

Major Innovation Drivers for the IC Industry

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Innovation fuels the chip industry. But how does the business of innovation work in the electronics industry? How do you continue to innovate and in which direction? What are tomorrow's products & innovations? And how are the products of tomorrow conceived?

This presentation will answer those questions by taking a closer look at NXP and by opening the doors of its R&D and marketing departments. Lars Reger, Business Development Manager of NXP Semiconductors, will explain NXP's strategy in response to the increasing cost of innovation and how flexible architectures, partnering and collaboration approaches can help to survive. Lars will also explore the lifecycle of innovations and the different factors that influence the business of innovation (customer demands, technology breakthroughs, cultural and societal patterns, etc.). By using the example of NXP leveraging its technology prowess to drive more eco-conscious innovations, Lars will show the impact innovation drivers can have on IC and end-user products.

This presentation will then discuss several examples of the future innovations NXP is working on, especially in the automotive sector.