

Selecting the Optimal Embedded Memory Architecture

In January, Dr. Cyrus Afghahi, CEO and Co-founder of Novelics, spoke at the MIDAS CEO Series on "Selecting the Optimal Embedded Memory Architecture".

Historically, only a small portion of the typical SoC design was comprised of memory circuits. Today, as demands for increasing performance and features are being placed upon semiconductor designers, the need for larger and more on-chip memories is becoming increasingly important to avoid performance "bottlenecks", to reduce system power consumption and to reduce system cost. Chip designers increasingly need more aggressively designed memory, more control over the memory configurations and a wider variety of different types of memory in order to completely optimize their designs. The Novelics cool memories and MemQuest memory compiler provide a flexible and complete solution to these challenges.

Cyrus Afghahi
CEO and Co-Founder
Novelics



BIO:

Cyrus Afghahi is a semiconductor industry professional with a successful track record of leading technology based organizations. Prior to co-founding Novelics in 2005, Dr. Afghahi was Technical Director for the Office of the CTO at Broadcom Corporation. He has over 20 years experience leading strategic technology initiatives in low power and high speed VLSI designs for advanced, high performance applications. Prior to joining Broadcom, Dr. Afghahi held key technical and management positions at Intel Corporation, Ericsson Radio and Carlsted. He received his PhD in Linkoping, Sweden in 1985. He holds more than 60 patents.