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# Today's Announcement

**“New Xilinx CoolRunner CPLDs reach new levels of low power and higher performance”**

*XCR3000XL CPLD family uses <100 uA of standby current at 5 ns*



# High Growth Portable Markets

## Cellular Phones



- 69% Subscriber Growth
  - 325M in '99
  - 500M in '02
  - upgrades

## Portable PCs



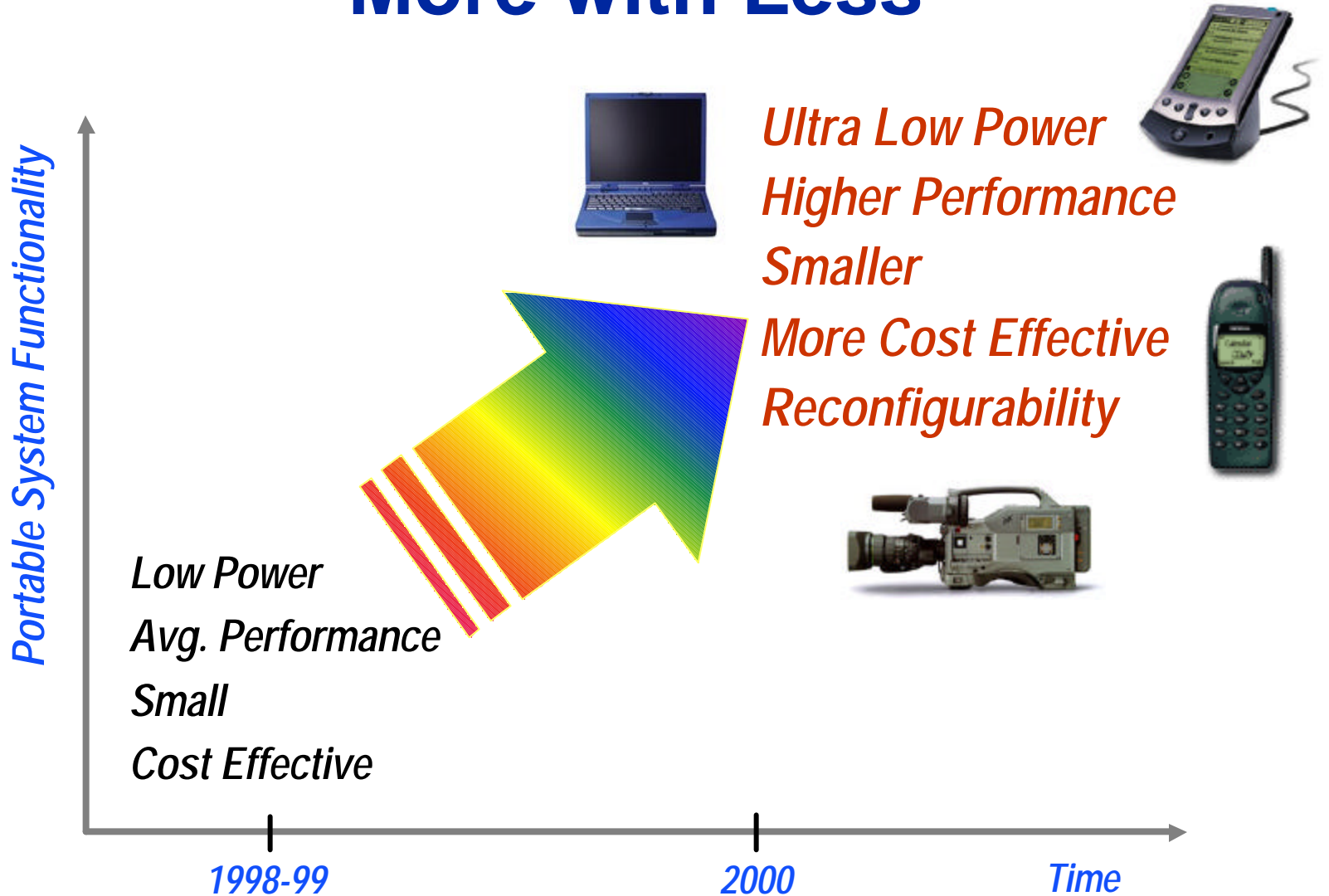
- CAGR = 14% ('99 to '02)
  - growth from 20Mu to 26Mu

## PDA's



- CAGR = 32% ('99 to '02)
  - growing to 14M units/yr in '02

# Portable Applications Demanding “More with Less”





# Perfect CPLD for Portable Applications

- ◆ Fast Zero Power technology provides ultra low power AND high performance
- ◆ Enables user-programmable logic for high performance system design
- ◆ ISP enables Reconfigurability
  - in-system or via internet/satellite
  - faster time-to-market
  - longer time-in-market
- ◆ Small 0.8mm & 0.5mm chip scale packaging
- ◆ Lower cost
  - 0.35u advanced technology

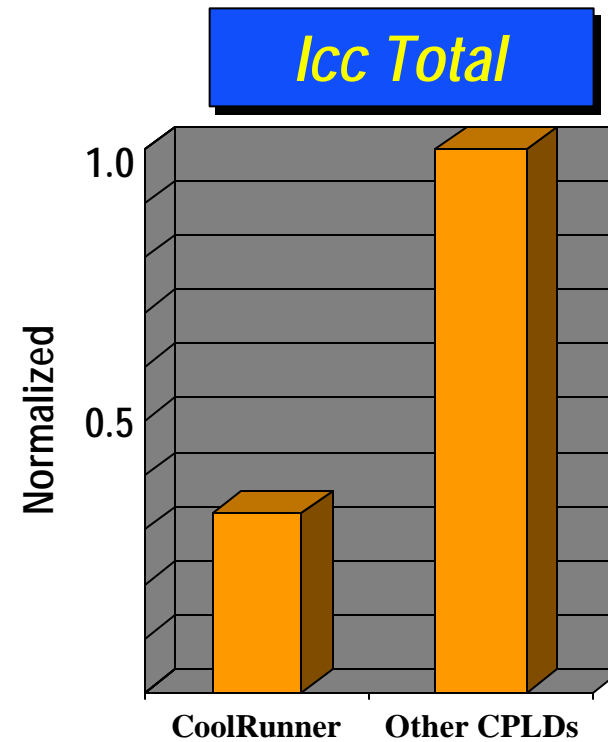
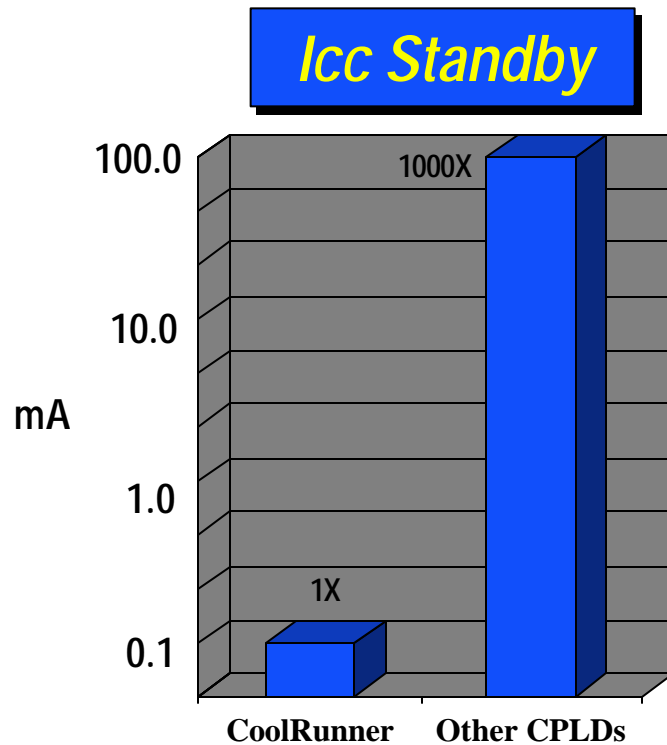


Key Trend



# Shatters Constraints of Existing CPLDs

- ◆ **Lowest Power CPLD in the world!**
  - 1000x lower standby power; 2/3 lower total power



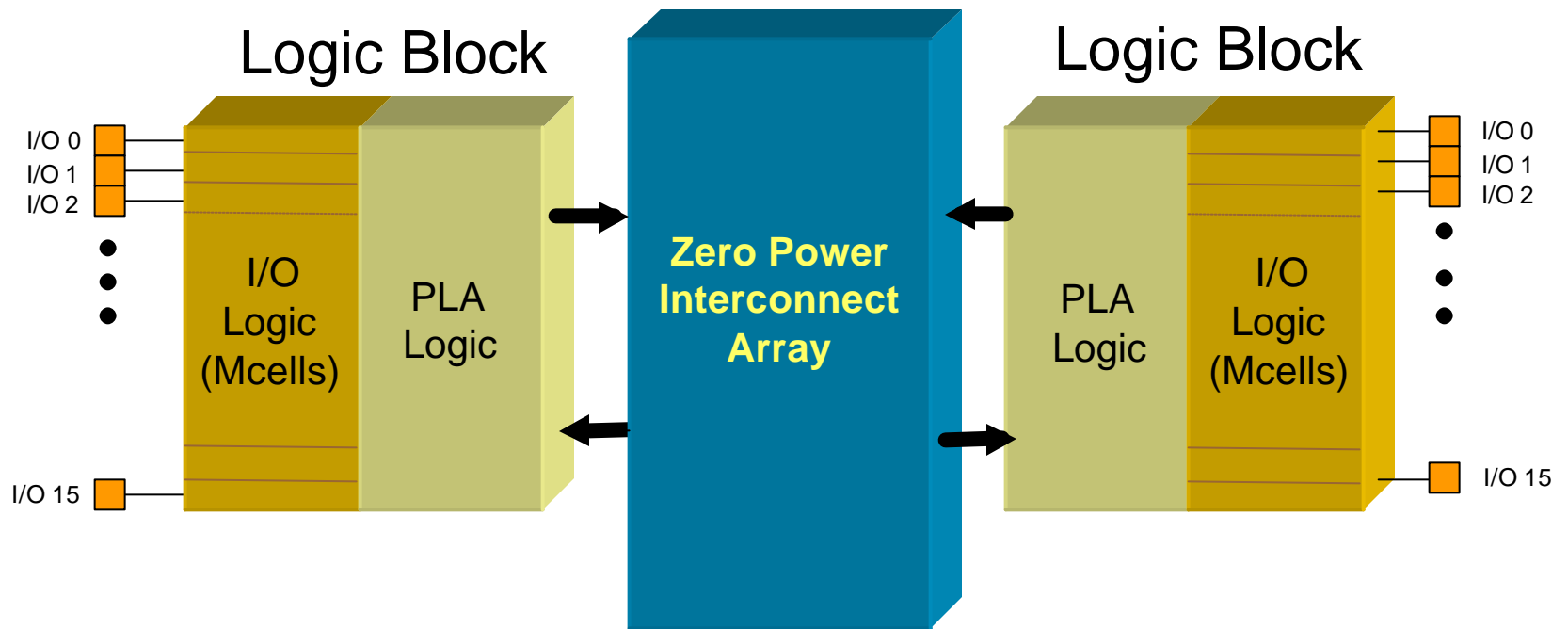
\* average versus comparable densities

# CoolRunner XPLA3 Family

	XCR3032XL	XCR3064XL	XCR3128XL	XCR3256XL	XCR3384XL
<b>Macrocells</b>	32	64	128	256	384
<b>Usable Gates</b>	750	1,500	3,000	6,000	9,000
<b>t<sub>PD</sub> (ns)</b>	5	6	6	7.5	7.5
<b>f<sub>SYS</sub> (MHz)</b>	200	167	167	133	133
<b>Packages (Max. User I/Os)</b>	44VQ (32) 48CS (32)	44VQ (32) 48CS* (32) 56CP (44) 100VQ (64)	100VQ (80) 144CS (104) 144TQ (104)	144TQ (104) 208PQ (160) 280CS (160)	280CS(216)

\* planned package

# 3.3v ISP Architecture



- ◆ ZIA - virtual crosspoint switch
- ◆ 16 macrocells per logic block
- ◆ Full PLA for best connectivity
- ◆ 36 inputs to the logic block
- ◆ Fast input registers
- ◆ Extensive clocking capabilities
- ◆ 5v tolerant I/Os
- ◆ 1149.1 JTAG





# Customer Value

- ◆ **Longer lasting battery life**

- smaller battery packs



- ◆ **Lower costs**

- smaller power supplies; fans & cooling requirements

- ◆ **Fits into hand-held size applications**

- chip scale packaging provides optimum functionality in the smallest footprint



- ◆ **Enables products to become “field upgradable”**

- XPLA3 technology optimized to accommodate last minute design changes via ISP

# CoolRunner Design Win Examples

## ◆ Portable / Consumer

- PDAs
- Cell phones
- MP3 players
- Laptops
- Docking stations
- Battery powered scanners
- Camcorder viewfinders
- Digital cameras
- Portable dictation systems
- Gas meters
- Handheld meters
- Penguin counters



## ◆ Medical

- Portable syringe pump
- Home monitoring system
- Blood analyzer

## ◆ Telecom

- "Neighborhood" Multiplexors
- Bay Stations
- Routers
- Multiplexors
- PBXs
- DACS
- Central office switches
- Speech recognition systems



## ◆ PC Peripheral

- PCMCIA memory cards
- Portable computer displays
- White board scanners
- Memory cards



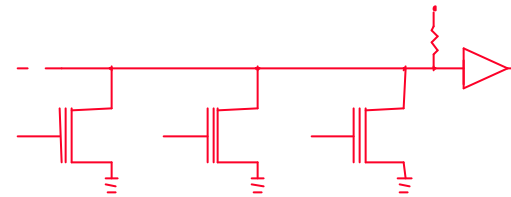
## ◆ High Performance

- Alpha workstations and servers
- Video graphics cards

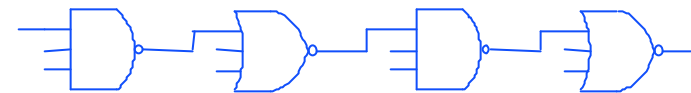
# Competitive CPLDs Can't Deliver

- ◆ All require significantly higher power
  - sense amp based architectures
- ◆ Reduction in sense amp power results in significant loss of performance
  - low power mode reduces  $f_{MAX}$  performance by 2/3
  - long latency times (sleep mode wake-up)

## Other CPLDs



Sense amplifier .25mA each @ Standby  
Higher  $I_{CC}$  at  $f_{max}$



Fast Zero Power  
CMOS Everywhere - Zero Static Power

# WebPowered Software Solutions

## ◆ FREE WebFITTER™

- supports all Xilinx CPLDs
- HDL (VHDL/Verilog/ABEL) & standard netlists (EDIF / XNF)
- automatic device selection
- fitting and timing reports
- on-line price quotes



<http://www.xilinx.com/sxpresso/webfitter.htm>

## ◆ FREE WebPACK™

- downloadable desktop solution
- HDL synthesis & ABEL
- full device fitting
- JTAG programming
- 3<sup>rd</sup> party EDA support



<http://www.xilinx.com/sxpresso/webpack.htm>

# XPLA3 Third Party Tool Support

**SYNOPSYS®**



The Power to Create



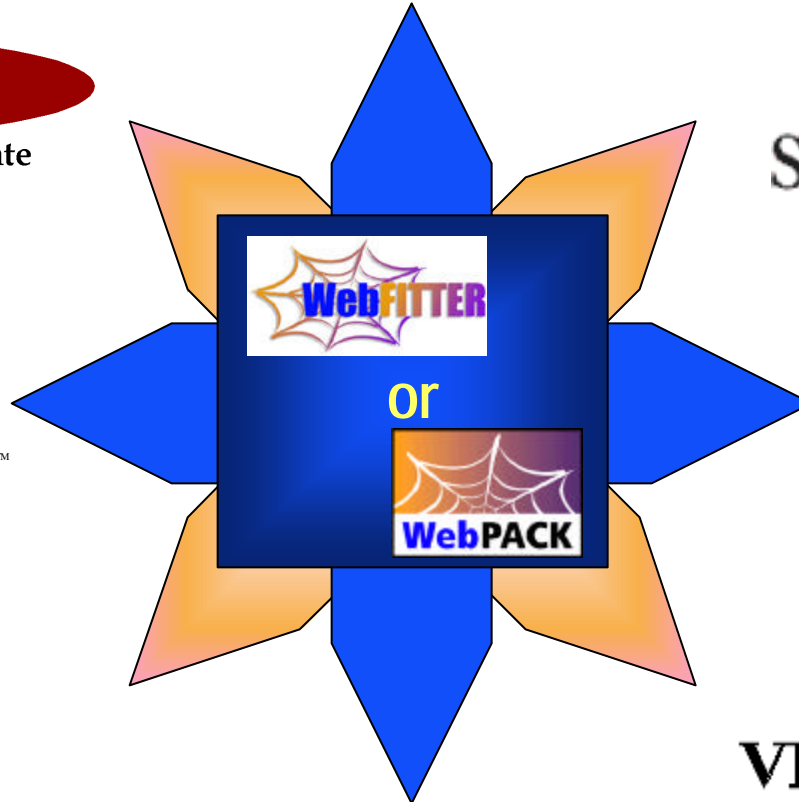
Synplicity®



CADENCE™



OrCAD®



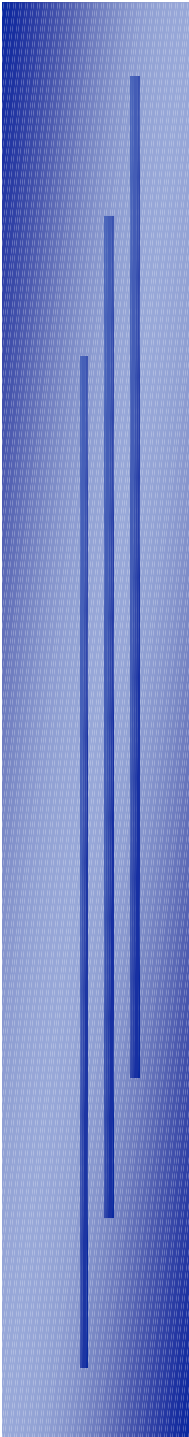
EXEMPLAR LOGIC



# XPLA3 Sets New Standard in CPLDs

- ◆ Industry's lowest power CPLD
- ◆ Provides real benefits to portable, handheld markets
- ◆ Only web-powered CPLD solution
- ◆ Expands Xilinx suite of "high volume" programmable solutions
- ◆ Still runs on Grapefruits!





If I had a choice,  
I'd pick  
CoolRunner!

