

Invited Speech:

IoT, Opportunity? Challenge?



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About the Speaker

Dr. Robert Li joined Synopsys 1999 as a technical consultant in professional service group. He is currently leading a global team to support the major foundry and its eco-system in advance process development, technology partnership, and mutual customer collaborations. Prior to this current role, he has spent 5 years in China as Country Manager and also served as member in the Semi/China Board of Advisor. He received his Ph.D. & MSEE degree from Univ. of Southern California, USA and BSEE from Chiao-tong Univ., Taiwan.

Abstract

IoT has become the “what next” market opportunity for the semi & ID design industry. Is it hype? Opportunity? What will be the challenges?

In this talk, we will go through the following topics:

- Technology Push vs. Market Pull
 - Nanometer Silicon vs. Giga-scale Applications
- IoT (Internet of “very different” Things), Opp.?
- Challenges? Better? Cheaper? Sooner?
- Summary

From the technology push and market pull, we will introduce the “concept” of “Better, Cheaper and Sooner” as key factors of product “differentiations”.

Then, we will introduce the IoT market breakdown: Highend IoT (e.g., Smart Watch), Lowend IoT (e.g., Wearable fitness band), Smart sensors.

We will first summarize the IoT Edge devices technical requirements, then, we will focus at the challenges related to IPs, design flows.

To catch the opportunity, company needs to be wisely to pick the focus at “Better, Cheaper or Sooner” to overcome the challenge.