

Xilinx eSP Initiative Will Accelerate Time-to-Market for Consumer Products

Xilinx debuts a Web portal for emerging standards and protocols for consumer products and services.

by Amy Hills

Manager, Outbound Marketing, Xilinx
amy.hills@xilinx.com

As the pace of market change continues to accelerate, design cycles continue to shrink. If you are a designer of high tech consumer products, you are probably finding yourself compelled to develop products based upon emerging standards and protocols. By their very nature, emerging standards and protocols are moving targets. Until now, you've had few resources you could rely on to assist you in accelerating your just-in-time-to-market products while they are still compliant with the latest standards and protocols.

Now, however, Xilinx presents the eSP (emerging Standards and Protocols) Initiative™ — a powerful array of comprehensive tools and solutions for consumer product manufacturers and vendors. The centerpiece of this initiative is the eSP website — www.xilinx.com/esp/. The eSP site serves as a total portal for tracking, learning, and acquiring the resources necessary to succeed in today's fast-evolving market.

“The eSP Initiative underscores our commitment to provide solutions that deliver time-to-market advantage, while reducing risk,” said Wim Roelandts, Xilinx president and CEO. “Traditional FPGA customers will benefit from the eSP Initiative, but we also expect a broader community, specifically ASIC designers and system architects, to benefit as well.”

The initial focus of the eSP site will be on home networking, a market in which designers face significant challenges as they work with complex and conflicting standards. (For an in-depth analysis of the home networking market, see “FPGA-Enabled Home Networking Bridges Isolated Islands of Technology” in this issue of *Xcell Journal*.) The first home networking technology to get the Xilinx eSP treatment will be the standards and protocols of Bluetooth™, a popular wireless home networking system for cellular phones, PDAs, and notebook PCs.

Simplifying Complex and Conflicting Standards

In order to design products based upon emerging standards and protocols, you must make a significant investment in both time and resources to review and understand complex specifications (exceeding 1,000 pages is not uncommon). To remain current on these changes, designers are often required to attend conferences, seminars, and meetings, frequently necessitating extensive travel and downtime.

Without this investment in time and resources, however, a company runs the risk of building noncompliant products. “In the consumer market, it's quite clear that being first to market isn't a luxury, it's a necessity. Yet, while getting a product to market rapidly is important, if it's not compliant with the latest standard, it could very well be obsolete

at introduction,” said Robert Bielby, director of strategic applications at Xilinx.

Through the eSP website, you have access to a wide range of solutions, all of which can assist you to accelerate your time-to-market. For the first time, you have a single location where you can find everything that you need. The site includes the following major components:

- Reference designs
- Ask the Experts discussion forum
- Tutorials
- White papers
- Application notes
- Updates and changes to standards and protocols
- Block diagrams
- Directory of consultants
- Intellectual property cores
- Industry links
- Glossary
- Applicable Xilinx solutions.

As the flagship component of the eSP Initiative, the eSP website is a comprehensive, one-stop resource. To learn more about what the eSP website can do for you, see the article “eSP Solutions at Your Fingertips” on page 8 of this issue.