



# KOLLOQUIUM

Institut für Elektrotechnik, Elektronik und Informationstechnik

## Roadmap oriented architecture design of wireless SoCs

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The cellular phone market is very much driven by both high degree of innovation and high cost pressure. A very interesting segment in this market, both from a technical as well as from a volume perspective, is the segment of so-called feature phones. In the presentation a technical view on this development of this feature phone segment is given. This is used to illustrate how principal architectural decisions for systems-on-chip (SoCs) are influenced by market dynamics and how a market roadmap view drives the platform architecture design. Some key areas of the architecture and their technical challenges are highlighted as examples for this approach.