

# "There Is More Than Moore In Automotive ...."

Hartmut Hiller  
Infineon Technologies AG  
81726 Munich  
Germany  
+49 (0)89 234 24457  
hartmut.hiller@infineon.com

## ABSTRACT

The complete "Automotive value chain" is facing significant innovation pressure coming from emerging safety and / or environmental regulations & laws as well as the end customer's demand for more functionality & comfort at not increasing prizes. The presentation will explain the challenging implications of this development for Infineon as an IDM. It will also explain that moving towards leading edge technologies (65nm and beyond) is not our preferred answer to meet "Military quality/reliability requirements at consumer electronics prices". Therefore our requirements towards the EDA industry have to be aligned with Automotive applications and the corresponding business environment.

## Categories and Subject Descriptors

B7.2 [Hardware]: Design Aids

## General Terms

Design, Verification

## Keywords

Automotive, Design, Manufacturability, ESD, EMC, Reliability, Substrate Modeling

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