The Transformation of Electronic Product Design

Modular design and digital continuity together speed electronic product realization
IOT is Driving a New Pace of Innovation

Success depends on the ability to move quickly through innovation cycles
Software Leads, Hardware Lags

Basic reality:
- Population: Coders >> PCB engineers
- NRE Cost: Software << Stereolithography << Electronic circuit

We see:
- Significant increase in vertical market solutions using custom hardware
- Driven by Makers who code and then need vertical market hardware.

And a need to support the New Pace the long tail of electronic products needs:
- Lower spin cost
- Faster spin cycle
Modular Design

Prototyping is modular in nature, and electronics designs can be reused

Modules can be more than just “schematics for reuse” and should include
  Intent
  Layout principles
  PLM
  Drivers
  Software
Digital Continuity

The PCB Community is linking SCH, BRD, GER, BOM, IPC, ...

*Intent-driven design*
  - Functional test
  - Kernel layer support
  - Application layer code

Schematics *can* and *should* refer to
  - Device tree
  - Drivers
  - Application code samples
  - Test code samples
Thank you

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contactus@linaro.org