Power and Profit: Engineering in the Envelope

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Abstract. A convergence of opportunities and concerns has driven consumer and industrial buying behavior to put increasing value on electronic systems which offer significantly differentiated capabilities in the area of Power Effectiveness. As a direct result of this, engineering teams from Systems through Material Science have been motivated to drive the development of new capabilities that allow effective design of complex, power optimized systems. This keynote will explore the challenges and possible solutions for Engineering in the Envelope of these power optimized systems.