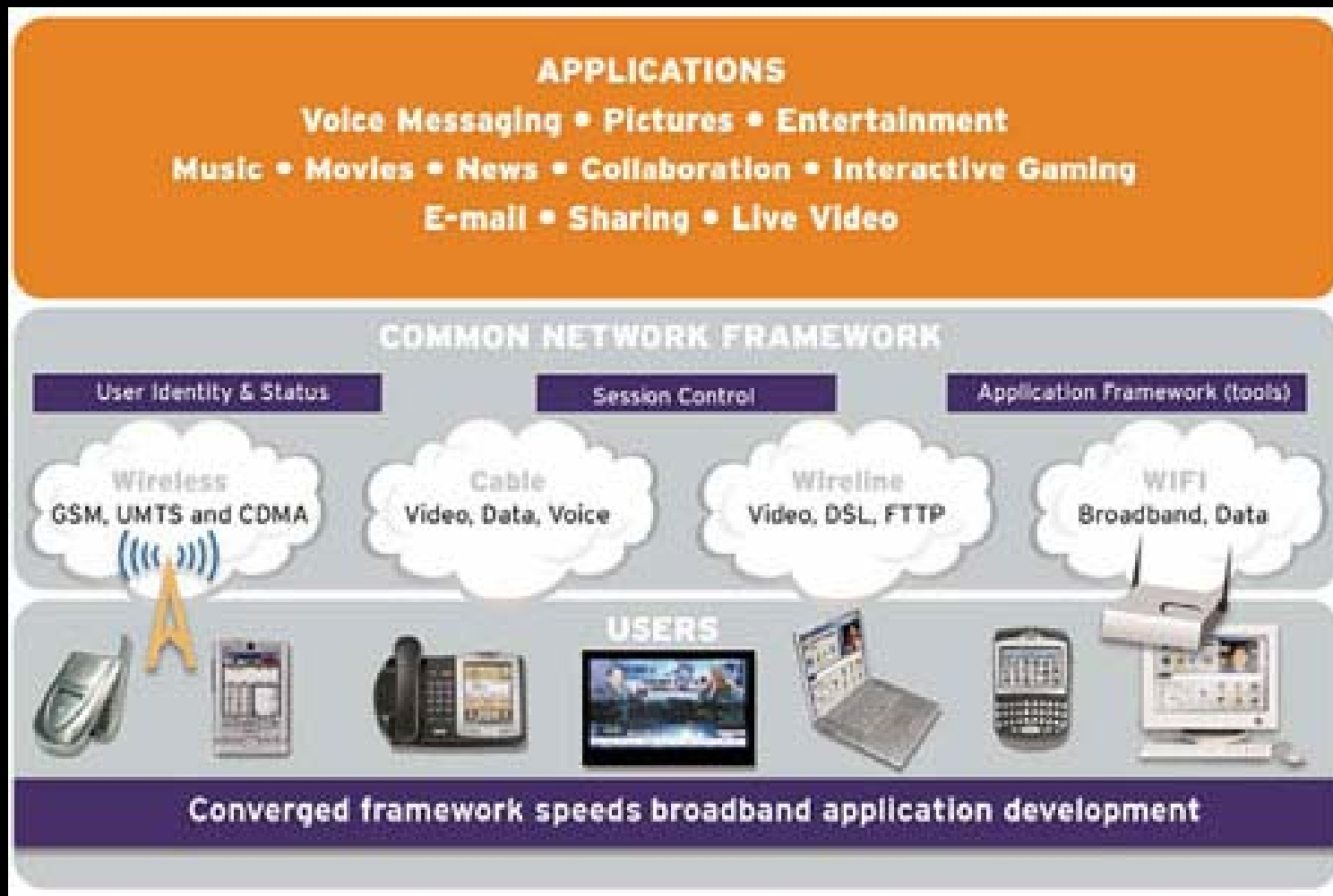
An Applications View



Courtesy: Wikimedia

What Is Digital Convergence?

An Infrastructure View



Courtesy: BigBandNetworks

Digital Convergence

Opportunity and Challenge

- The biggest technology/business disruptor of our times
- “Immediate” access to information from anywhere at anytime
- New, and innovative products continuously introduced at a record pace
- Breaking down global barriers, breaking existing economies, building new economies
- Security and business concerns
- Seamless interoperability a key criterion

China will play a monumental role in driving digital convergence

Digital Convergence: Technology and Business Disruptions



Edge of the network

Consumer drives demand!

- Digital-ization
- Information everywhere – “instantly” my way
- Social networking

Core of the network

Next Generation Networks

- Digital-ization
- Quad-play
- Security

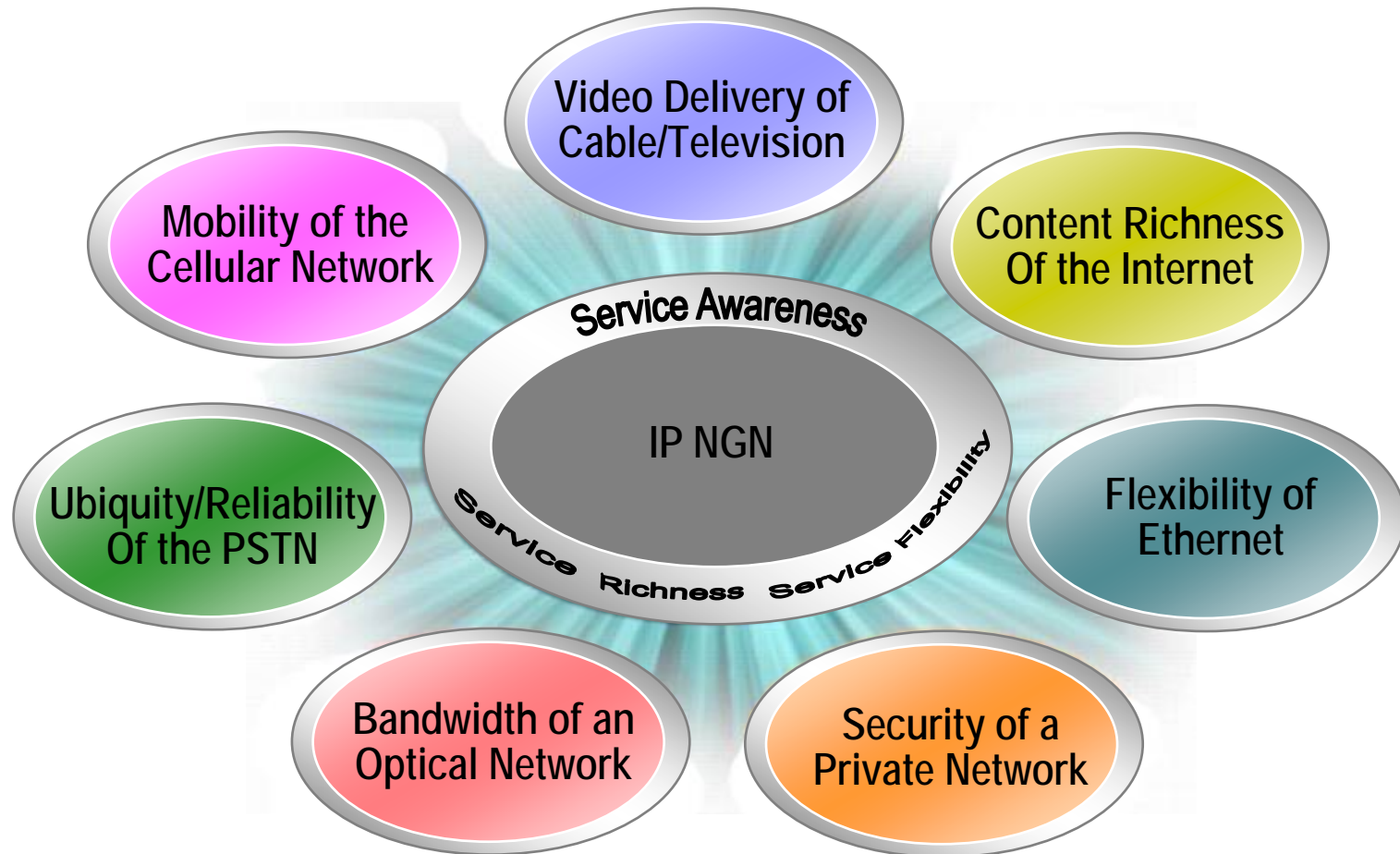
At The Edge of The Network

Consumer Revolution



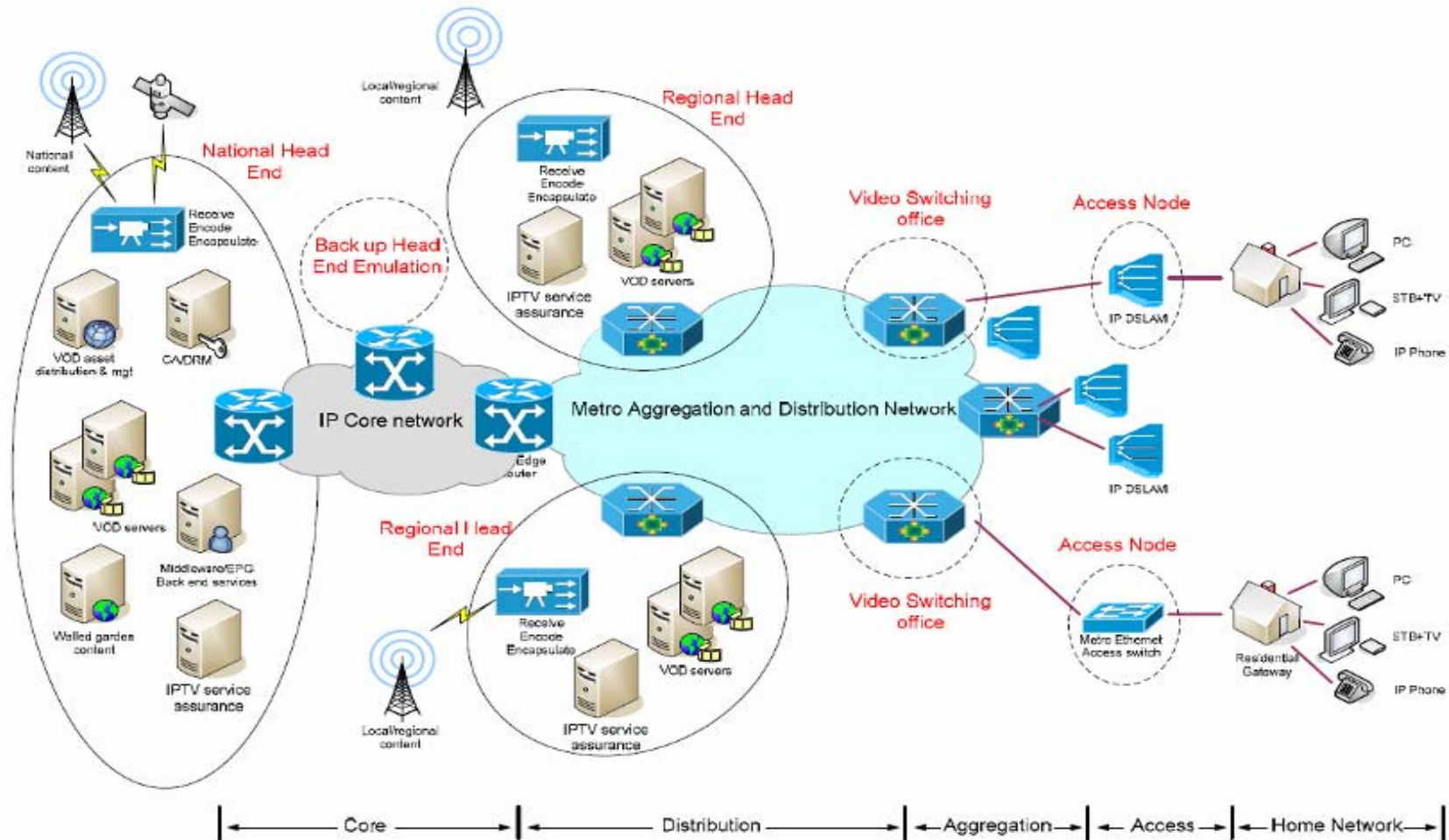
At The Core of The Network

Next Generation Networks



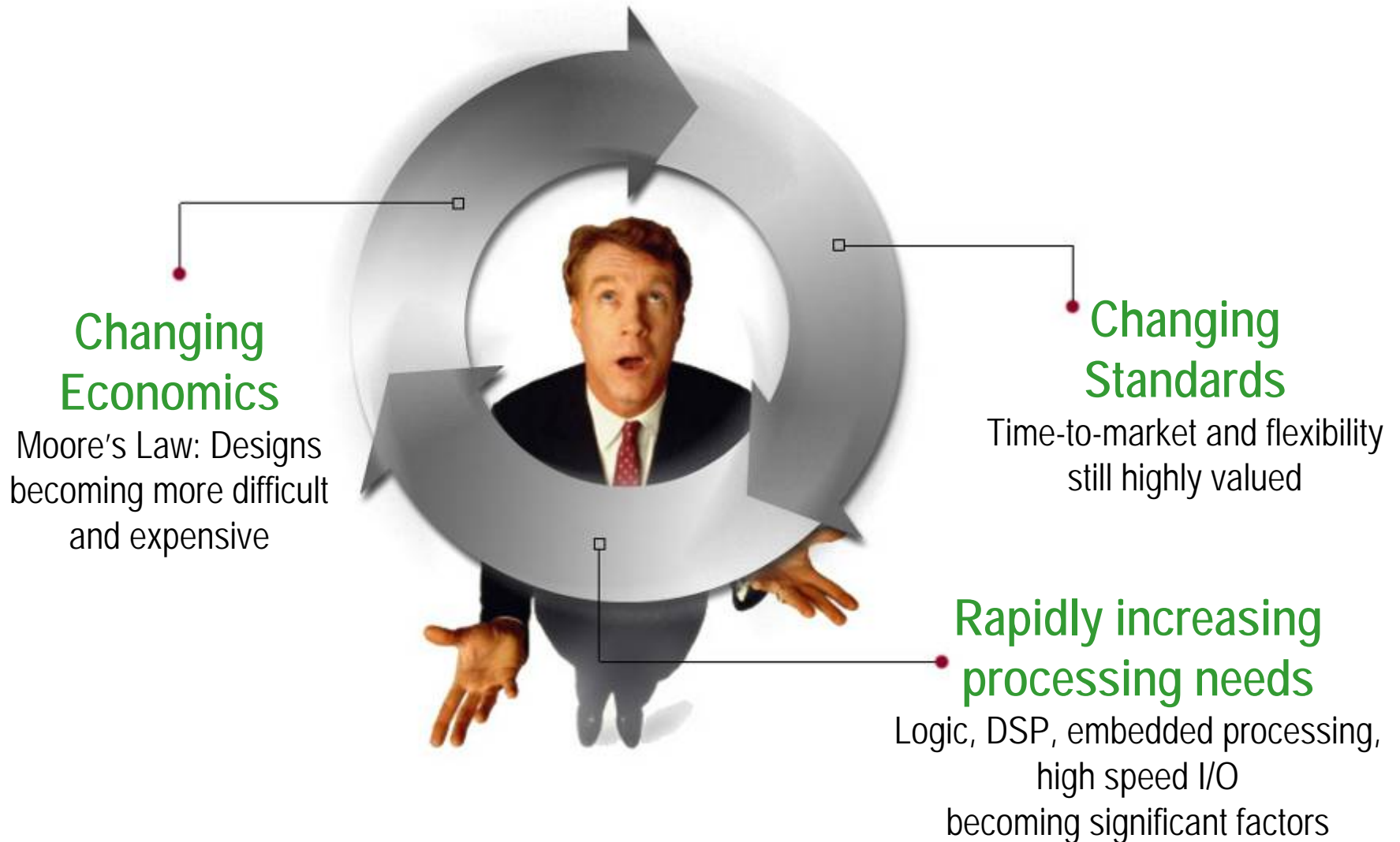
Courtesy: Cisco

IPTV: Poster Child Growth Driver



Managing Digital Convergence

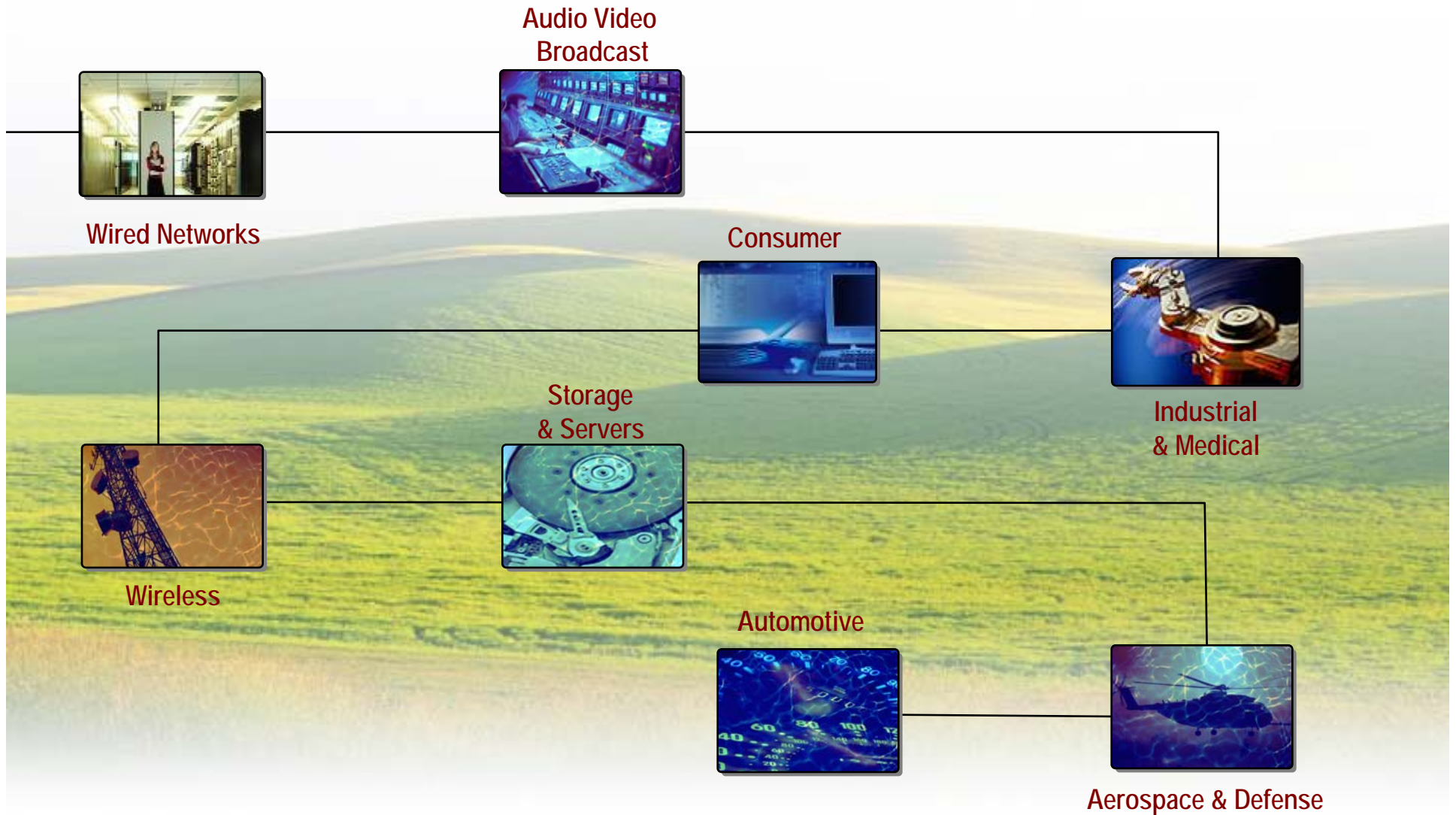
A Technologist's Challenge



Agenda

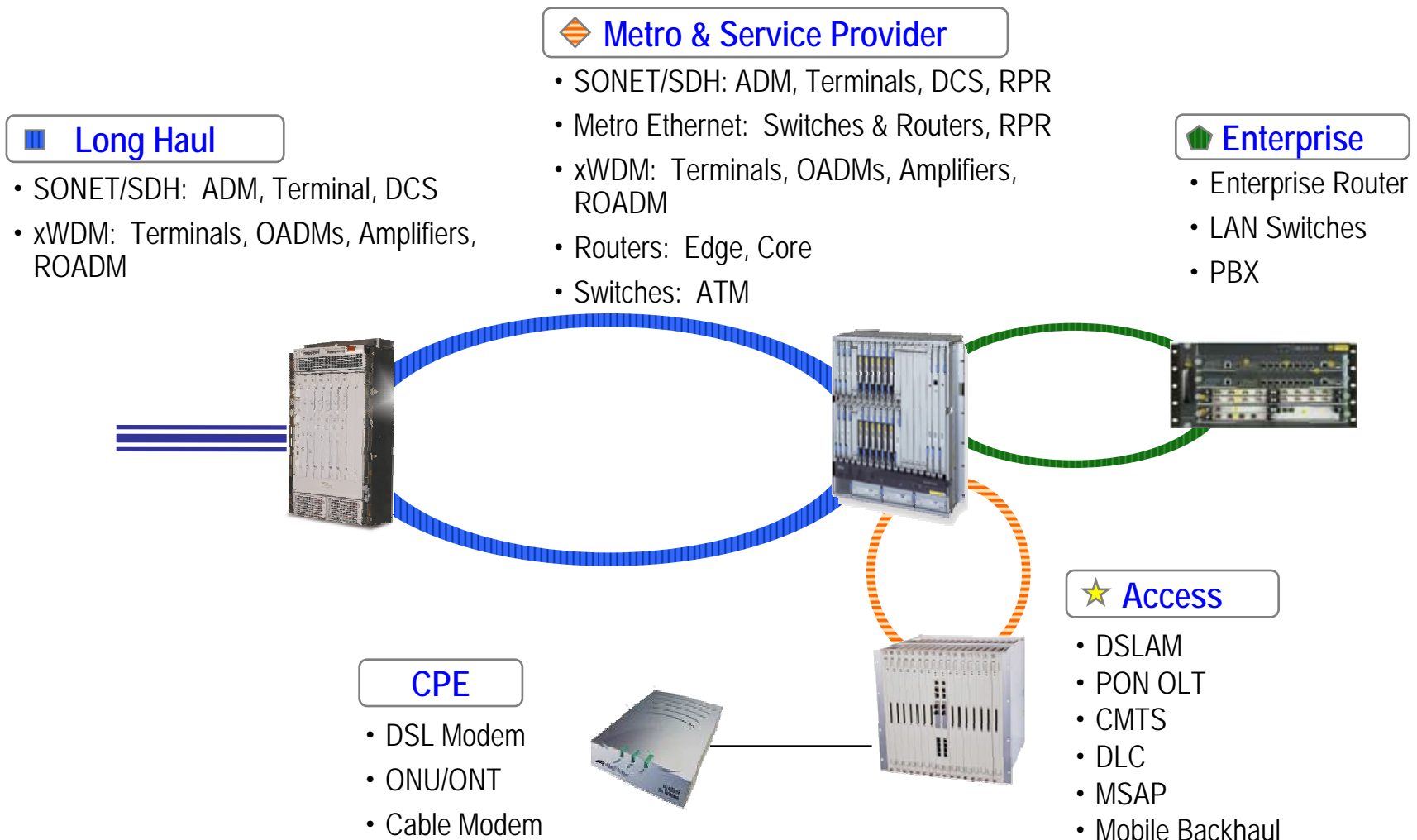
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Xilinx Vertical Markets Focus



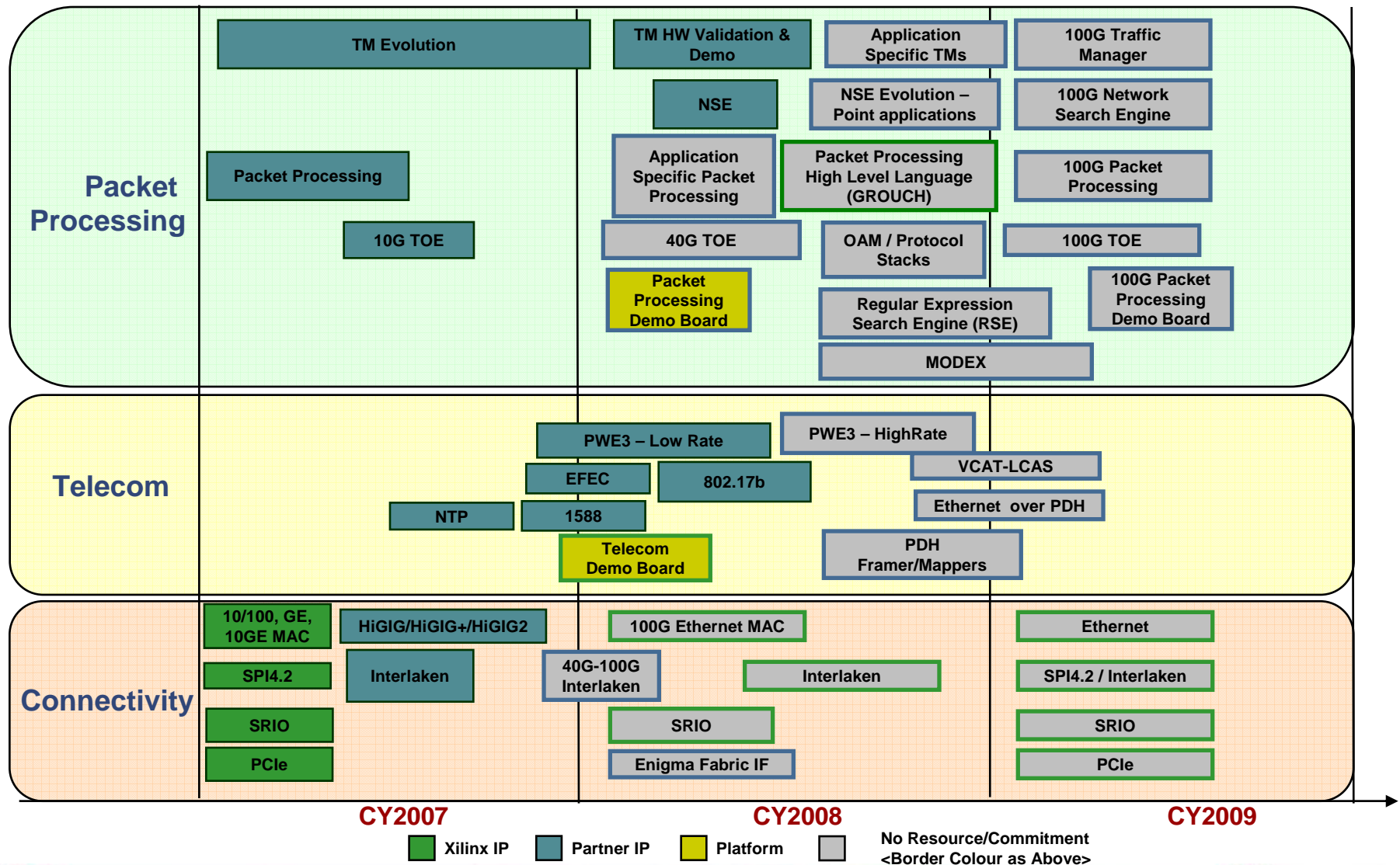
Market Knowledge Guiding Solutions

Example: Wired Comms Key Applications and Market Boundaries

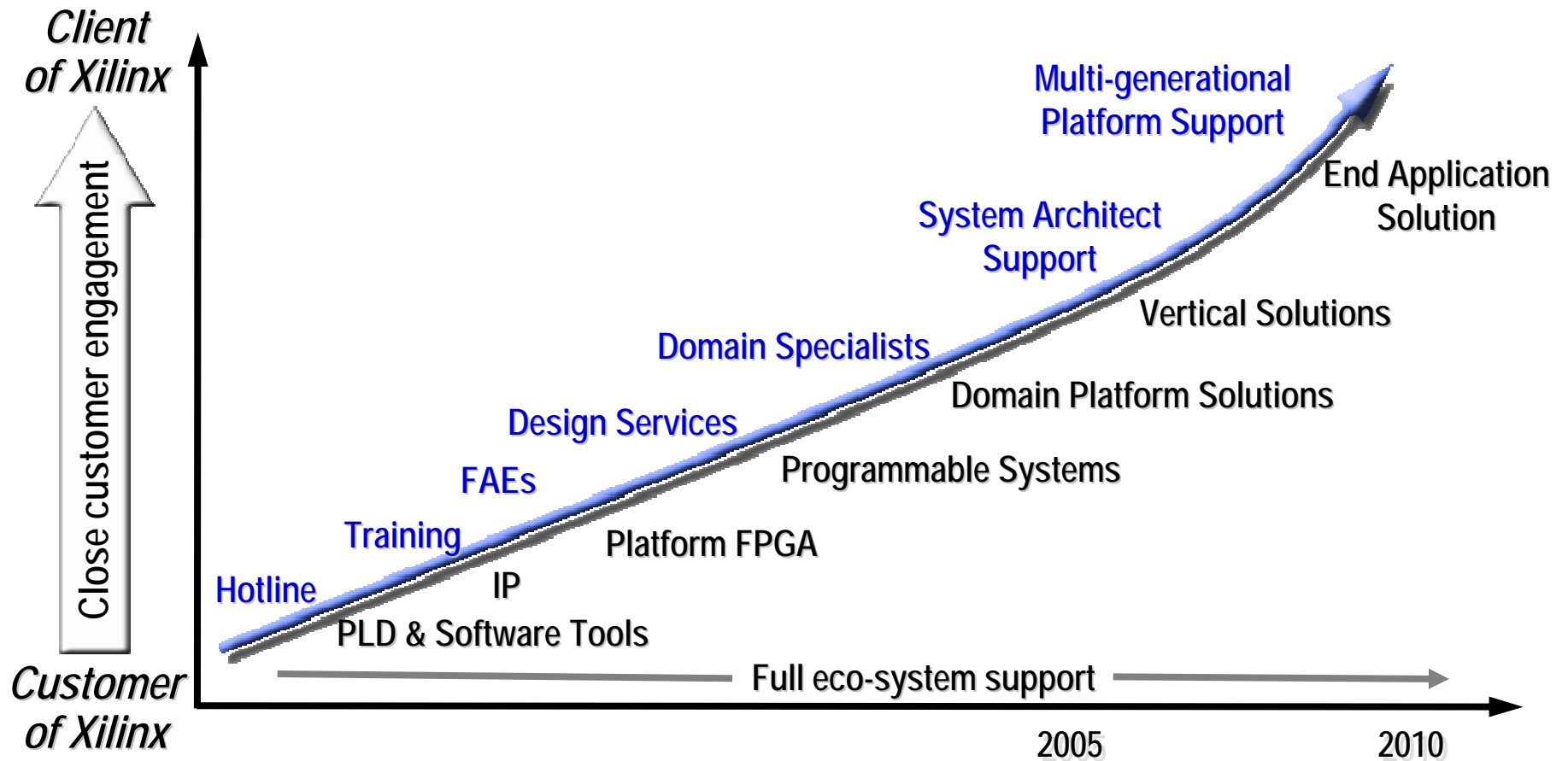


Market Focused Solutions Roadmaps

Example: Wired Comms solutions development plan through 2009



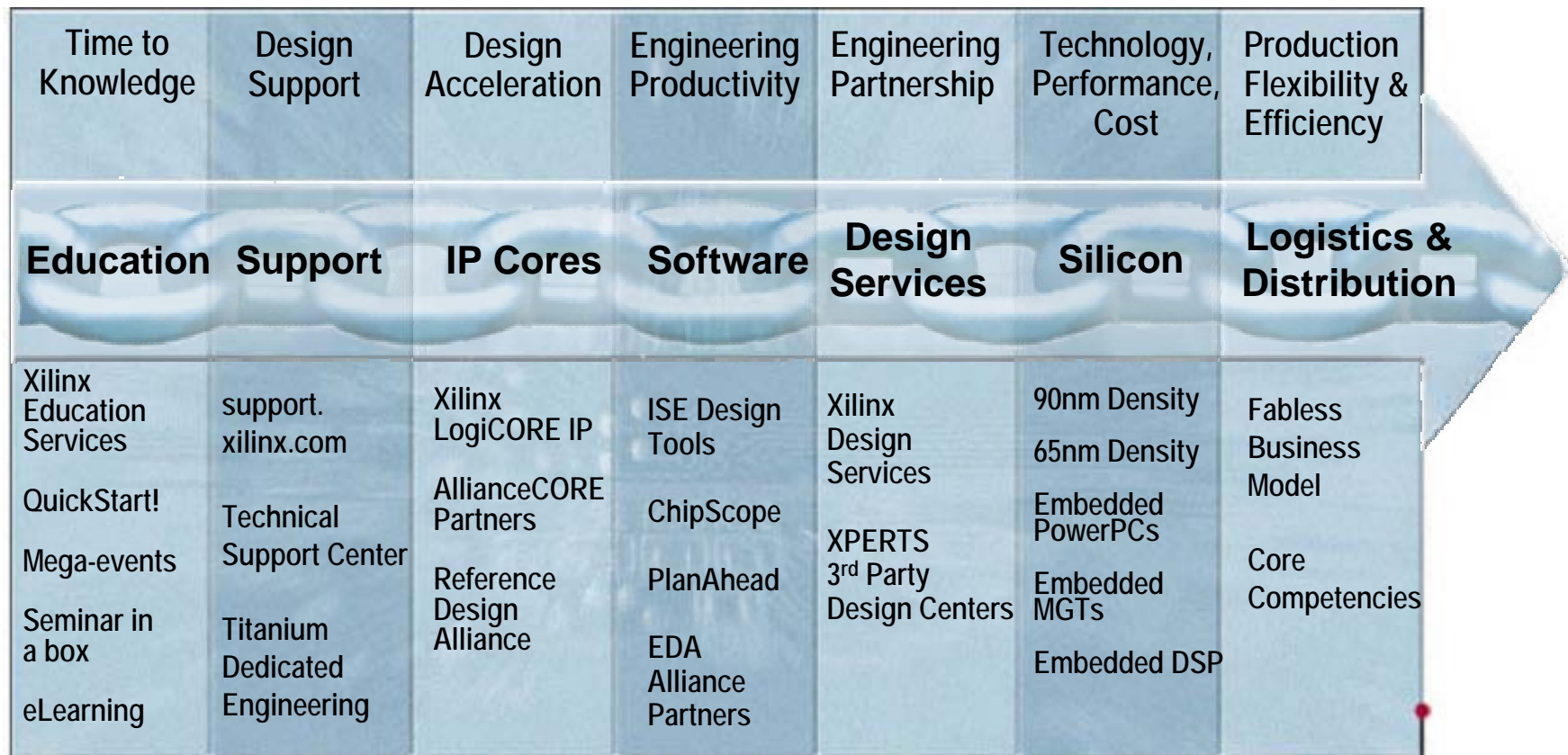
Comprehensive Support and Services



"In business today, only innovation guarantees success. Xilinx clients succeed by partnering with us to fully leverage the capabilities of Xilinx FPGAs." - Steve Haynes, Sr. VP of Sales and Services

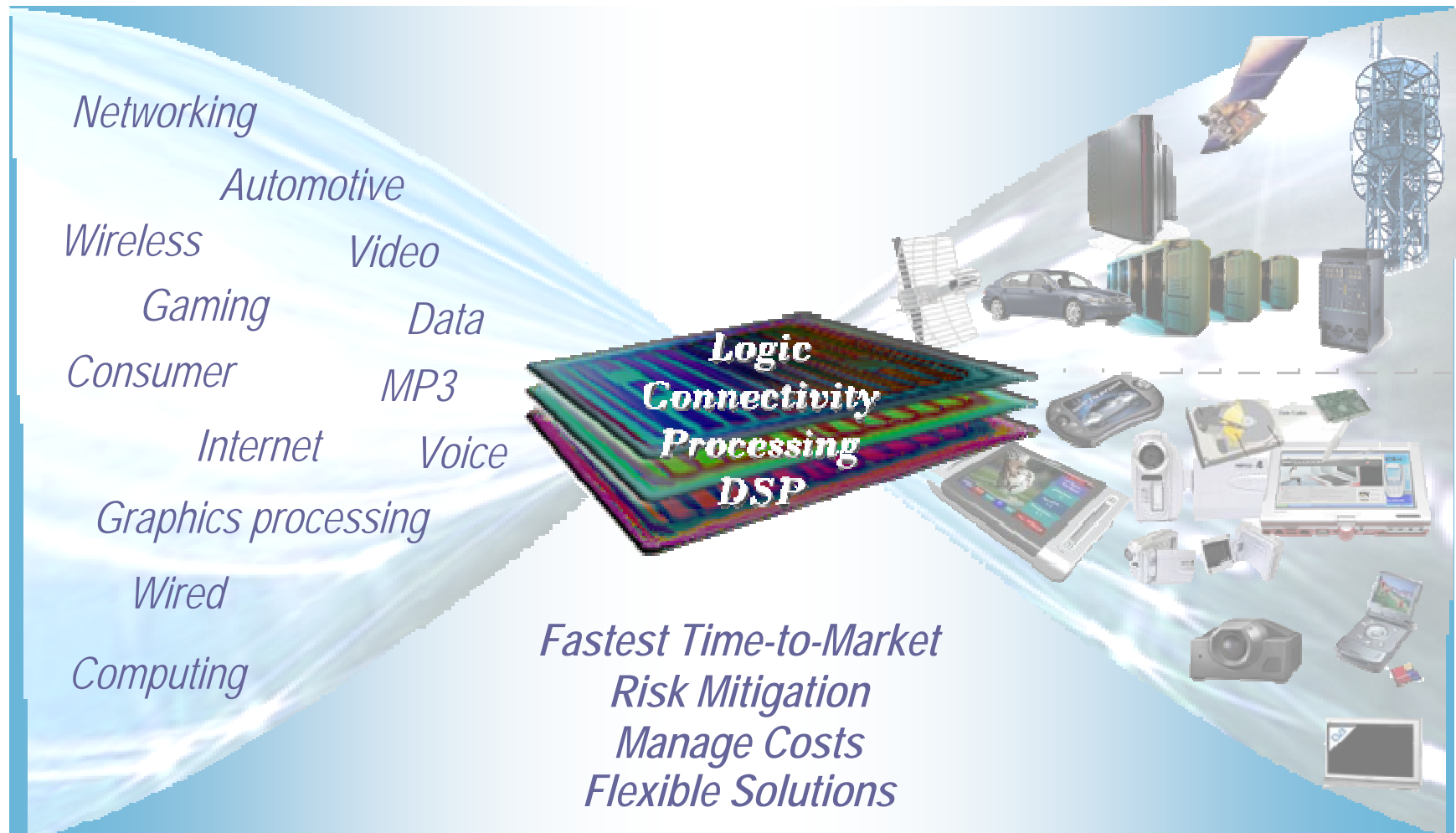
Xilinx – The Complete Solution

Improve Productivity and Reduce Development Costs



The “Customer Value Chain”

Simplifying the Era of Electronic Digital Convergence

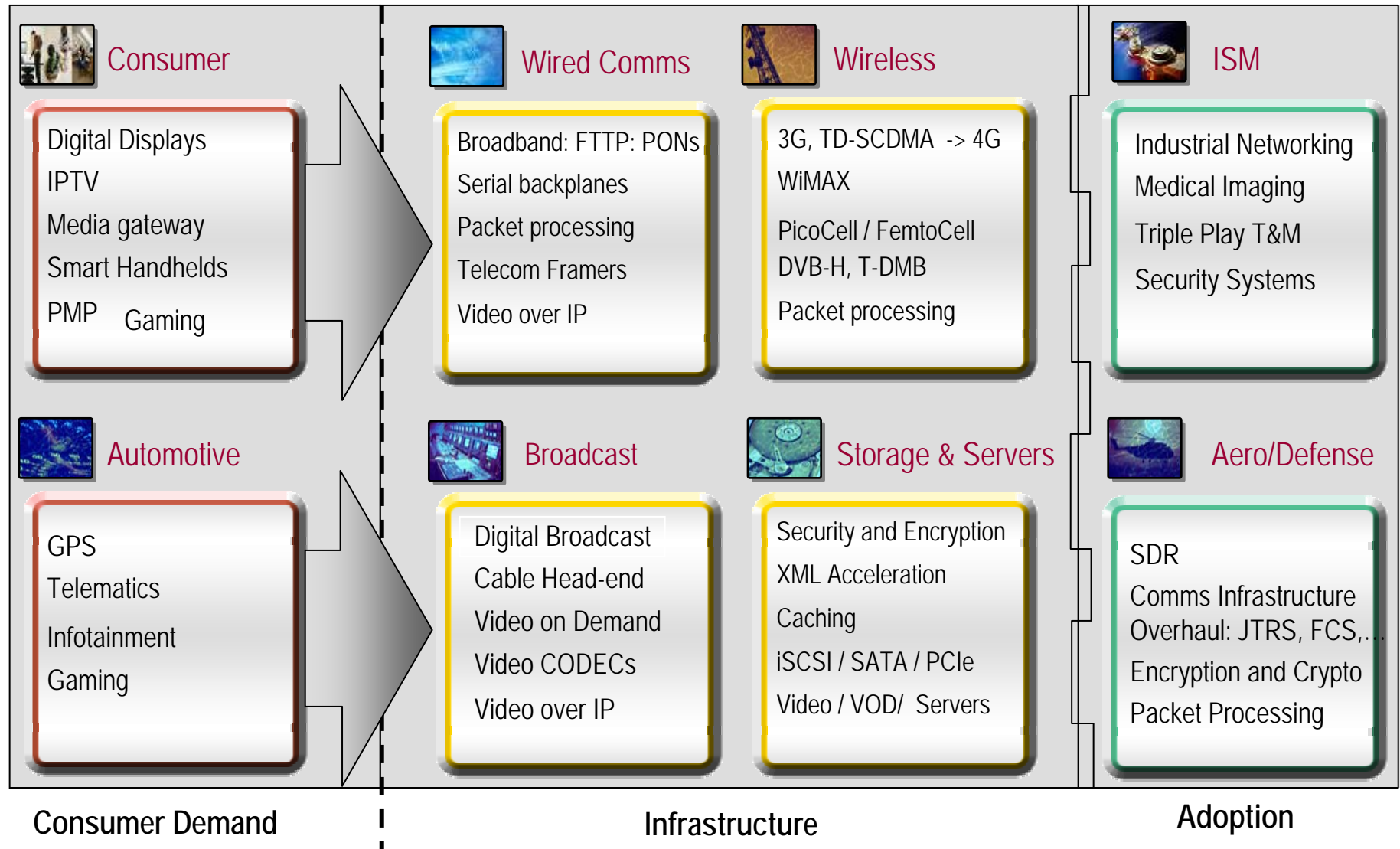


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Digital Convergence: The Opportunity

Voice, Data, Video over IP



What Does the Future Hold?

The World is a Mesh!

- “Infinite” bandwidth “everywhere”, “on my time”, and “my way”
- Traditional boundaries blur or vanish
 - Data: “Creation”, “Transport”, and “Storage”
- The connected world – all 8 Billion!
 - < \$50 (RMB. 400) PC – why was that ever a question?
- Human interface with technology goes mainstream
 - The end of language barriers
- Security and IP protection become significant problems
- Business models will be broken and created at record pace
- Digital convergence enables true globalization
 - Boundaries and barriers to growth dissolve

Digital Convergence is here: You must seize the day!

Digital Convergence.... The Future



Winning in Digital Convergence

谢谢!

Together = YOU AND  XILINX®