Software and Silicon - Where's the Equilibrium?

Abstract: Silicon, EDA, and embedded software companies have largely lived in different universes. Despite repeated predictions that they would move closer together, and some real attempts to do so, those predictions have mostly proved false. Now, however, technology and economic trends are making it necessary and inevitable that suppliers find new ways to solve our customers problems. The complexity of the devices being built require solutions that cross the comfortable boundaries of the past. This talk will examine the trends and problems driving this.

Biography: Fiddler co-founded Wind River in 1981 with David Wilner, a colleague from Fiddler’s tenure at University of California's Lawrence Berkeley Laboratory. Since establishing Wind River, Fiddler has taken on whatever role was necessary, from chief and only programmer to president and chairman of the board. Today Wind River, with operations worldwide, is the market share leader in embedded technology and continues to innovate and define the market.

Beginning with his tenure at the University of California's Lawrence Berkeley Laboratory, Fiddler has earned a reputation as an expert in the design and implementation of real-time systems. His work at Berkeley Lab gave him the ability to approach problems from a broader perspective and also taught him how to determine the pieces needed to build a system to solve a problem, skills that are key in developing embedded technology. He has published and presented numerous papers and articles on embedded technology and the rise of hidden, or embedded, computers in everyday life.

Fiddler graduated from the University of Illinois with a double baccalaureate in music and photography, and he received an M.S. in computer science from the same institution. Fiddler continues to follow his love of music with a home music studio and his band, XAZ, for which he writes songs and plays acoustic, electric, and classical guitars, as well as guitar synthesizer.