

Keynote

Promises and Challenges of Mobile Embedded System: An Industry Perspective

Nam-Sung Woo
Executive Vice-president
Samsung Electronics

Abstract

Recent trends of IT industry include Mobile/Portable Solution, Integration and Faster Time-to-Market. These trends impose many interesting challenges to Embedded System development both in hardware and software. In this talk, we will first identify some of the challenges. Then, we will present both the current status and plans of Samsung Electronics (in particular, Samsung Semiconductor) to address and overcome the challenges.

About the Speaker

Dr. Nam-Sung Woo is an executive vice president of Samsung Electronics, and he is leading the Mobile Solution division of Samsung Semiconductor. Before joining Samsung, he worked for Texas Instruments managing a wireless group in San Diego, USA, and for AT&T Bell Laboratories at Murray Hill, New Jersey, USA. His interest includes mobile technology, computer architecture and VLSI design/algorithms.

He received Ph.D. in computer science from University of Maryland, College Park, USA, MSEE from Korea Advanced Institute of Science and Technology (KAIST), and BSEE from Seoul National University.



Categories & Subject Descriptors

A.1 [Introductory and Survey]

General Terms

Design, Management

Keywords

Embedded System, IT Industry