

## Simplified Revenue Model



Assuming a constant market ramp, on-time revenue is $\frac{1}{2} b h=\frac{1}{2} \cdot 2 W \cdot W=W^{2}$ and delayed revenue is $\frac{1}{2}(2 W-D)(W-D)$ so fractional revenue loss is

$$
\frac{D(3 W-D)}{2 W^{2}}=O\left(D^{2}\right)
$$

Example: when $W=26$ and $D=10$, fraction lost is about $50 \%$

## NRE

Nonrecurring engineering cost:
The cost of producing the first one.
log Volume

Embedded System TechnologiesIntegrated Circuits

Processing elements

## IC Technology

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947: First transistor (Shockley, Bell Labs)
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1958: First integrated circuit (Kilby, TI)
$\square$
1971: First microprocessor (4004: Intel)

Today: six wire layers, 100 nm features


Gordon Moore, 1965: Exponential growth in the number of transistors per IC Source: Intel
$\$ 1000$ buys you this many CPS


$$
19001910192019301940195019601970198019902000
$$

$$
\begin{aligned}
& 1900191019201930194019501960 \\
& \text { Source: Ray Kurzweil, The Age of Spiritual Machines }
\end{aligned}
$$

## 1918 Sears Roebuck Catalog



From Donald Norman, The Invisible Computer, 1998.

## S

## Hardware and Software

## Hardware

Parallel
Synchronous
Logic Gates
Wire-based
communication
Fixed topology Low power More detailed High NRE
Faster

## Software

Sequential
Asynchronous Stored programs Memory-based communication Highly programmable High power Less detailed
No NRE
Slower

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| :--- | :--- |
|  | Desigh Tools |
| Hardware | Software |
| Logic Synthesis | Compilers |
| Place-and-route | Assemblers |
| DRC/ERC/LVS | Linkers |
| Simulators | Debuggers |

## Cost of Designs is Rising

1981: 100 designer-months for leading-edge chip 10k transistors, 100 transistors/month
2002: 30000 designer-months
150M transistors, 5000 transistors/month
Design cost increased from $\$ 1 \mathrm{M}$ to $\$ 300 \mathrm{M}$
10G7



## Custom Project Ideas

Broadly: C + VHDL + peripheral(s)
Digital tone control
Digital sound effects processor
Real-time spectrum analyzer
Simple video effects processor
Speech synthesizer
Digital picture frame
Internet radio

