



Introducing the FPGA Virtual Summit

Catch a rising star! “Xilinx Inc. and Altera Corp., which together control more than 85 percent of the programmable logic market, are poised to grow twice as fast as the broader semiconductor industry going forward.” – Hans Mosesmann, Raymond James Equity Research, December 2009



(OpenSystems Media and Conference ConCEPTS)

Date: March 18, 2010

Global Event: Promoted to more than 100,000 engineers world-wide plus coverage on Twitter, Facebook, and LinkedIn

FPGA Virtual Summit consists of five DSP/FPGA webcasts in a single day, covering key topics for today's design engineers. Attendees can participate from their desktops, logging-in throughout the day for their relevant topics. Each webcast will wrap up with an “Ask the Experts” panel for engineers to ask their questions and network with vendors. There are only three participants per webcast.

Also, the final session of the day is the keynote event entitled the “Executive Round Table”. Executives from the leading FPGA vendors will be discussing the “Future of FPGA” in a Q&A type session moderated by Chris Ciufu and Don Dingee. There are only four participants in the Round Table webcast.

The event thus has the breadth of a conference but without any travel cost or time and with complete freedom to enter or leave at any time. The Virtual Summit is thus a new approach, falling between a single webinar and a full-fledged conference.

Keynote (4 positions available): Future of FPGA Executive RoundTable: Key Element in your Design Future

Abstract: FPGAs will surely become even larger, faster, and cheaper. This session will explore both new replacement possibilities as well as new applications for ever more powerful devices. It will focus on where FPGAs will fit in the bag of tricks available to designers for creating fast-to-market, powerful, and flexible systems to meet needs and requirements far beyond what we can envision today. The session will include presentations, a panel discussion, and time for questions and answers.



Webcast Sessions

Session#1 (3 positions available): DSP Applications: Improve Your DSP Designs with FPGA

Abstract: FPGAs are being used increasingly in DSP systems to improve performance by exploiting the massive parallelism available in programmable logic. This session focuses on solving DSP design problems and presents specific examples of innovative approaches to FPGA-based system design. The presentations focus on design results and demonstrate solutions for DSP applications. Both expert FPGA designers and newcomers will take away important lessons from the examples. Topics include application examples, algorithm implementation, low-cost devices, multi-core processors, DSP libraries, and rapid prototyping platforms.

Session#2 (3 positions available): FPGA Design Tools: Get your FPGA Designs to Market Faster

Abstract: As FPGAs become larger and more complex, designing with them becomes more difficult and more time consuming. Furthermore, many people with limited design backgrounds are looking to use FPGAs in a variety of applications. This session explores ways to simplify and automate FPGA design, shorten design cycles, and handle problems such as timing closure, configuration, and security. The emphasis is on general approaches that apply to a wide range of current devices and are scalable to future devices as well.

Session#3 (3 positions available): FPGAs in Communications: The Keys to Next-Generation Network Equipment

Abstract: FPGAs can serve many purposes in communications and networking. They can implement interfaces such as PCI Express or USB, perform complex algorithms, handle protocols such as Ethernet or Fibre Channel, or even completely replace processors. They are particularly useful in situations involving high-speed communications methods based on standards that are still being finalized, revised, or re-interpreted. They provide the flexibility required to handle evolving demands while still offering hardware rather than software speeds. This session explores examples of communications applications, implementation methods, design approaches, and verification.

Session#4 (3 positions available): FPGAs Verification: Do you see what I see?

Abstract: As FPGAs become larger and more complex, debugging and verifying them has grown exponentially more difficult. This skyrocketing complexity is affecting design productivity and creating significant time-to-market delays. New verification and debugging approaches are necessary to bridge the gap between complex FPGAs and the relatively simple design tools that are typically available. This tutorial highlights the state of the art in debugging FPGAs, and provides audience members with a roadmap of methodologies and tools to harness today's sophisticated chips and gain a competitive advantage for their organizations.

For more details, contact Alan@fpgasummit.com or Lance@fpgasummit.com.



FPGA Virtual Summit Sponsor Application

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Select Session(s) Below

- _____ Keynote Session: Future of FPGAs 4 positions available (4:30 PM EST)
- _____ DSP Applications 3 positions available (10 AM EST)
- _____ FPGA Design Tools 3 positions available (11:30 AM EST)
- _____ FPGAs in Communications 3 positions available (1 PM EST)
- _____ FPGA Verification 3 positions available (2:30 EST)

Gold Package	Silver Package	Bronze Package	Contributor
Includes keynote session and 1 webcast, plus 2 white papers	Includes the keynote session and 1 white paper	Includes 1 webcast (not keynote)	White paper only
\$7000	\$4500	\$3500	\$2000

Online web cast manager is Christine Long, clong@opensystemsmedia.com . Dates are subject to change.

Ecast Guidelines: E-casts adhere to OpenSystems Media's *editorial guidelines*. A partial list is included below. A comprehensive list is available upon request. Editors/Moderators have the right to adjust and alter content.

- We follow the Problem/Solution style.
- State the **Problem** (in the title, table of contents, and introduction slides).
- Go into quantitative detail about the **Problem**.
- For the **Solution**, go into quantitative detail about the **theoretical** methods of solving the problem (the same remedies you mentioned earlier in your presentation). The **theoretical** should not at this point include only your company's product or service.
- Provide details about **your solution**.
- Wrap up with a conclusion.
- Mention your company and/or your product name no more than twice, and without marketing language.
- Include meaningful (non-logo or product-shot) graphics and mention them directly within the presentation.

Yes, I have read the Ecast Guidelines and agree to the terms. Please check.

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