

Xilinx Welcomes New President & CEO

Wim Roelandts Passes the Torch to Industry Veteran Moshe Gavrielov



On January 7, 2008, Xilinx announced the appointment of a new president and CEO, Moshe Gavrielov. He assumes the role from Wim Roelandts, one of the most revered CEOs in the industry.

Roelandts remains chairman of the board, while Gavrielov becomes only the third Xilinx® CEO in the company's 24-year history. In this issue's View from the Top, Moshe provides a glimpse into his vision for Xilinx and how he plans to get us there.

Let me start by saying how honored and excited I am to assume responsibility for leading one of the most highly respected semiconductor companies in the world. This is truly my dream job and I feel I'm joining the company at a very exciting time. We have a great opportunity to bring the benefits of Xilinx technology to a broader range of industries and applications in the coming years.

FPGAs are becoming more and more relevant to a wider range of designers. It's a well-known fact that the best way for designers to prepare for change is to arm themselves with options. The FPGA has always provided these options through the programmability of its hardware. We are the ultimate providers of faster time to market. But it's not just about silicon and flexibility – it's about the IP as well. In that way, Xilinx today is in a similar transition to one I have faced before: moving from a supplier of blank gates to being a supplier and supporter of the IP that goes into the gates. But supporting a body of IP in the field is a non-trivial undertaking.

I see a three-fold opportunity for Xilinx to better serve our customers while achieving higher revenues and increased market share. First, we must maintain our pace in expanding the underlying capabilities of our silicon. Second, we must continue to build our portfolio of IP across a growing breadth of applications. And third, we must continue to invest in our development tools so that we are able to serve the diverse needs of a growing, increasingly specialized community of traditional and new users.

Xilinx is already on the path to becoming a complete solutions supplier. But we have a ways to go before we get there. We need to learn from our customers across the globe, developing an intimate understanding of their pain points as if they were our own. Then we need to provide solutions to make their pain disappear.

On DSP and Embedded

Xilinx already had its eye on the DSP and embedded markets when I arrived. Three years ago, the company announced the formation of a new division to broaden the reach of Xilinx FPGAs into multi-billion dollar vertical markets previously the domain of ASICs and ASSPs, including audio, video and broadcast, industrial

automation, aerospace and defense, medical, automotive, and consumer electronics.

FPGAs offer a compelling value proposition and significant technology advantages for both high-performance DSP and embedded applications. Already, DSP and embedded processors have opened an entirely new set of opportunities for Xilinx. By integrating key functionalities into a single FPGA, designers can reduce total system cost, power, and board space by reducing component count. Simple, right? Not so simple actually, which leads me back to my point on becoming a total solutions provider. Every designer – particularly those coming from the DSP or embedded space – will need more than just FPGAs to make the proverbial leap from an ASIC or ASSP.

Xilinx must provide all of the necessary tools, including IP, software tools, and design methodologies that allow designers to leverage the high-performance, flexible capabilities of the FPGA. Oh yeah – and we need to make that leap as compelling and simple as possible. I, for one, am looking forward to doing just that.

For the latest in Xilinx solutions designed to meet the needs of the DSP and embedded designer, visit www.xilinx.com. 