The Colour of Embedded Computation

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Abstract. Categories and classifications, like acronyms, are useful shortcuts to facilitate discussion and decision. Yet their use is frequently subsumed by business interests to become objects or objectives in their own right. So used, they subtly mislead and constrain the thought process: Not only of the many who can afford to be be enticed by the bejewelled shell; but of greater import, of the scientists whose role is to create the viable technology within. In this presentation the author will explore some of the common shortcuts prevalent in the area of microelectronic systems, to identify limitations caused by their commercial adoption, and in consequence the research avenues and business opportunities in danger of being overlooked.