

Xcell journal

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With Vertical Markets, There's Nowhere to Go But Up

It's a testament to the versatility of Xilinx® products and the ever-widening scope of applications that we have so many writers willing to share their knowledge on a boggling number of topics in this issue.

As Senior Director of Vertical Markets and Partnerships Krishna Rangasayee writes in his article, "Scoping the Next Killer App – Triple Play," Xilinx initially chose to focus its efforts on six vertical markets as a recovery strategy from the steep declines at the turn of the 21st century. Today, Xilinx supports a total of eight vertical markets, which are aerospace/defense, automotive, broadcast, consumer, industrial/scientific/medical (ISM), storage and servers, wired, and wireless.

The *Xcell Journal* is proud to have featured articles describing innovative applications in each of these vertical markets, and in this vertical markets-themed issue, we've got even more. "Xilinx Low-Cost Display Solutions" and "IDE Hard Disk Drive Solutions for Smart Handheld Applications" are consumer-oriented. "WiMAX – Delivering on the Promise of Wireless Broadband" fits into wired/wireless. "Data Mining Without Limits" has applications in aerospace/defense and ISM ("Accelerating Scientific Applications Using FPGAs" is a cool app befitting the latter category as well).

We also have a strong collection of articles for the storage and servers market, including "Enabling Enterprise-Wide Data Security," "Xilinx in Enclosure Management," and "Co-Processing Solutions for Delivering Storage Servers Over Distance."

Although topically diverse, the articles in this issue unanimously emphasize the strength and suitability of PLDs today and tomorrow. As vertical markets evolve and applications currently unimaginable spring to life, the key is to remain flexible, adaptable – and reprogrammable.



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