Platform Performance

Dan Wexler, CxO The 11ers
Sell More Chips

Prosumer Apps
Tegra

Apple

Snapdragon

Power
The 11ers

“Leading edge graphics in tasty mobile bytes.”

Small Scope ➔ Low Risk ➔ Experience

* http://DaveAddey.com/?p=893, 7/26/12
Dynamic, Dependent, Reusable

No Vertex Texture! 😊 5x Perf & TAM!

CPU
- Face Detect

GPU
- Orient
- Render
- Difference
- Shade

Dynamic, Dependent, Reusable

No Vertex Texture! 😊 5x Perf & TAM!
What’s Shared Memory?

- No copies (OpenGL API forces copies)
- Simplified synchronization (map/unmap, fence, cache flush)
- Shared virtual address space (segmented ok)
- Texture instead of attributes? (Why VAR failed?)
  Must be able to dynamically generate geometry on GPU and CPU (ＧLES3)
- Gosh, it would be really nice if pointers Just Worked ™
- Shared memory uses less power & less bandwidth
Leapfrog Opportunity

Thanks to Cass Everitt, Eric Enderton
Panel Session

- **Sean Mao**
  - VP Marketing, Advanced Imaging Technologies, ArcSoft

- **Itay Katz**
  - Co-Founder & CTO, Eyesight

- **Ben Blachnitzky**
  - Director of R&D, Metaio

- **Jim Steele**
  - VP Engineering, Sensor Platforms

- **Daniel Wexler**
  - CXO, the11ers