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A useful way to view SoC platforms

edaForum05 Presentation

Business Session I

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MatrixOne A Useful Way to View SoC "Platforms"

Abstract

The semiconductor industry has generally embraced the notion of SoC design as requiring a platform . Typically this refers to architecting the chips around the reusable hardware and software components. However, to more fully describe the notion of the platform of the design one must expand the definition to include the tools, libraries, scripts, and design space exploration that must be present in any significant design or re-use there of.

Additionally one needs to consider the way in which all of the design components have come about, and put in place the processes which solicit, encourage, and reward feedback of these methodologies. One needs to consider how to plan design projects based on the best that these methodologies have taught us in the past, and track their execution to plan. To continue to be successful, they need to leverage a cataloging, distribution and support system that fosters the usage and lifecycle of the design platform.

Huge design scalability challenges await us in the coming years. Radical shifts in thinking will alter the way designs are done. The notion of the platform as a vehicle for deploying those tools, methodologies, and techniques is here for a long time.

Biography



Mitch Mastellone Chief Technology Officer, Vice President of Strategy, Electronics Business Unit at MatrixOne

He currently serves as the Chief Technology Officer and VP of Strategy for MatrixOne s Electronics Business Unit. Prior to MatrixOne, Mitch co-founded Synchronicity Incorporated in order to address collaboration challenges associated with bringing IC designs to market. He served as Synchronicity s CTO and Vice President of R&D until its acquisition by MatrixOne. Before founding Synchronicity, Mitch provided the vision and technology for Viewlogic Systems design environment, filling roles in engineering, sales, and marketing over a six-year period. During this period he worked to deploy data management systems within large design teams at Ford, Chrysler, and IBM. Prior to this, he was the architect of various engineering design automation systems at Harris Semiconductor. Mitch holds a BS in Computer Science and Business from Rutgers University.

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