



FAST, SIMPLE, RISK-FREE  
COST REDUCTION

## EASYPATH-7 FPGAS

### ➤ FPGA Cost Reduction Dilemma

- Complex IP and timing requirements make high performance FPGA-to-ASIC conversion a risky challenge
- Design teams have less time to spend on cost reduction conversions because of shorter product lifecycles
- FPGA-to-ASIC conversion requires high NRE charges, consumes development time, and results in an inflexible device

### ➤ The EasyPath-7 FPGA Solution

- EasyPath-7 FPGAs deliver fast, simple and risk-free Kintex-7 FPGA cost reduction
- EasyPath-7 FPGAs are ready for production as early as six weeks
- A cost reduction solution with reduced NRE expense and no additional engineering

### The Easy Way to Cost Savings

Xilinx EasyPath-7™ FPGAs offer a fast, simple and risk-free solution for cost reducing Kintex™-7 and Virtex™-7 FPGA designs. EasyPath-7 FPGAs deliver production volume devices in as fast as six weeks with the lowest total product cost of any FPGA cost reduction solution. The cost savings are also available free of additional design constraints, re-engineering requirements, or re-layout of boards. EasyPath-7 FPGAs are architecturally equivalent to Kintex-7 and Virtex-7 FPGAs and match the FPGA datasheet specifications for functionality and timing. Unlike ASICs, the EasyPath-7 FPGA silicon requires no-requalification. Additionally, all Xilinx and third-party Intellectual Property (IP) for Kintex-7 and Virtex-7 FPGAs is supported by EasyPath-7 FPGAs without change or re-verification, and with no additional royalty, conversion or licensing fees.

#### COST REDUCTION OPTIONS

COST DRIVERS	EASYPATH-7 FPGA	STRUCTURED ASICS	STANDARD CELL ASICS
Time-to-Market	Fastest	Slow	Slowest
Design Effort/Cost	None	Medium	High
Re-Spin Risk	None	High	High
Qualification Costs	None	High	High
Opportunity Cost	None	High	Highest
NRE	Lowest	High	Highest

### Fastest Cost Reduction

EasyPath-7 FPGAs are the fastest path to cost reduction for any FPGA based design. It takes only six weeks to convert your final Kintex-7 design files into cost reduced EasyPath-7 devices ready to be shipped in production volume quantities. Cost reduction in as short as six weeks means the cost savings start accruing right away. Additionally, the quick time to market enables rapid response to changing market requirements and dynamic market forecasts and maximizes revenue opportunities.

### Same Minimum Order Quantities as Standard FPGAs

EasyPath-7 FPGAs are available under the same flexible terms and conditions as standard FPGAs and offer cost savings without ASIC like minimum order quantities. The flexibility to order customized quantities minimizes unnecessary inventory build-up and associated costs and enables business plans that are optimized for end-market requirements.

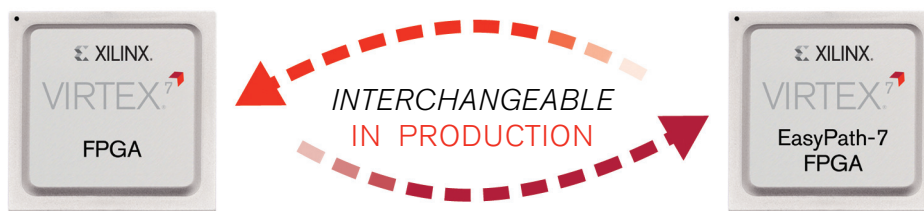
### No Re-Engineering or Re-Qualification

EasyPath-7 FPGAs support the same packages and speed grades across commercial and industrial temperatures as Kintex-7 and Virtex-7 FPGAs. The devices are identical in timing, performance, and features, including the same multi-gigabit serial transceivers, PCI Express® interface blocks, and XADC/ System Monitor blocks. This means cost reduction with EasyPath-7 FPGAs is "conversion-free," no additional design or verification work is required unlike an FPGA to ASIC conversion.

## Lowest Total Product Cost

EasyPath-7 FPGAs deliver the lowest total product cost by completely eliminating many weeks of extra design, engineering, qualification, and fabrication efforts as well as freeing up valuable engineering resources for deployment on new product opportunities rather than focusing on cost reducing existing products.

### TIME-TO-MARKET COMPARISON



## Simple to Use

### Three Easy Steps to Cost Reduction with EasyPath-7 FPGAs

1. Complete Kintex-7 or Virtex-7 FPGA design
2. Submit compiled FPGA design for cost reduction
3. Receive EasyPath-7 FPGAs in six weeks

<sup>1</sup>Source: Xilinx and customer estimates.

<sup>2</sup>Source: Xilinx 100% on-time historical success.

<sup>3</sup>Savings over FPGA price assuming \$10M annual FPGA expenditure and 37-weeks faster time to cost reduction.

## Take the NEXT STEP

Contact your Xilinx Sales Representative for more information.

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