

The Partnership Model...



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Programmable logic technology is advancing at a phenomenal rate; our industry is booming, business has never been better, and Xilinx is growing faster than we ever imagined. Our devices are bigger, faster, easier to use, and less expensive than ever before, and there are many new development tools, support products, and services being offered by a growing number of companies. In addition, as we add new features, increase performance, and lower prices, many new types of applications are opening for our products-and that fuels even more growth and more innovation.

The phenomenal growth of programmable logic technologies is the result of teamwork; we didn't do it alone. As you can read in the article on page 4 from our CEO, Wim Roelandts, Xilinx is based on a partnership model that includes our technology partners, our stock holders, and you, our customers. Clearly, our sustained success is very dependent on the success of those who work with us. That's one reason why we work closely with our technology partners and support their development of new products and services. It's also why we work closely with you, to make sure we are creating the right products for your current and future needs. It's also why we publish this journal.

Communication is Key

Communication is necessary to sustain a healthy partnership, and effective communication requires a two-way process. This journal intends to bring you the latest information about programmable logic technologies and how to use them. It also brings you the insights of industry insiders about the trends and developments that will affect you in the future, so you can make informed decisions today. We are always striving to include articles that make a positive difference for you, and present those articles in a format that is interesting and easy to read.

Your feedback is important because we want to continue bringing you the types of articles that matter most to you. After all, this is your journal; it exists only for your benefit. So, let me know what you think about our new Xcell Journal; your suggestions for improvement are always welcome.

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Thanks for your continued support of this journal. I hope you like the new design.

Carlis Collins
 Editor