



Rick Tomihiro

*Director of Marketing,
IP Division*



Design Trends Are Changing IP Requirements



- Complex SoC designs with complex subsystems
- Short time-to-market with limited resources
- Require pre-verified/subsystem proven IP
- Embedded software increasingly important
- Hidden cost-of-ownership of IP
 - Evaluation, integration and subsystem verification
- Higher level of integrated IP required



What Customers are Experiencing



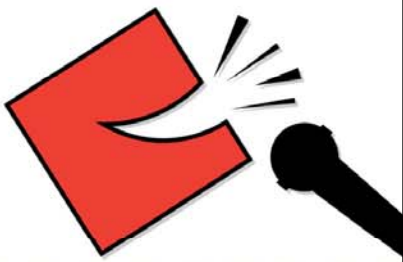
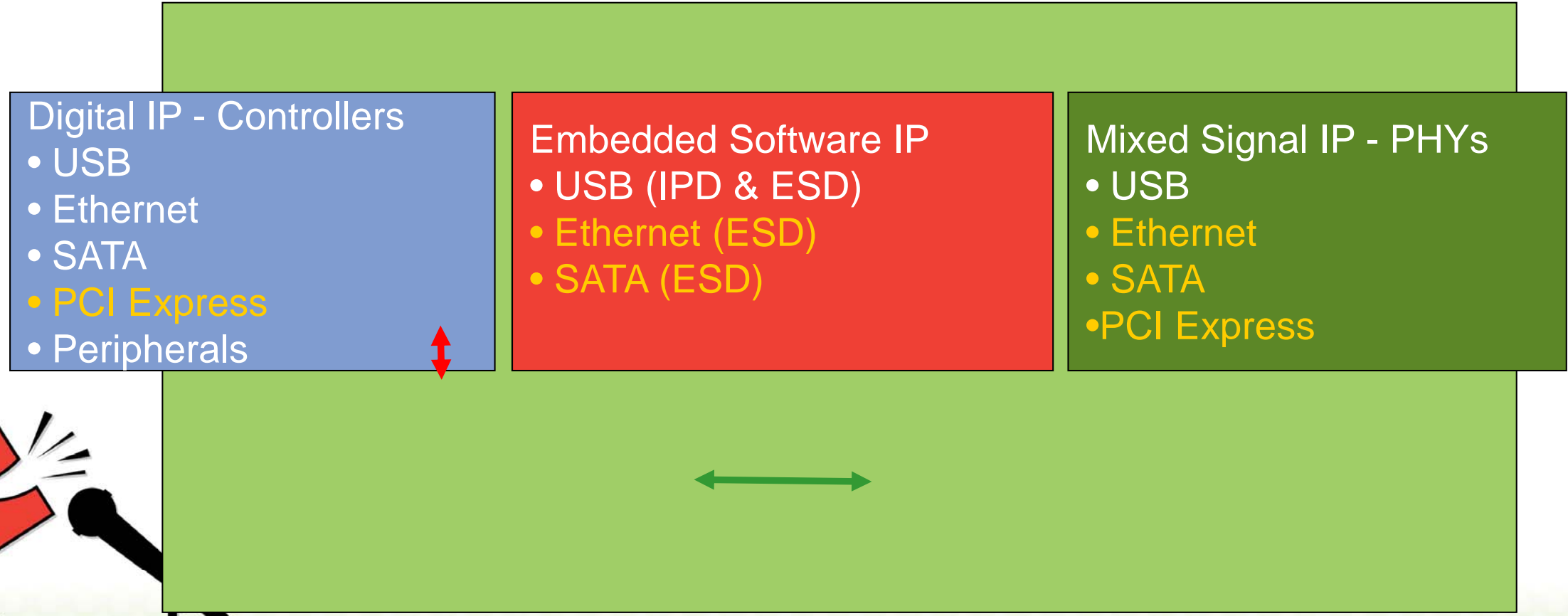
- Sample customer challenges:
 - Application for a USB next-generation cell phone: three months to debug third-party USB stack integration
 - Application for a USB automotive audio player/ storage device: required small footprint embedded host stack
 - Application for a complex graphics chip design: Linux software stack debug



Mentor is Uniquely Positioned

Mentor Graphics IP Subsystems

Mentor is the only EDA company that can provide all three solutions



**IP
talks**

Subsystem Compliance



- Complete lab based on USB-IF equipment list
 - Tektronix compliance suites for USB
 - Catalyst & CATC protocol analyzers
 - Dedicated hardware boards
 - Supplier of On-the-Go protocol tester (OPT) boards to USB-IF
 - Golden reference (Hi-Speed OTG Controller)



Conclusions

- Mentor provides high-quality IP products
 - USB
 - Ethernet
 - SATA
 - PCI Express
 - Peripherals
- Mentor is the **ONLY** company that has both silicon and embedded software IP solutions
- We are fulfilling a critical need in the market

These are the four largest IP markets...
we will explore other IP markets



Subsystem IP Accelerates Product Development

Thank you!



- Please stay and talk with Rick
- Explore Mentor Graphics IP at ChipEstimate.com
- Use Mentor Graphics IP to Plan a Chip at DAC (get a DAC Trip Report!)

