

Embedded Software: Its Growing Influence on the Hardware world

Leela Palace, Bengaluru

Feb 16, 2009

4:00 – 5:30 PM



Panel

- V R Venkatesh (aka VRV)
 - Head, Product Engineering Services, Wipro Technologies
- Kishor Patil
 - MD & CEO, KPIT Cummins
- Raju Pudota
 - MD - India, Denali Software

ISA-IDC Report 2007

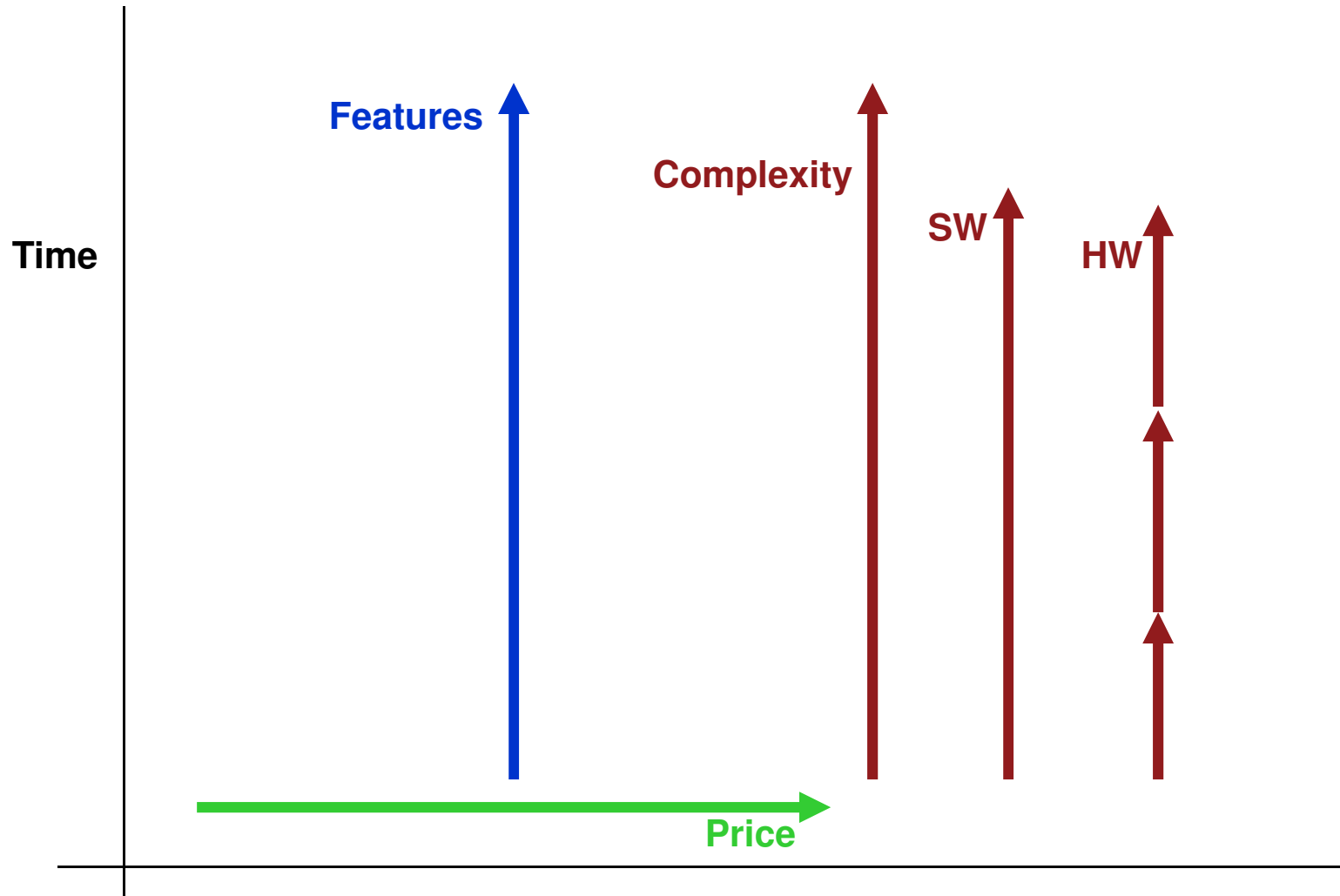
Indian Semiconductor & Design Industry:

Total design market	Projected share of overall revenues (%) 2008	Projected share of overall workforce (%) 2008	Projected share of overall revenues (%) 2009	Projected share of overall workforce (%) 2009
VLSI				
Hardware/board				
Embedded software	USD 5.98 B (81%)	125663 (82%)	USD 7.29 B (81%)	149978 (82%)
Total				

Embedded Design - Sectors

- Automotive
- Aerospace & Defence
- Consumer & Home Products
- Household appliances
- Industrial Controls
- Infrastructure & Construction
- Medical
- Telecom
- Transportation & Traffic Management
- Security

Trends in Embedded Applications



Implications on Players

- Consumer
- OEM / System Developer
- Chip Developer
- Software Developer
- IP Developer