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On The Move

Movement and change are foundations for business growth in the fast-paced semiconductor marketplace. Often, before a technology or product sees the light of day, the shift to the next product or next big thing has taken hold and is well underway.

As this notion drives strategic plans, product definitions, and daily activities, assumptions of the baseline technologies that “were not supposed to” change become rooted, as do new areas of change. What was assumed stable (and often the basis for other plans) goes away. Words like gone, end-of-life (EOL), and obsolete – if applied to your product – make everyone cringe. Depending on the problem, an unplanned “re-do” in the baseline plans can be either just an inconvenience or a nasty showstopper that will affect business revenue and growth.

The microprocessor industry and the industries that it serves have recently delivered obsolete notices. Because their “on the move” strategies focus on products requiring a significant return given skyrocketing development costs, microprocessor vendors have been publicly or quietly pulling out of the embedded processing business. The customers of these embedded products have been forced to address obsolescence, pursuing new strategies to replace existing products – and hoping that it will not happen again.

What may be the end of the road for some is an “on the move” opportunity for Xilinx. To address consolidation and obsolescence issues, the value of Xilinx® soft-processing solutions and programmable FPGAs are serving as a safety net to EOL challenges. One of the intrinsic values of Xilinx embedded solutions is that obsolescence is not a concern. You can easily stitch together the CPU, buses, and common commodity peripherals to create a custom processor subsystem that works, without worrying about the dreaded EOL notice in the future.

In this, our fourth issue of *Embedded* magazine, we examine this obsolescence problem and Xilinx solutions, as well as covering many new topics that are “on the move.” The latest version of our award-winning MicroBlaze™ processor is revealed, with its performance boost for our new Virtex™-5 FPGAs. Other articles explore the latest release of Xilinx Platform Studio and the Embedded Development Kit, focusing on the flexible range of support in the award-winning tool suite.

For our Viewpoint column, we welcome embedded industry veteran Jerry Krasner of Embedded Market Forecasters as he summarizes his survey data of embedded customer choices in his article, “Embedded Users Tell EMF Who’s Hot, Who’s Not.” In addition, we welcome our newest partner, LynuxWorks, with an article on support for MicroBlaze and PowerPC™ processors, as well as insightful articles from Agilent, Sunrise Telecom, Impulse, Codetronix, and others. And of course, distribution partners such as Avnet drive our “on the move” theme with their latest innovations for Xilinx embedded platforms.

We hope you find our fourth edition of *Embedded* magazine informative and that you discover the advantages of Xilinx embedded solutions. Whether you have experienced obsolescence challenges first-hand or are concerned about future challenges, we encourage you to put our embedded solutions to work for you.



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