Summary

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- ◆ IAs will out-ship consumer PCs by 2002 in the U.S.
  - — Big volume winners IAs: DVD players, digital cameras, SHDs

- ◆ Semiconductors enable new devices and players

- ◆ Technology becomes invisible

- ◆ More functionality will be available at lower price points

- ◆ Designs evolve to deliver Web content

- ◆ Brands will change from 'device only' to service, solutions or customer relationship provider

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Summary

- The digital consumer revolution & the Internet are forcing broadband into the home
  - Different networked IAs will be in the home

- Spartan-II FPGAs, CoolRunner & 9500 CPLDs enable IAs
  - IP cores + Spartan-II FPGAs provide solutions like ASSPs
    - Embedded solutions : FPGA logic not used from IP can be programmed with other IP cores
  - Features within the Spartan-II provide system integration
  - Reprogrammability enables time-to-market & flexibility
  - Internet Reconfigurable Logic allows time-in-market as specs in emerging technologies keep evolving
  - Cost effective

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