

## Avnet, TI and Xilinx launch analog eLab videocast series

The Avnet Electronics Marketing operating group of Avnet, Inc., Texas Instruments (TI) and Xilinx have launched a new multipart videocast series emphasizing TI's Fusion Digital Power solutions for the latest generation of Xilinx field-programmable gate arrays (FPGAs).

This new Analog eLab Videocast series features engineering subject matter experts from Avnet, TI and Xilinx discussing a myriad of design topics, in a round-robin format, and utilizing TI's eLab videocast format.

The eLab series covers innovative solutions and a best practices approach for powering FPGA design considerations in 5-15-minute installments. The videos follow an easy-to-follow discussion format and include product demonstrations where appropriate. "Meeting the Power Requirements for Xilinx Spartan-6 and Virtex-6 Families" kicks off the series. Subsequent installments feature real-world design examples using Xilinx's Power Estimator spreadsheet tool and a TI Fusion GUI Demonstration.

"Xilinx has achieved dramatic power reductions in its newest Spartan-6 and Virtex-6 FPGAs, by taking an innovative holistic approach to lowering power on all levels of the FPGA design," said Jameel Hussein, technical marketing manager of power and configuration solutions at Xilinx. "This holistic approach included a focus on reduced power system design complexity for easier board design with components like TI's Fusion Power solutions."

"The philosophy behind the series is to demonstrate recommended design methodology for FPGA system power supply, and includes design information from Xilinx, tools/devices from TI, and practical design considerations from Avnet," said Jim Beneke, vice president of global technical marketing for Avnet Electronics Marketing. "While these best practices should apply to any high-end processor, Avnet has selected to demonstrate some of the specific examples with the new Xilinx Spartan-6 and Virtex-6 evaluation boards."

"A major focus for Xilinx's new FPGAs is reducing power consumption without compromising performance," said Barry Papermaster, worldwide marketing manager of TI's power management business. "The new Analog eLab series demonstrates power measurement and control in Xilinx's new development boards. Avnet, TI and Xilinx show how designers can use TI digital power technology to accelerate time to market for FPGA-based designs with intelligent power capabilities."

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