

Panel Session

Are There Conflicts of Interest in IP Based Business?

Moderator

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Participants

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The shift in chip design methodology towards the re-use of virtual components that can contain complex Intellectual Property (IP) requires a cooperation between EDA, semiconductor, systems and (fabless) IP-vendors. This implies a new business model that has to reconcile the, sometimes conflicting, goals of all these players. Semiconductor vendors prefer to lock-in designers to their proprietary processing technology by means of sophisticated libraries. Fabless IP-vendors prefer to license their technology to as many foundries as possible. Systems houses would like to plug and play with IP-components from various sources and make use of a customised design environment that combines the best of breed design tools. Finally, the EDA vendors are making their design environment as attractive as possible by providing as much as possible access to a wide variety of IP components. Moreover it is not always clear how the responsibilities in the design process are shared by all these partners. In case of design failure, is it because of the wrong model of the IP-component, because of the inconsistency between specification and implementation, because of incomplete documentation, because of wrong assumptions made in the design environment. Will standardisation such as the Virtual Socket Interface be the solution to all problems? This panel will discuss the point of view of all the above players in the IP-business.