

Xcell journal

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Behind the Wheel

One of the benefits of growing older is that you gain perspective. You have a longer time span from which to observe change and gauge its relative positive and negative consequences.

For example, I can remember that my parents' new car came luxuriously equipped with an AM radio that had chrome metal push-button tuning, electric windows, a driver's-side power seat that went forward and back, and a really cool telescoping radio antenna that magically raised and lowered into the fender like some kind of futuristic space vehicle.



Cars back then were basically heavy electro-mechanical devices with a lot of chrome.

Now fast-forward through a myriad of technologies ranging from personal computers, wireless networks, flat-panel displays, mobile phones, global positioning systems, and the Internet, and we arrive at today's automobile – a highly sophisticated, computerized transportation system.

What a trip!

The Xilinx® Automotive (XA) product family is ideal for many advanced automotive electronics modules and systems, ranging from the latest driver assistance and infotainment systems to reconfigurable instrument clusters and electronic control unit gateways. Essentially, we help make the automobile environment more entertaining, informative, and productive.

Xilinx is also responding to rapidly changing consumer product requirements in the low-cost, high-volume markets with domain-optimized PLDs, custom IP, and development boards, creating solutions for two key consumer product segments: displays and handsets.

Today we are witnessing a convergence of high technologies that are changing forever the way we communicate and do business with each other. Limited only by our imagination, there seems no end in sight.



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