



Tom Starnes Processor Analyst, Objective Analysis tomstar@swbell.net

Tom Starnes is an industry analyst following many aspects of the embedded processor industry. Mr. Starnes started his career neck-deep in embedded microprocessors explaining and marketing these new products for Motorola (now Freescale) for over 15 years back when the 68000 ruled the marketplace. He has spent the last 15 years as an industry analyst watching, encouraging, and advising the vendors, strategies, products, and applications of all forms of embedded processors, from microcontrollers to digital signal processors (DSP) and high performance processor cores. A frequent writer, reference, speaker, instructor and sounding board, Mr. Starnes is well known in the industry for his realistic views of the needs and direction of processors in embedded applications. He now runs Strategy Sanity, consulting one-on-one with clients including the financial community regarding semiconductor companies, products, markets, and outlooks. He also performs traditional market research working with Objective Analysis (www.objective-analysis.com) and other independent firms.

EE Times

Approaching Multicere

Panelists

Bob Doud Director of Processor Strategy, Tilera

> Bill Graham Product Marketing Manager, VxWorks, Wind River

Markus Levy Founder and President, EEMBC

Steve Jahnke Chief Architect, Linux Systems, Wireless Business Unit, Texas Instruments





Bob Doud Director of Processor Strategy, Tilera bdoud@tilera.com

Bob brings more than 25 years experience in the networking, silicon and security industries to Tilera. He has previously worked at a number of networking silicon companies including Hifn, NetOctave and SafeNet in roles ranging from Sr. System Architect to Product Line Director. Bob also spent a number of years in the security appliance industry in both engineering and lead technologist roles, giving him a strong background in the design requirements and challenges in bringing hardware & software systems to market. Bob received a Bachelor's degree, cum laude, in Physics and Math from Ohio Wesleyan University.

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Bill Graham Product Marketing Manager, VxWorks, Wind River bill.graham@windriver.com

Bill Graham is the product marketing manager for VxWorks platforms at Wind River. He has over 20 years of experience in the software industry, including embedded and real-time systems development, UML modeling, and objectoriented design. Prior to joining Wind River, Bill held marketing and product management positions at QNX, IBM Rational, and Klocwork. Prior to his career in marketing, Bill was a software engineer at ObjecTime, Cross Keys and Lockheed Martin. Bill holds a Bachelor's and Master's Degree in Electrical Engineering from Carleton University in Ottawa, Canada.

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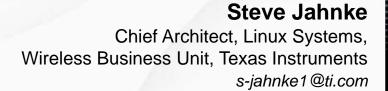


Markus Levy Founder and President, EEMBC *markus.levy*@eembc.org

Markus Levy is founder and president of EEMBC. He is also president of The Multicore Association and chairman of two technical conferences, the Multicore Expo and the ARM Developers' Conference. Mr. Levy was previously a senior analyst at In-Stat/MDR and an editor at EDN magazine, focusing in both roles on processors for the embedded industry. Levy began his career in the semiconductor industry at Intel Corporation, where he served as both a senior applications engineer and customer training specialist for Intel's microprocessor and flash memory products. He is the co-author of Designing with Flash Memory, the one and only technical book on this subject, and received several patents while at Intel for his ideas related to flash memory architecture and usage as a disk drive alternative.

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As the Linux chief architect for the Texas Instruments Incorporated (TI) wireless business unit, Steve Jahnke drives the overall Linux software architecture on TI's OMAP(tm) platform. In this role, Jahnke ensures that the OMAP silicon features are fully entitled in all Linux-based devices, in all stages of development - from architecture and design, to testing and final release. During his close to 15 years at TI, Jahnke has held several roles focused on System-on-Chip (SoC) and software design for the automotive, communication and consumer electronic markets. He earned a master's degree in electrical engineering from Rice University, and a bachelor's degree in electrical engineering from Northwestern University.

EE Times

Single Processors Worked Beautifully

- Single processors have been just fine until a couple years ago
- → All applications benefit from simple frequency increases
- Superscalar & multi-threading implementations improved efficiency without significant re-coding of programs – the chip or compiler did the work





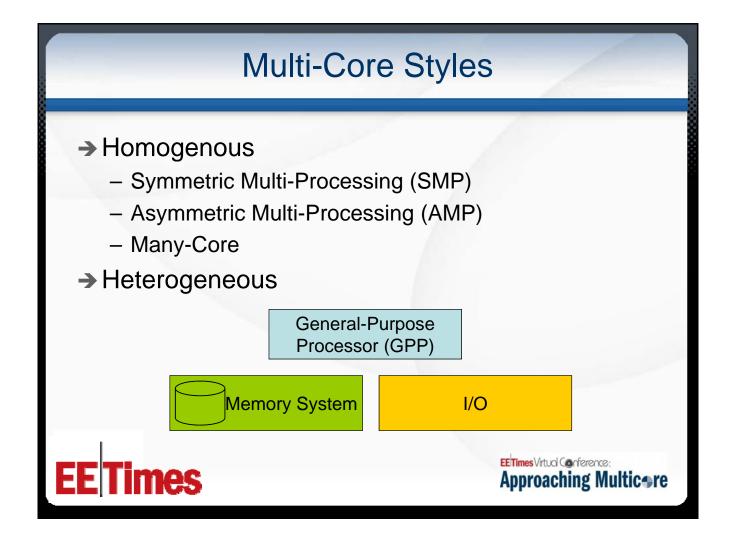
- Static power consumption overcomes
 Dynamic power as high-speed semiconductor
 process nodes approach 65nm
- Could not continue simply increasing clock speed
- Power consumption creates heat that must be dissipated
 - Heat sink, airflow, fan, air conditioning, enclosures, reliability



Divide and Conquer – Multi-Core

- Replicate processor cores to multiply performance but stay within the frequency range of a reasonable power envelope
- → The hardware is fairly easy
 - But memory (cache) must be managed
 - But program sequences must be managed
- \rightarrow Oh, but the software may not divide up so well!
 - On the other hand, this could be a special advantage to some applications

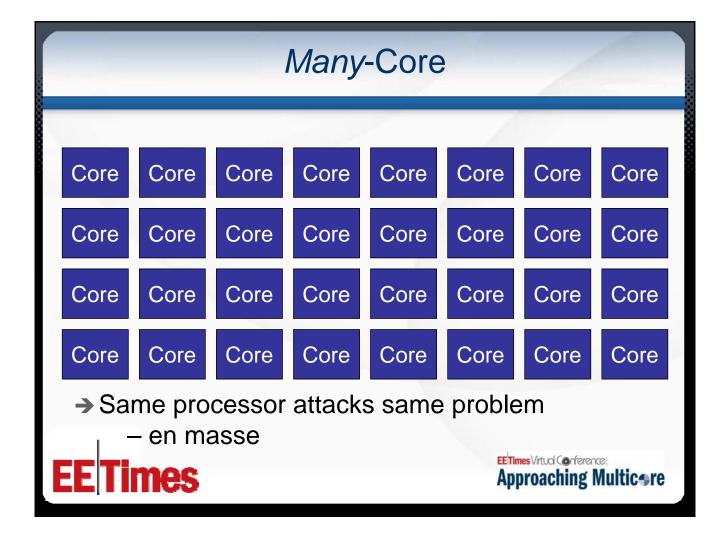




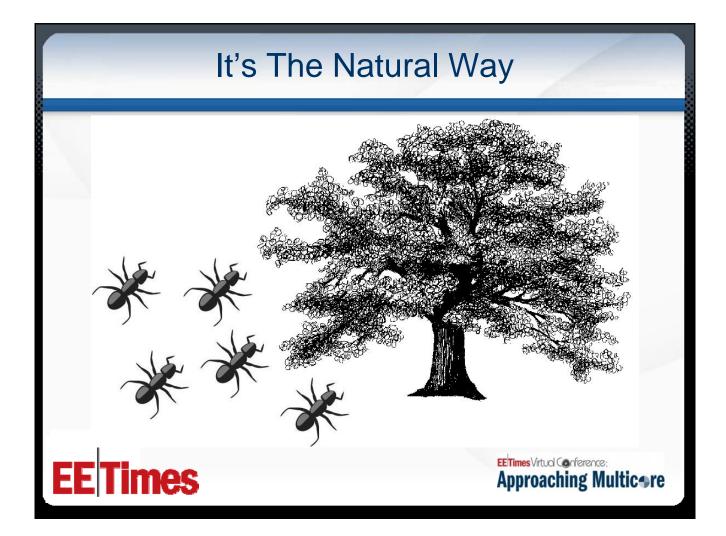
Homogeneous Multi-Core				
General-Purpose Processor (GPP) Processor (GPP)				
Memory System	I/O			
Familiar general-purpose processors, sharing memory & I/O resources – one chip savings – Can be DSPs too				
EE Times	EETimes Virtual Conference: Approaching Multicore			

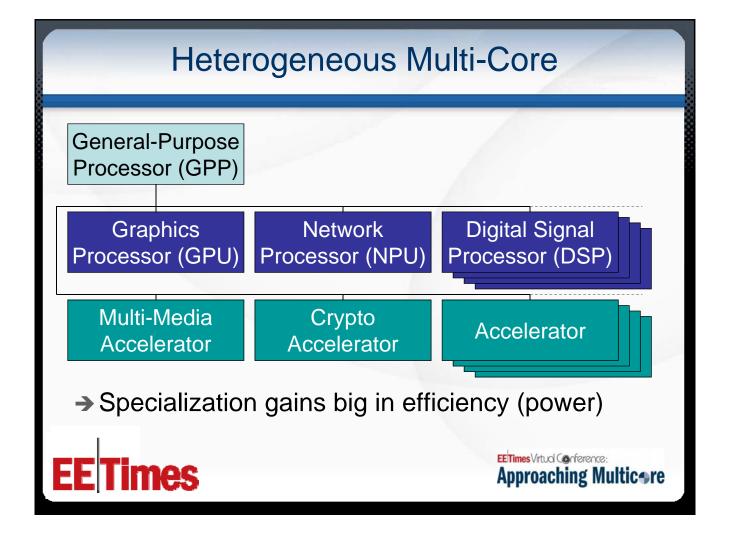
Symmetric MultiProcessing (SMP)				
Operating System (OS)				
General-Purpose Processor (GPP) Processor (GPP)				
Memory System				
Operating System distributes and manages load across all processors and resources – Delays from coordination, set-up, and bottlenecks				
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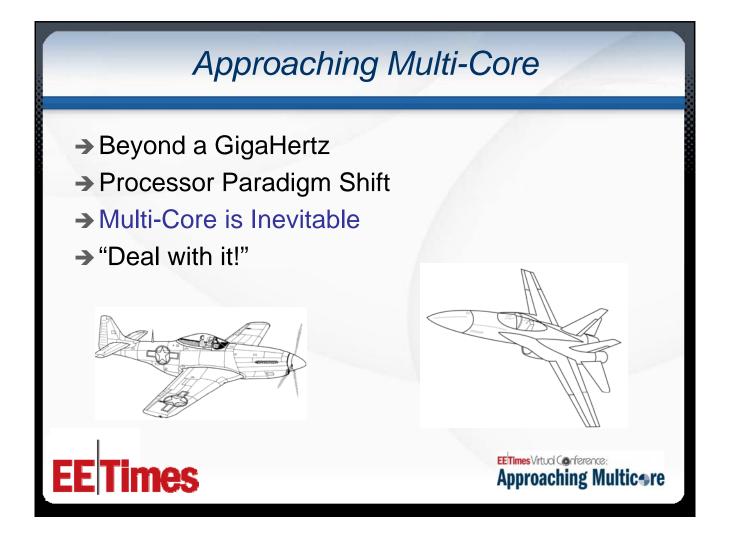
Asymmetric MultiProcessing (AMP)				
Windows (OS)	Linux (OS)	Real-Time OS		
Hypervisor				
General-Purpose Processor (GPP) Processor (GPP)				
Memory System	I/O			
Processor cores assigned to specific OS's				
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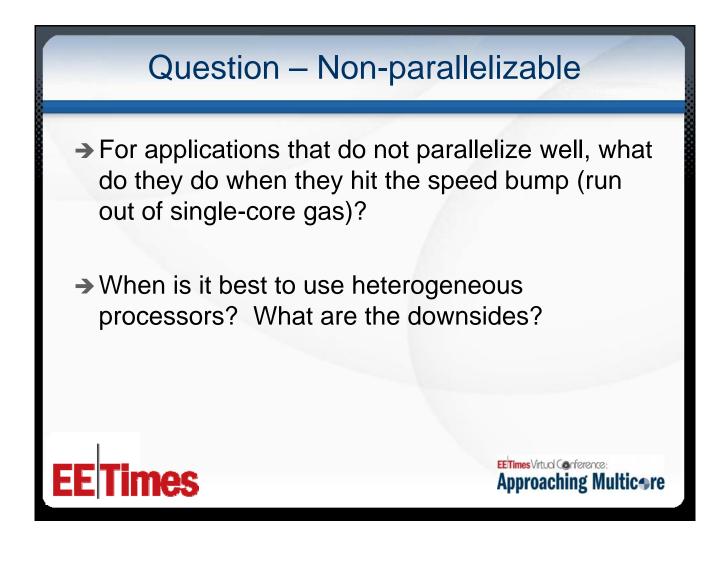
- How does a person determine the Multi-Core organization to use for their application?
 - Homogeneous
 - Symmetric Multiprocessing (SMP)
 - Asymmetric Multiprocessing (AMP)
 - Many-Core
 - Heterogeneous





- What are the characteristics of applications that lend themselves well to parallelization?
- → What applications parallelize well? Is Multi-Core just for PC/servers, HPC, and network infrastructure?
- How does the use of multiple Operating Systems make Multi-Core particularly attractive?





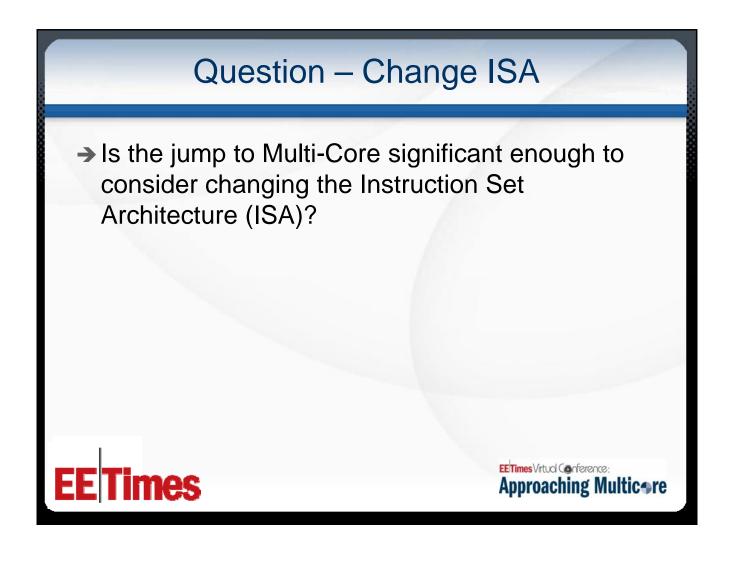


- Characterize the jump to Multi-Core. What kind of project do I compare it to?
 - Brand New Product
 Development
 - Complete Redesign
 - Product Extension
 - New Feature

- Huge Undertaking
 "Special Team"
- → Iterate, Iterate, Iterate
- Feed Through a Tool
- No Sweat

Is it better to make going to Multi-Core a parallel effort or replace normal upgrade cycle?





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Question – Steps

How does the system designer of a singlestream application approach Multi-Core? What steps should be taken to determine the best approach for the specific application?



