We Want It All, and We Want It Now!

Low power, high performance, cost, integration, quality — consumer electronics customers demand all of these, with an increasing sense of urgency and diminishing product cycle times. Properly balancing these factors is the key for success in today's consumer electronics semiconductor industry. SOC designers are faced with challenges of not only delivering complex and highly integrated mixed signal semiconductors, but an equally sophisticated firmware platform. This talk will discuss potential solutions in design, methodology and management for this set of seemingly conflicting requirements.

Richard Miller is the chief technology officer at PortalPlayer Inc., a leader in mobile personal media platforms. Prior to joining PortalPlayer, Richard served in various architecture and strategic consulting roles at NVIDIA, Apple and Redpoint Ventures. From 1995 until 2001 he was CEO of VM Labs, a fabless semiconductor company in the field of interactive video, and from 1989 until 2004 he served as vice president, Technology at Atari Corporation in Sunnyvale, CA. Richard graduated from Queen Mary College at the University of London with a BSc in theoretical physics.