

XILINX

OVERALL COLLATERAL  
LOOK & FEEL

KEY ATTRIBUTES XILINX COLLATERAL LOOK & FEEL SHOULD EVOKE:

FLEXIBLE INNOVATIVE LEADERSHIP  
APPROACHABLE CONTEMPORARY  
DYNAMIC HERITAGE SOLID  
TECHNICALLY-SOPHISTICATED  
REPUTABLE PROGRESSIVE HONEST  
CUTTING-EDGE FLUID AGILE  
GLOBAL INTELLIGENT CUSTOM  
PROGRAMMABLE RESPONSIVE  
CUSTOMER-FOCUSED FAST  
SOLUTION-FOCUSED OPEN-MINDED



## GOALS AND OBJECTIVES:

### Highlight Xilinx's:

- Quicker time to market
- Risk-free solutions
- Flexibility in innovation
- Leading technology and years of expertise
- Amplify Xilinx's innovative leadership – doing things **“the smarter way”**
- Strengthen the brand's kinship with engineers by speaking to their creative side
- Recast and champion the story of the “FPGA imperative” so that it taps into the aspirations of engineers
- Refresh the brand and re-energize employees by taking on the mantle of the FPGA leader

## TARGET MARKETS:

- Communications: Infrastructure & Wireless
- Aerospace and Defense: Crypto & Space
- Industrial, Scientific & Medical: Surveillance, Test & Measurement
- Automotive: Infotainment & Instrumentation
- Consumer: Displays & Handhelds
- Data Processing



## TARGET AUDIENCES:

- Design engineers working in communications, aerospace, automotive, and science industries
- Telecom Framers
- CT Scan
- Infotainment
- Space Applications

## **COMPANY CHALLENGES:**

- Brand stagnation
- No obvious, enduring product/platform differences from Altera
- Even established Xilinx customers always bid out to both Xilinx and Altera
- Reason for choosing Xilinx is because of FPGA difference, not Xilinx difference
- Xilinx is a front-seat passenger on the FPGA train, but not the driver
- Customer loyalty is mostly because of obstacles to change, rather than genuine brand loyalty



## KEY DIFFERENTIATORS:

- Applications Expertise
- Services
- Hardware Platforms
- IP
- Design/Verification Tools
- IC Devices
- Field Application Engineer assistance—helps the software engineers program the Xilinx chip

## COMPETITION:

The screenshot shows the Altera website homepage with a dark blue header. The Altera logo is on the left, and navigation links for Literature, Licensing, Buy On-Line, and Download are on the right. A search bar is also present. Below the header is a main navigation bar with links for Home, Products, Support, End Markets, Technology Center, Education & Events, Corporate, and Buy On-Line.

The main content area features a large banner for "Purchase Quartus® II Software and Get Nios® II Processor for Free" with a "Limited Time Offer" and buttons for "Get More Details" and "Buy Now and Save \$495".

Below the banner are several menu sections:

- Products:** Devices, Design Software, Intellectual Property, Design Services, Dev. Kits & Accessories, Literature.
- Support Center:** Knowledge Database, Devices, Software, Intellectual Property, Reference Designs, Design Examples, mySupport.
- End Markets:** Automotive, Broadcast, Computer & Storage, Consumer, Industrial, Medical, Military, Test & Measurement, Wireless, Wireline.
- Technology Center:** DSP, External Memory, Embedded Processing, High-Speed Serial I/O, Parallel I/O, Signal Integrity, System Integration.
- Education & Events:** Training Courses, University Program, Technical Webcasts & Videos, Demonstrations, Events Calendar.
- Corporate:** About Us, Customer Successes, Partners, Newsroom, Investor Relations, Job Opportunities, Contact Us.

On the right side, there is a "Choose a Language" dropdown set to "English". Below it is a "What's New" section with three items: "Tektronix Leverages HardCopy II Devices to Reduce Time to Market of New Oscilloscopes", "Stratix III Devices Featured in Industry's Largest Capacity ASIC Prototyping Board", and "Altera FPGAs Solve Design Challenges From Core to Edge at MILCOM 2008".

Further down is an "Upcoming Events" section with one item: "New Video— Interfacing High-Speed ADCs to FPGAs with Embedded Transceivers". Below that is a "Subscribe" section with links for "Email Updates" and "RSS Feeds".

At the bottom, there are three promotional boxes: "WARRIOR 40nm PROCESSOR" with the "Arria GX" logo, a "think AND not OR" banner with the text "Learn More About Altera's 40-nm Solutions.", and a "Webcast" box titled "Manage Performance & Power Using 40-nm FPGAs" with a "View Now" button.

Altera



# COMPETITION:

**Actel**  
POWER MATTERS

Product Updates | Customer Portal | RSS

Home | Company | Products & Services | Documentation | Downloads | Support

**nanoPower**  
as low as 2 $\mu$ W

POWER USE

» View the Webcast    » Download White Paper    » Learn More

**ACTEL NEWS**

- Press Release 12/01/08  
Actel and Future Electronics Sign Global Distribution Agreement [More »](#)
- Event 12/01/08  
Actel's Space Forum Takes Off Again [More »](#)
- Press Release 11/18/08  
Actel Leverages UMC Foundry Solutions for 65nm eFlash FPGAs [More »](#)

Q3 2008 Earnings Call Archive

PRODUCTS	TOOLS & SERVICES	SOLUTIONS	EVENTS & RESOURCES
<ul style="list-style-type: none"><li>» Fusion Mixed-Signal FPGAs</li><li>» IGLOO Lowest Power FPGAs</li><li>» ProASIC3 Low-Power FPGAs</li><li>» RadTolerant FPGAs</li><li>» Processors</li><li>» Packaging</li></ul>	<ul style="list-style-type: none"><li>» Design Software</li><li>» Programming &amp; Debug</li><li>» Dev. Kits and Boards</li><li>» Intellectual Property</li><li>» Online Prototyping System</li><li>» Design Services</li></ul>	<ul style="list-style-type: none"><li>» Portable</li><li>» Low Power</li><li>» System Management &amp; TCA</li><li>» Medical</li><li>» Automotive</li><li>» Military &amp; Aerospace</li></ul>	<ul style="list-style-type: none"><li>» Webcasts &amp; Training</li><li>» Trade Shows</li><li>» eZone Newsletter</li><li>» Knowledge Base</li><li>» Searches</li><li>» Sales Offices</li></ul>

 <p>IGLOO nano Starter Kit Register for your chance to win! <a href="#">Register Now »</a></p>	 <p>New Handbook Actel Fusion mixed-signal FPGAs handbook <a href="#">Read Now »</a></p>	 <p>Webcast Actel low-power and portable applications <a href="#">View Now »</a></p>
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Actel

## COMPETITION:

The screenshot shows the Lattice Semiconductor Corporation website. At the top left is the Lattice logo. A navigation bar contains links for Home, Products, Solutions, Support, Documents, Downloads, Sales, Store, and About Us. The main banner features a yellow pencil pointing to a Lattice ispMACH 4000ZE chip, with the text 'NEW ispMACH 4000ZE Ultra Low Power CPLD Family' and 'Standby current as low as 10µA. Cool 1.8V core.' A 'Learn More' link is below. To the right is a 'NEW ISSUE LatticeNEWS' section with the text 'Get the latest information online.' and an image of a newspaper, with a 'LatticeNEWS Online' link below. Below the banner are three columns: 'Key Solutions/Products' with a list of product categories, 'Events' with a list of seminars and classes, and 'News/Articles' with a list of recent news items. An 'RSS' icon is in the bottom right corner of the content area.

**Lattice**  
Semiconductor Corporation

Home | Products | Solutions | Support | Documents | Downloads | Sales | Store | About Us

**NEW ispMACH 4000ZE**  
Ultra Low Power CPLD Family

Standby current as low as 10µA. Cool 1.8V core.

Learn More

**NEW ISSUE LatticeNEWS**  
Get the latest information online.

LatticeNEWS Online

**Key Solutions/Products**

- ▶ **Wireless** - Ready to Use Wireless Solutions
- ▶ **PCI Express** - Low Cost Development Kit
- ▶ **Ethernet** - End-to-end System Solutions
- ▶ **LatticeECP2M** - Low Cost FPGA with SerDes
- ▶ **LatticeXP2** - True 90nm Flash Based FPGA
- ▶ **MachXO** - Crossover PLD: Best of CPLD and FPGA
- ▶ **ispMACH 4000ZE** - Ultra Low Power, Low Cost CPLD
- ▶ **Design Software** - Download the Latest Version

**Events** > More

- ▶ Synplify/Pro Design Seminar - Online
- ▶ Verilog Training Classes - Online

**Webcasts** > More

- ▶ Non-Volatile FPGAs for Automotive Systems
- ▶ Lattice® and Aldec®: Quick Timing Closure
- ▶ FPGA Power Calculation Techniques

**News/Articles** > More

- ▶ FPGAs Power Instant-On Embedded Display Systems
- ▶ LatticeECP2M Wins EDN-China Innovation Award
- ▶ eg3 Senior Editor Jason McDonald Interviews Lattice
- ▶ Lattice Enhances its SPI4.2 Solution Portfolio

RSS

Lattice Technology



## COMPETITION:

The screenshot displays the Linear Technology website interface. At the top, there is a navigation bar with the company logo and links for "中文网站", "日本サイト", "Quality", "Careers", "Contact Us", and "MyLinear". Below this is a secondary navigation menu with "PRODUCTS", "SOLUTIONS", "DESIGN SUPPORT", "PURCHASE", and "COMPANY". A search bar is located on the right side of this menu.

The main content area features a large banner for the **LT<sup>®</sup>3507** **36V<sub>IN</sub> Multichannel Bucks**. The banner includes the text "Integrated System Solution with up to 4 Outputs" and a circuit diagram. The diagram shows the LT3507 chip with four output channels: **V<sub>OUT1</sub> @ 2.4A**, **V<sub>OUT2</sub> @ 1.5A**, **V<sub>OUT3</sub> @ 1.3A**, and **V<sub>OUT4</sub> @ 0.2A**. Callouts highlight "Low Input Ripple" and "Outputs: Sequenced or Tracked". The input voltage is specified as **V<sub>IN</sub> = 4V to 36V**.

On the left side of the website, there is a vertical menu with categories: Data Conversion, Signal Conditioning, Power Management, High Frequency & Optical, Interface, Timing, and Military and Space. Below the main banner, there are sections for "MyLinear Sign Up", "New Product Releases" (listing LTC3608, LT5581, LTM4608, and LTC2261), and "New Technical Documents" (listing Product Datasheets, SwitcherCAD Circuit Collection, Design Notes, Application Notes, LT Magazine, and LT Chronicle).

Linear Technology

# COMPETITION:

Search Site

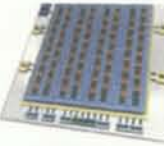
powered by Gravitite™

HOME PRODUCTS APPLICATIONS & IP PARTNERS CORPORATE CONTACT US


**MATHSTAR**  
The Next Generation of Programmable Logic

HIGH PERFORMANCE programmable logic solutions for image and digital signal processing. Up to four times the performance of today's top FPGAs.

**Products**

 MathStar's FPOAs (Field Programmable Object Arrays) are high performance, programmable logic devices that perform digital signal processing and logic functions at a clock rate up to 1 GHz. FPOAs are up to four times the performance of today's FPGAs. >>[Download Arrix FPOA Architecture Guide](#)

**Applications**

 **Medical Imaging**

The Arrix™ Family of FPOAs™ are designed to excel at today's most demanding high definition video, image, and signal processing applications. FPOAs perform operations at up to 1 GHz, and are supported by an expanding array of MathStar applications and IP cores. >>[Learn More about MathStar's Applications](#)

**What's New**

- [Transcript for MathStar, Inc. Stockholder Meeting](#)
- [MathStar, Inc. Announces Shareholder Update Meeting](#)
- [VisionGate Selects MathStar to Help Deliver Innovative Cell-CT™ Cellular Characterization Platform](#)

Products | Applications & IP | Partners | Corporate | Contact Us | Legal | Privacy Policy | Site Map

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MathStar



## COMPETITION:

**QuickLogic** Solutions Platforms Technologies Support Corporate

See how VEE dramatically improves image quality on mobile displays while extending battery life...

VEE on --> <-- VEE off

Click to view the webcast!

**Platforms**

- » ArcticLink® II
- » ArcticLink®
- » PolarPro®/PolarPro® II

**Technologies**

- » VEE™
- » ViaLink®

**Support**

- » Support Center
- » Mature Products
- » Tools
- » Packages
- » Documents

**Corporate**

- » Corporate Overview

**CSSSP What are ASSPs? CSSPs?**

[Learn more](#)

**CSSSP Solutions by Market**

- » Smartphone
- » Enterprise PDA
- » Personal Media Player
- » Portable Navigation Device
- » Wireless Datacard
- » UMPC/PC/UMD

**Press Release**

**Tuesday, December 02, 2008** - QuickLogic Delivers its Visual Enhancement Engine (VEE) With a Qualcomm EB12 Display Interface

**Thursday, October 23, 2008** - QuickLogic Announces Third Quarter Fiscal 2008 Results - Operational Realignment Improves...

**Wednesday, October 22, 2008** - QuickLogic to Present at AeA Classic Financial Conference November 4-5 in San Diego

[Press Release Archive](#)

**CSSSP Solutions by Application**

QuickLogic



## **COLLATERAL STRUCTURE:**

### **Tier 1 Collateral**

Corporate Overview Brochure

PowerPoint Presentation

Corporate Presentation Folder

### **Tier 2 Collateral**

Datasheet

Solutions Brochure

### **Tier 3 Collateral**

White Paper

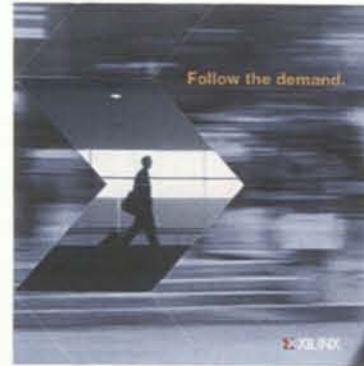
optionone



XILINX LOOK & FEEL

The Creative:

Overview Brochure



Solutions Brochure



Datasheet



FOLLOW THE DEMAND

The Concept:

This look and feel embodies the core principles that Xilinx is built on. Xilinx allows the engineers to follow the demographic in the marketplace with cutting-edge innovative solutions. Using elements of the corporate logo, this design direction embeds examples of Xilinx-based technology in everyday scenes to suggest the omnipresence of Xilinx in our lives. Images of products that Xilinx's reprogrammable FPGAs enable are visible within these arrow forms, demonstrating their role in pioneering technologies. Without knowing it, people everywhere demand the kind of high performance and reliability that only Xilinx can provide. Additionally, these arrows provide visual motion, speed and direction to reinforce the strong Xilinx brand.

Typography:

Niles Light  
Niles Bold

Century Schoolbook Regular  
Century Schoolbook Bold Italic

Color Palette:



Icons:



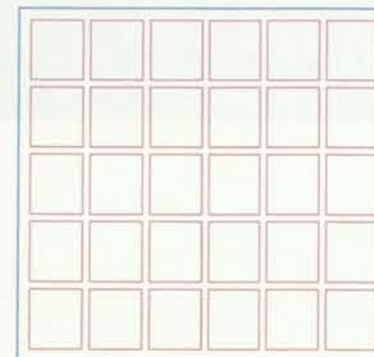
Photography Style:

Photographs of everyday scenes are combined with embedded arrows that depict key Xilinx products and technology.



The Grid System:

The grid is based on a six column system.







Follow the demand.

XILINX.

Overview Brochure Cover





Overview Brochure Spread 1

Every day there are 5 billion cell phones in use globally.  
Each phone has been engineered for maximum performance.

Every day the market seeks more functionality  
at the speed of demand.

With Xilinx FPGAs the possibility to meet that demand  
is only limited by your imagination.

There is a smarter way.

**Follow the demand.**

Deliver your imagination.



Every hour hundreds of airplanes rely on sophisticated navigation equipment to carry thousands of passengers to their destinations safely.

Each plane and its guidance systems have been tuned for reliability and problem-free performance.

Each of those passengers, whether they know us by name or not, demand the kind of functionality only we can deliver.

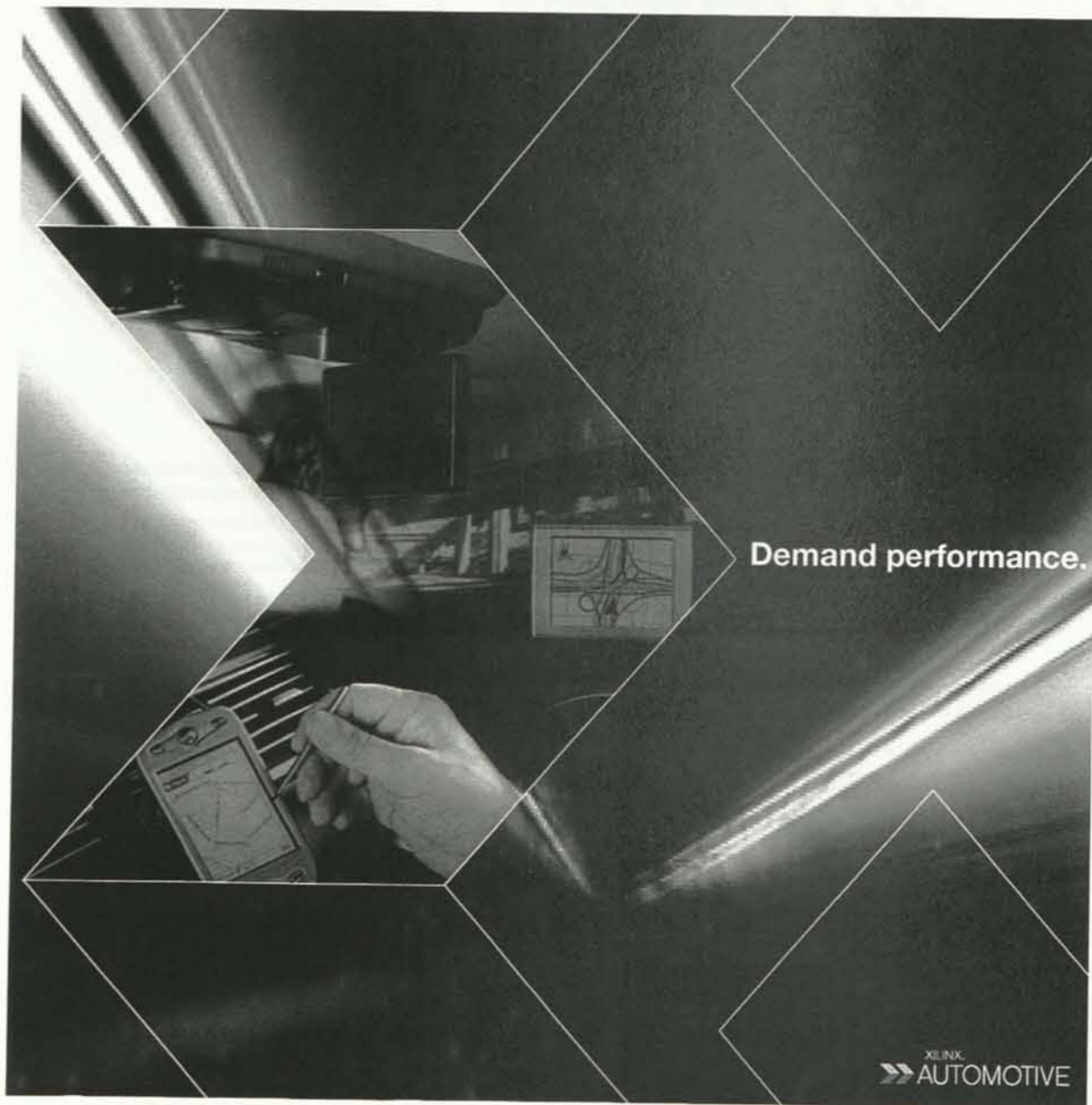
There is a smarter way.

**Follow the demand.**

Deliver performance.







Solutions Brochure Cover



# XILINX VIRTEX<sup>6</sup>

Single-FPGA Ultra-High Bandwidth Solutions



### The Challenges of Deploying Ultra-high Bandwidth Equipment

- Not enough transceivers in a single device for high-performance networking, audio/video broadcast, and medical imaging equipment
- Too many protocols used for highband width interfaces in ASICs and ASSPs
- Finding the right solution for increasing line card and backplane bandwidth, while managing cost, area, power, and time-to-market constraints
- Migrating to 100G, even as interface standards evolve

### The Xilinx Virtex-5 TXT Solution

- The lowest-risk option for deploying high-end telecom equipment today
- 48 field-proven GTX multi-rate transceivers (identical to those in Virtex-5 FXT FPGAs) delivering 600Gbps+ total bandwidth in a single device
- Full IP portfolio for bridging 100GE to Interlaken and more

The latest innovation from Xilinx, the Virtex<sup>®</sup>-5 TXT FPGA platform offers a low-risk path enabling manufacturers of telecommunications equipment to quickly prototype and bring to production new products that address the rapidly developing market for 100G networks. These FPGAs are ideal for building high-throughput line cards (40Gbps, 100Gbps+) for routers and switches, and high-density ports in data centers. Their high-bandwidth capabilities also address the requirements of video broadcast and editing equipment, medical imaging systems, and other applications that must move large amounts of uncompressed video data.

### Flexible Bridging

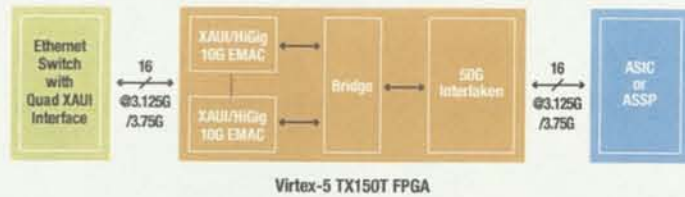
Incorporating up to 48 GTX multi-rate transceivers (twice the number found on any other available FPGA), these devices offer the bandwidth for single-FPGA bridging of key standards such as:

- 100G Ethernet to 120G Interlaken
- 40G Quad XAUI to 50G Interlaken
- OC-768 to OTU-3
- SFI-5 to 4x SF14.2
- Customer-proprietary protocols

### Lowest Risk Solution

Design with confidence. Virtex-5 TXT FPGAs have the same, reliable 6.5Gbps GTX transceivers built into 65nm Virtex-5 FXT FPGAs that Xilinx customers have deployed in hundreds of systems worldwide.

### 40G Quad XAUI to Interlaken Bridge



Virtex-5 TX150T devices enable a single-FPGA bridge between 40G quad XAUI and 50G Interlaken.



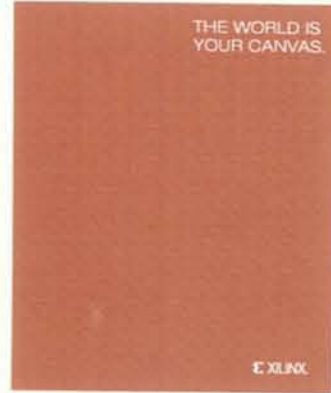
optiontwo



XILINX LOOK & FEEL

The Creative:

Overview Brochure



Solutions Brochure



Datasheet



Photography Style:

Photographs of "objects" representing Xilinx markets, solutions and products are superimposed upon a blank canvas. The part of the object on the canvas is rendered in a painterly style.



CANVAS

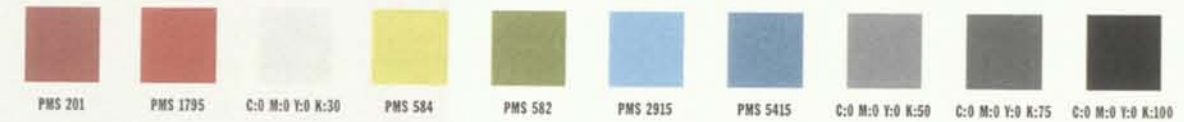
The Concept:

This concept is based on a simple metaphor with profound implications—your imagination is a canvas, and the only limitations to your technology design are the tools you use. In fact, given the right "brushes," an engineer can create astounding works of "art" ranging from advances in aerospace guidance systems, to zero-gravity solar panel redeployment chips. Any imagining an engineer might have is now possible to execute in full color. Xilinx's reprogrammable FPGAs enable rapid prototyping and faster-time-to-market for the even the most creative ideas. Finally, an engineer can be as creative as he or she has ever wanted, and each one is an artist! Imagine the possibilities...

Typography:

Niles Light	Century Schoolbook Regular	Helvetica Neue LT Std 43 Light Extended
Niles Bold	Century Schoolbook Bold Italic	Helvetica Neue LT Std 53 Extended
		<b>Helvetica Neue LT Std 73 Bold Extended</b>

Color Palette:

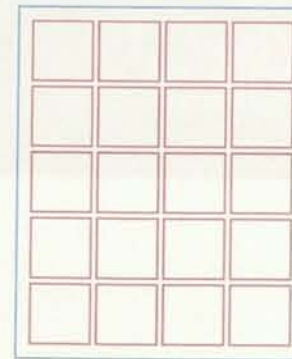


Icons:



The Grid System:

The grid is based on a four column system.



A SMARTER WAY.

 XILINX.

OVERVIEW BROCHURE COVER | 10 x 12



IMAGINATION. IT'S YOUR CANVAS.

# START ENGINEERING.

AUTOMOTIVE SOLUTIONS

Engineering the future does not begin with a better bolt.

Engineering begins with the ability to respond to market demand in ways once considered unimaginable. Xilinx reprogrammable suite FPGAs provides engineers with the paintbox that allows them to work directly from their creative source, their imaginations. Unrestrained by limitations of traditional design tools, they find new artistic freedom and the ability to create whatever they can dream.



CONSEQUAT VEL ILLUM DOLORE EU FEUGIAT NULLA FACILIS.  
CONSEQUAT VEL ILLUM DOLORE EU FEUGIAT NULLA FACILIS.  
CONSEQUAT VEL ILLUM DOLORE EU FEUGIAT NULLA FACILIS.  
CONSEQUAT VEL ILLUM DOLORE EU FEUGIAT NULLA FACILIS.

ART. IT SHOULDN'T STAY IN YOUR HEAD. SOLUTIONS

# PUT REAL CREATIVE POWER IN YOUR HANDS.

The best ideas often remain just that—ideas.  
Wouldn't it be nice, if engineers had the ability to execute on their ideas? Now they can, with the tools Xilinx provides as part of its suite of reprogrammable FPGAs. With artistic flare, unprecendented fluidity and unequalled flexibility, Virtex-5, Spartan and CoolRunner II become an engineers brushes, allowing him to make big ideas, bigger and more real than ever.

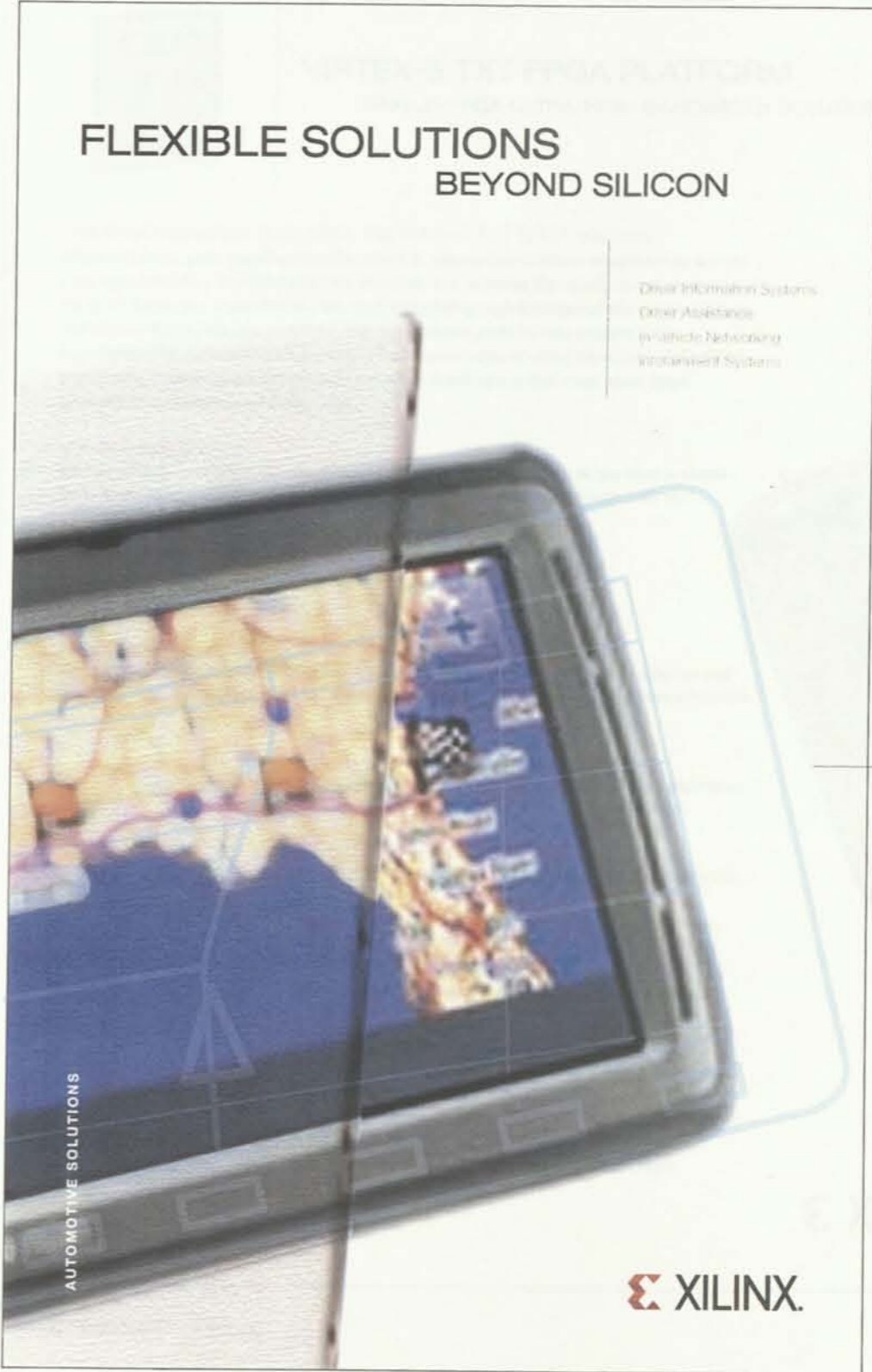


CONSEQUAT VEL ELLUM DOLORE EU FEUGIAT NULLA FACILIS.  
CONSEQUAT VEL ELLUM DOLORE EU FEUGIAT NULLA FACILIS.  
CONSEQUAT VEL ELLUM DOLORE EU FEUGIAT NULLA FACILIS.  
CONSEQUAT VEL ELLUM DOLORE EU FEUGIAT NULLA FACILIS.

COMMUNICATION SOLUTIONS







**FLEXIBLE SOLUTIONS  
BEYOND SILICON**

- Driver Information Systems
- Driver Assistance
- In-vehicle Networking
- Wired-in Systems

AUTOMOTIVE SOLUTIONS

**XILINX.**

IMAGE ON CANVAS CHANGES FOR EACH SOLUTION

LARGE, ANGLED AND CROPPED MARKET ICONS DIFFERENTIATE SOLUTION BROCHURES



## VIRTEX-5 TXT FPGA PLATFORM

SINGLE-FPGA ULTRA-HIGH BANDWIDTH SOLUTIONS

The latest innovation from Xilinx, the Virtex-5 TXT FPGA platform offers a low-risk path enabling manufacturers of telecommunications equipment to quickly prototype and bring to production new products that address the rapidly developing market for 100G networks. These FPGAs are ideal for building high-throughput line cards (40Gbps, 100Gbps+) for routers and switches, and high-density ports in data centers. Their high-bandwidth capabilities also address the requirements of video broadcast and editing equipment, medical imaging systems, and other applications that must move large amounts of uncompressed video data.

### FLEXIBLE BRIDGING

Incorporating up to 48 GTX multi-rate transceivers (twice the number found on any other available fpga), these devices offer the bandwidth for single-fpga bridging of key standards such as:

- 100g ethernet to 120g interlaken
- 40g quad xaui to 50g interlaken
- oc-768 to otu-3
- sfi-5 to 4x sfi4.2
- customer-proprietary protocols

### LOWEST RISK SOLUTION

Design with confidence. Virtex-5 TXT FPGs have the same, reliable 6.5 gbps GTX transceivers built into 65nm Virtex-5 FXT fpgas that xilinx customers have deployed in hundreds of systems worldwide.



**THE CHALLENGES OF DEPLOYING ULTRA-HIGH BANDWIDTH EQUIPMENT**  
NOT ENOUGH TRANSCEIVERS IN A SINGLE DEVICE FOR HIGH-PERFORMANCE NETWORKING, AUDIO/VIDEO BROADCAST, AND MEDICAL IMAGING EQUIPMENT

TOO MANY PROTOCOLS USED FOR HIGH-BANDWIDTH INTERFACES IN ASICs AND ASSPS

FINDING THE RIGHT SOLUTION FOR INCREASING LINE CARD AND BACKPLANE BANDWIDTH WHILE MANAGING AREA, POWER, AND TIME-TO-MARKET CONSTRAINTS

MIGRATING TO 100G, EVEN AS INTERFACE STANDARDS EVOLVE

### THE XILINX VIRTEX-5 TXT SOLUTION

THE LOWEST-RISK OPTION FOR DEPLOYING HIGH-END TELECOM EQUIPMENT TODAY

48 FIELD-PROVEN GTX MULTI-RATE TRANSCEIVERS (IDENTICAL TO THOSE IN VIRTEX-5 FXT FPGAS) DELIVERING 600 GBPS+ BANDWIDTH IN A SINGLE DEVICE

FULL IP PORTFOLIO FOR BRIDGING 100GE TO INTERLAKEN AND MORE

XILINX VIRTEX-5



IMAGE ON CANVAS CHANGES FOR EACH PRODUCT



DATASHEETS INCORPORATE ALL MARKET ICONS WITH RELEVANT ICONS CALLED OUT IN BLACK



optionthree

XILINX LOOK & FEEL

The Creative:

Overview Brochure



Product Brochure

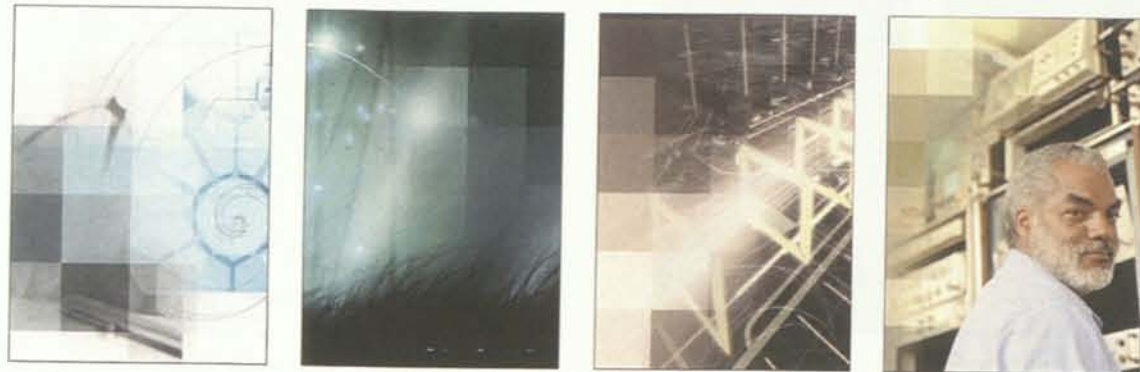


Datasheet



Photography Style:

Concrete images emerge out of abstract mosaic suggesting the concept of idea/fruition



"AT THE SPEED OF DEMAND"

The Concept:

This dramatic system uses a series of angled lines to create an exciting, multi-dimensional, cutting-edge look. As images emerge from behind these pixelated abstract shapes, a sense of constant movement and energy results. Textural, even surreal imagery, suggests hyper-futuristic technology and expresses the demands of electronics in today's fast-changing markets. All of these elements combine to create a sense of urgency to meet the demand and communicate Xilinx's readiness to reach the speed of demand, and to meet the future.

Typography:

Niles Light  
Niles Bold

Century Schoolbook Regular  
*Century Schoolbook Bold Italic*

Color Palette:



Icons:



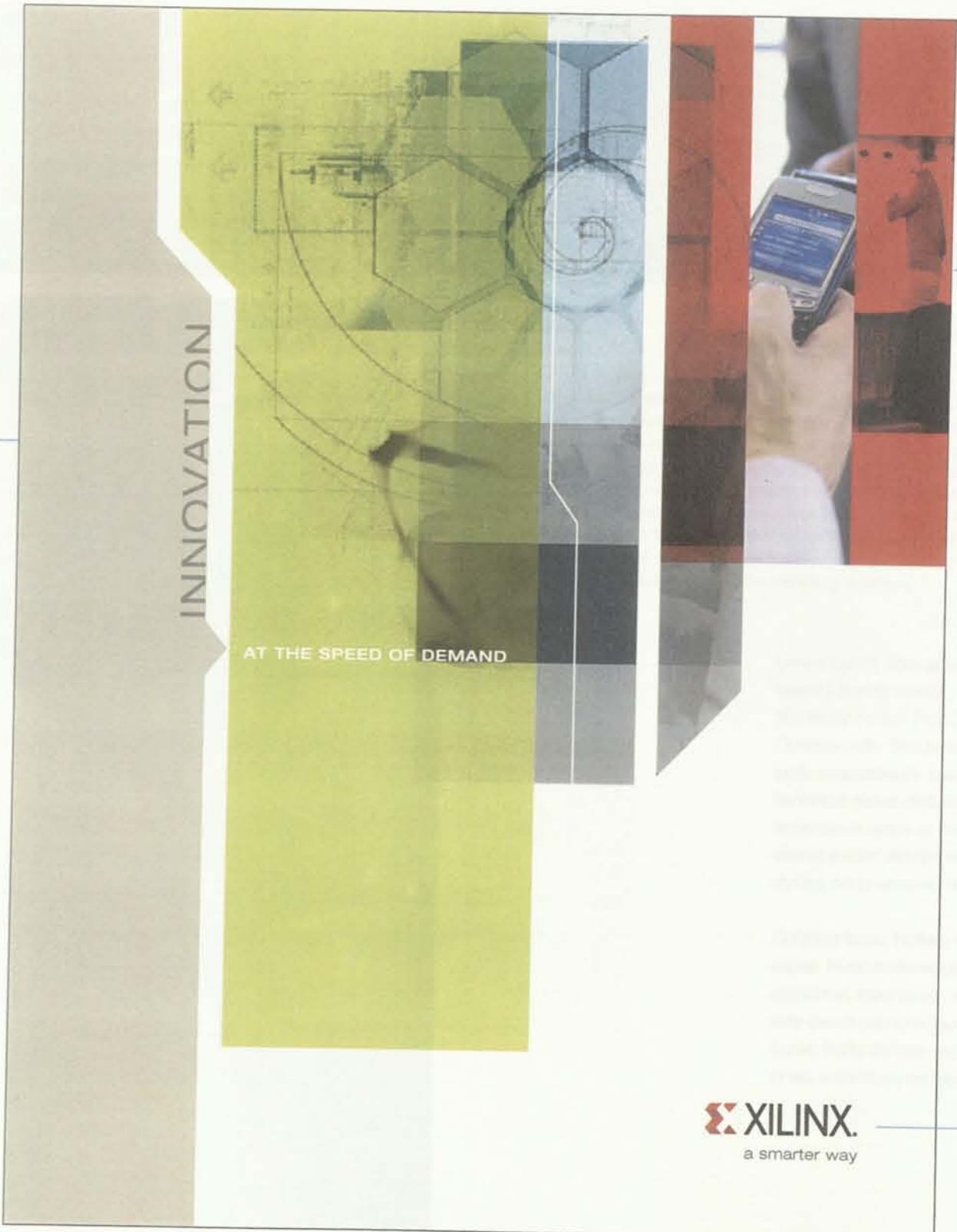
The Grid System:

The grid is based on a twelve row/nine column system.





Corporate brochure left panel will consistently be a solid neutral color



Corporate brochure cover features modular colored shapes overlaying a fluid blend of diverse imagery, igniting concepts of imagination and creation

Logo to always appear in lower right corner

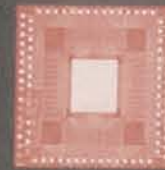
CORPORATE BROCHURE COVER



“WITH XILINX, I FINALLY CAN INNOVATE ON MY OWN TERMS. IT'S A DIFFERENT WAY OF WORKING THAT ALLOWS FLEXIBILITY, READINESS TO ADAPT, AND TIMELINESS TO MARKET. IT'S DEFINITELY A SMARTER WAY.”

CHARLES CAMPBELL ENGINEERING DIRECTOR, ALLEGRO NETWORKS

ON-THE-FLY TECHNOLOGY



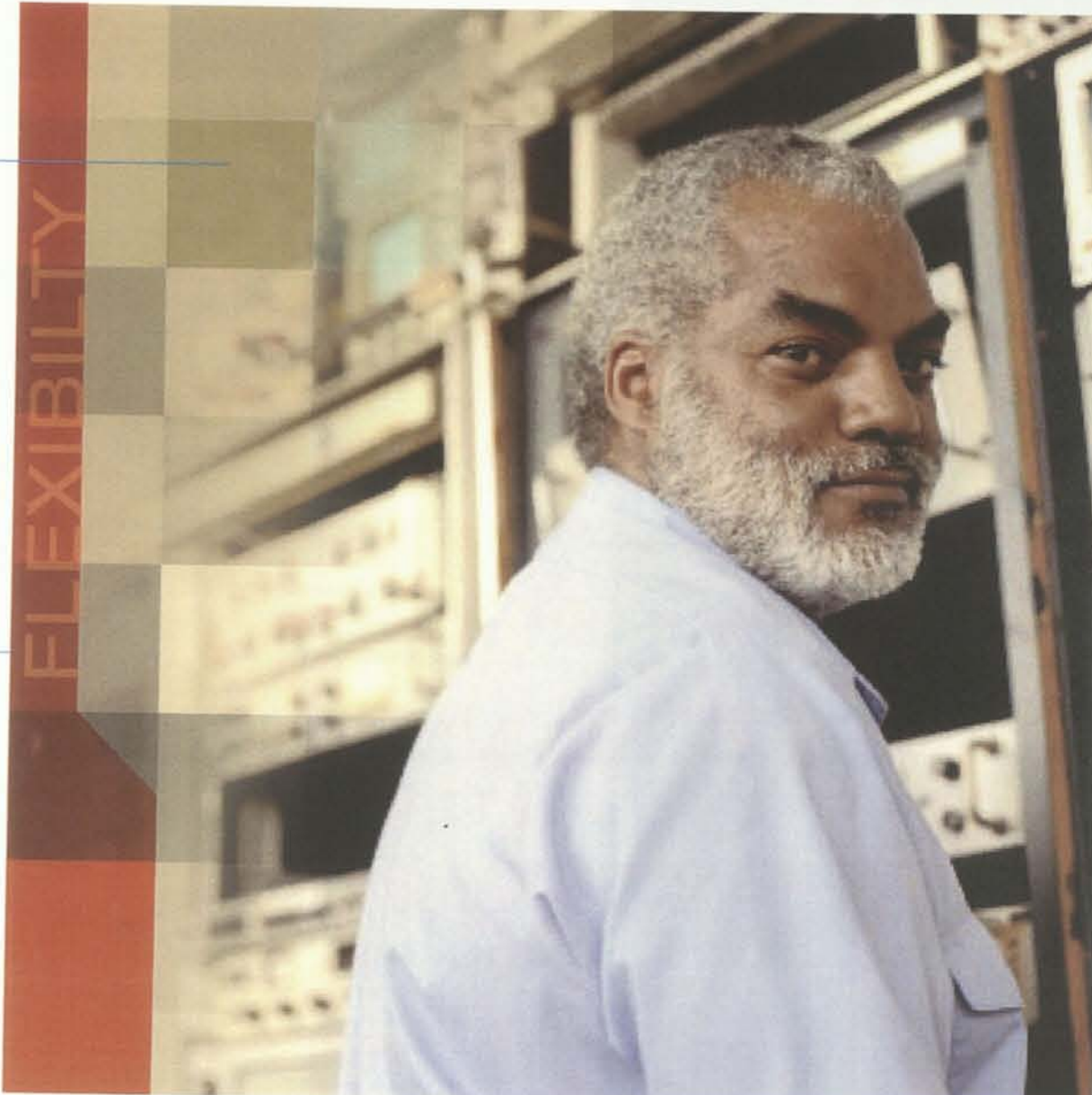
In 1984, Xilinx invented the field programmable gate array (FPGA) and was the first semiconductor company to establish the fabless manufacturing model, outsourcing everything but the design, marketing and support of its products. Today there are approximately 700 fabless semiconductor companies around the world. Xilinx has long maintained its industry

leadership by consistently products implementing cutting edge technologies. Xilinx was the first to employ 180nm, 150nm, 130nm, 90nm, and 65nm process technology and currently delivers approximately 80 percent of all high-end 65nm FPGAs in the world.

Banner at top of page will span across entire spread and will be used to highlight specific information

Corporate brochure will use a variety of relevant full-bleed photos with pixelated treatment to maintain a consistent theme

Relevant key words will be highlighted in colorized shapes that bleed of side of page



As the global leader in programmable solutions, Xilinx consistently responds to the accelerated changes and demands of the market. The 3Cs, communications, computing and the consumer have converged to drive demand at an unprecedented rate. Xilinx responds with a unique solution set of products for Core Infrastructure, the Expanding Edge and the In-the-Hand market segments that are uniquely positioned to fulfill the needs of a dynamic and demanding market.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas lobortis blandit mauris. Aenean bibendum lectus in purus. Sed dignis sim laoreet enim. Fusce consectetur ante id enim. Quisque felis. Quisque nulla. Sed pretium, ante vulputate euismod suscipit, purus pede consectetur quam, rhoncus laoreet erat odio vitae est. In hac habitasse platea dictumst. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras nec velit ut ipsum ultricies mollis. Sed eros diam, consequat ut, interdum viverra, porta tempus, nulla. Fusce facilisis nisi eu nisl.

Curabitur lacus. Nullam varius. Maecenas ac erat. Fusce pharetra augue. Nunc scelerisque. Sed magna. Duis magna est, sollicitudin et, sodales at, lobortis ac, mi. Vivamus rhoncus porttitor dui. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nulla ultrices, est et condimentum luctus, enim tortor hendrerit leo, a tincidunt est elit quis nisi. Aenean lorem.

XILINX



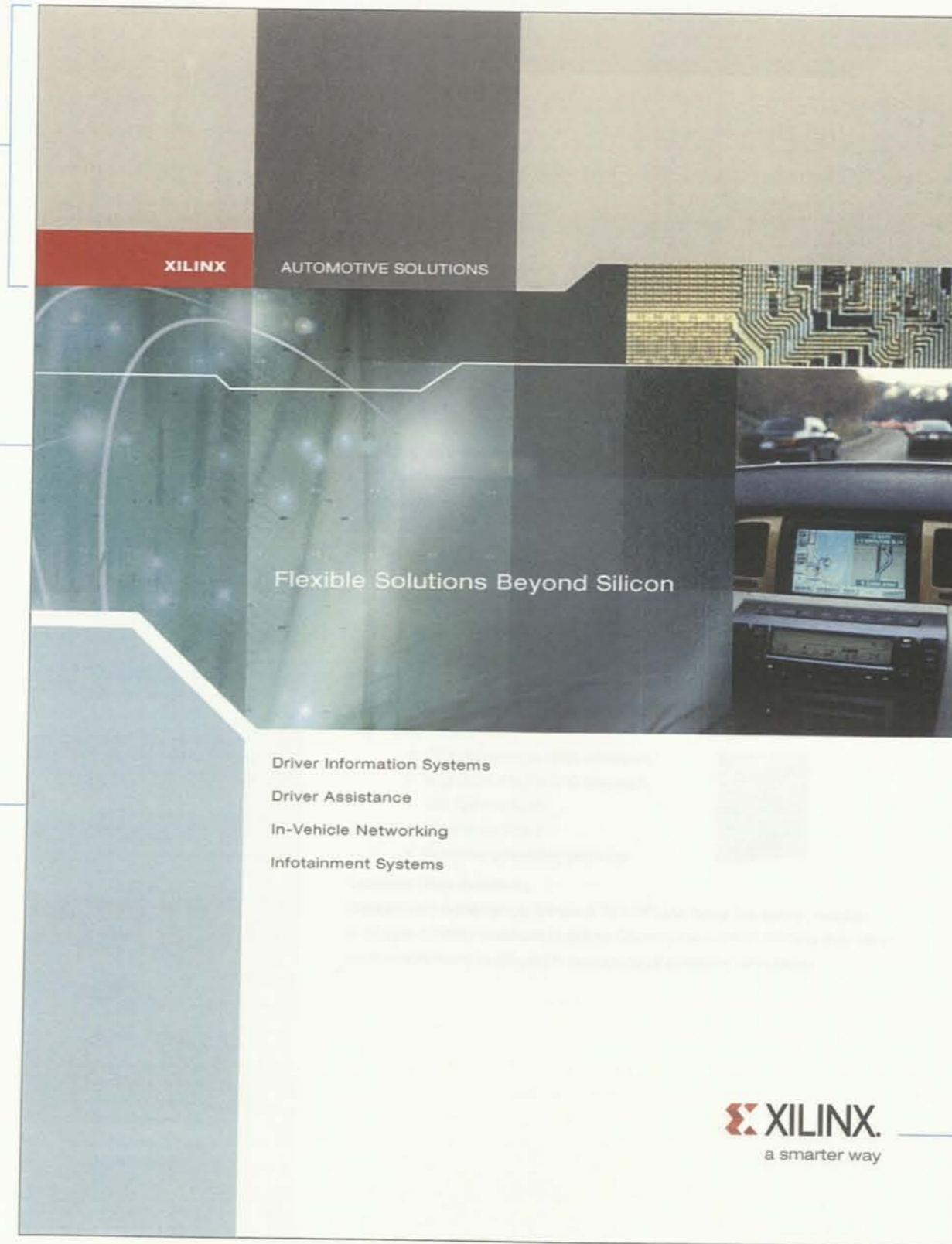
Solutions brochure will be marked with appropriate product/system identifiers in banner aligning to a specific grid

Solutions brochure will feature color-coded dominant surreal images that speak to the central message of each sector

Left panel will consistently be color-coded, in accord with the dominant image

Application-specific support images will be used as mosaic tiles inset within the main image

Logo to always appear in lower right corner




SOLUTIONS BROCHURE COVER

Datasheets will be marked with appropriate product/system identifiers in a banner aligning to a specific grid

Datasheets will feature dominant broad-themed industrial images that pertain to each product

Left column will consistently feature highlighted information

**XILINX** VIRTEX-5 TXT SOLUTIONS




**Virtex-5 TXT FPGA Platform**  
Single-FPGA Ultra-High Bandwidth Solutions

The latest innovation from Xilinx, the Virtex<sup>®</sup>-5 TXT FPGA platform offers a low-risk path enabling manufacturers of telecommunications equipment to quickly proto type and bring to production new products that address the rapidly developing market for 100G networks. These FPGAs are ideal for building high-throughput line cards (40Gbps, 100Gbps+) for routers and switches, and high-density ports in data centers. Their high-bandwidth capabilities also address the requirements of video broadcast and editing equipment, medical imaging systems, and other applications that must move large amounts of uncompressed video data.

**Flexible Bridging**  
Incorporating up to 48 GTX multi-rate transceivers (twice the number found on any other available FPGA), these devices offer the bandwidth for single-FPGA bridging of key standards such as:

- 100G Ethernet to 120G Interlaken
- 40G Quad XAU1 to 50G Interlaken
- OC-768 to OTU-3
- SFI-5 to 4x SFI4.2
- Customer-proprietary protocols



**Lowest Risk Solution**  
Design with confidence. Virtex-5 TXT FPGAs have the same, reliable 6.5Gbps GTX transceivers built into 65nm Virtex-5 FXT FPGAs that Xilinx customers have deployed in hundreds of systems worldwide.

**The Challenges of Deploying Ultra-High Bandwidth Equipment**  
Not enough transceivers in a single device for high-performance networking, audio/video broadcast, and medical imaging equipment  
Too many protocols used for high-bandwidth interfaces in ASICs and ASSPs  
Finding the right solution for increasing line card and backplane bandwidth, while managing cost, area, power, and time-to-market constraints  
Migrating to 100G, even as interface standards evolve

**The Xilinx Virtex-5 TXT Solution**  
The lowest-risk option for deploying high-end telecom equipment today  
48 field-proven GTX multi-rate transceivers (identical to those in Virtex-5 FXT FPGAs) delivering 500Gbps+ total bandwidth in a single device  
Full IP portfolio for bridging 100GE to Interlaken and more

**XILINX**  
a smarter way

Logo to always appear in lower right corner

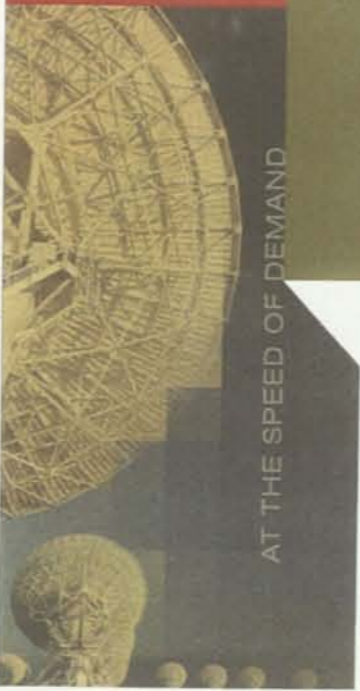


Datasheets will be marked with appropriate product/system identifiers in a color-coded banner aligning to a specific grid

Datasheets will feature dominant broad-themed industrial images that pertain to each product

Left column will consistently feature highlighted information

**XILINX** VIRTEX-5 TXT SOLUTIONS



**Virtex-5 TXT FPGA Platform**  
Single-FPGA Ultra-High Bandwidth Solutions

The latest innovation from Xilinx, the Virtex<sup>®</sup>-5 TXT FPGA platform offers a low-risk path enabling manufacturers of telecommunications equipment to quickly prototype and bring to production new products that address the rapidly developing market for 100G networks. These FPGAs are ideal for building high-throughput line cards (40Gbps, 100Gbps+) for routers and switches, and high-density ports in data centers. Their high-bandwidth capabilities also address the requirements of video broadcast and editing equipment, medical imaging systems, and other applications that must move large amounts of uncompressed video data.

**The Challenges of Deploying Ultra-high Bandwidth Equipment**

Not enough transceivers in a single device for high performance networking, audio-video broadcast and medical imaging equipment.

Too many protocols used for high bandwidth interfaces in ASICs and ASSPs.

Finding the right solution for increasing the card and backplane bandwidth, while managing cost, size, power, and time-to-market constraints.

Migrating to 100G, even as interface standards evolve.

**The Xilinx Virtex-5 TXT Solution**

The lowest risk option for deploying highest telecom equipment today.


48 field-proven GTX multi-rate transceivers (identical to those in Virtex-5 FXT FPGAs) delivering 600Gbps+ total bandwidth in a single device.

Full IP portfolio for bridging 100GE to 20GbE and more.

**Flexible Bridging**

Incorporating up to 48 GTX multi-rate transceivers (twice the number found on any other available FPGA), these devices offer the bandwidth for single-FPGA bridging of key standards such as:

- 100G Ethernet to 120G Interlaken
- 40G Quad XAUI to 50G Interlaken
- OC-768 to OTU-3
- SFI-5 to 4x SF4.2
- Customer-proprietary protocols



**Lowest Risk Solution**

Design with confidence. Virtex-5 TXT FPGAs have the same, reliable 6.5Gbps GTX transceivers built into 65nm Virtex-5 FXT FPGAs that Xilinx customers have deployed in hundreds of systems worldwide.

**XILINX.**  
a smarter way

Logo to always appear in lower right corner



optionfour





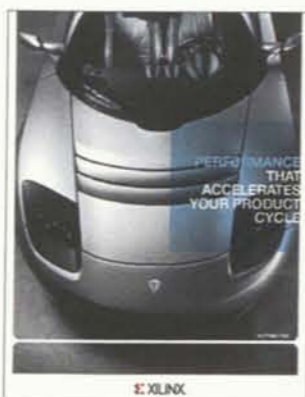
**XILINX LOOK & FEEL**

The Creative:

Overview Brochure



Solution Brochure



Datasheet



**AT THE EDGE OF INNOVATION**

The Concept:

This look and feel speaks to Xilinx's commitment to finding "a smarter way" with innovative products that embrace the customer's need to innovate within. This direction uses aspirational messaging punctuating the cutting-edge technology that empowers customers and transforms markets. The compact form factor of the overview brochure suggests the embedded technology that enables the myriad of products and markets. Bold typography and striking imagery are used throughout to represent the new Xilinx brand—a forward moving, approachable company that inspires innovation throughout.

Typography:

Niles Light  
**Niles Bold**

Century Schoolbook Regular  
*Century Schoolbook Bold Italic*

Color Palette:



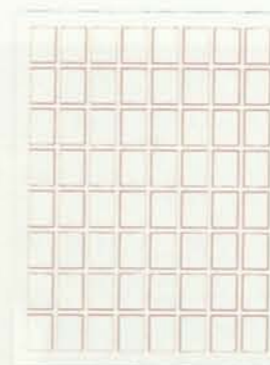
Photography Style:

A mixture of metaphoric and industry specific imagery are used throughout the system.



The Grid System:

The grid is based on a eight column system.





Corporate Brochure (accordian fold)  
Cover  
Size: 4 x 5 in.



Corporate Brochure (showing all panels)



AT THE  
EDGE  
OF  
INNOVATION

 XILINX



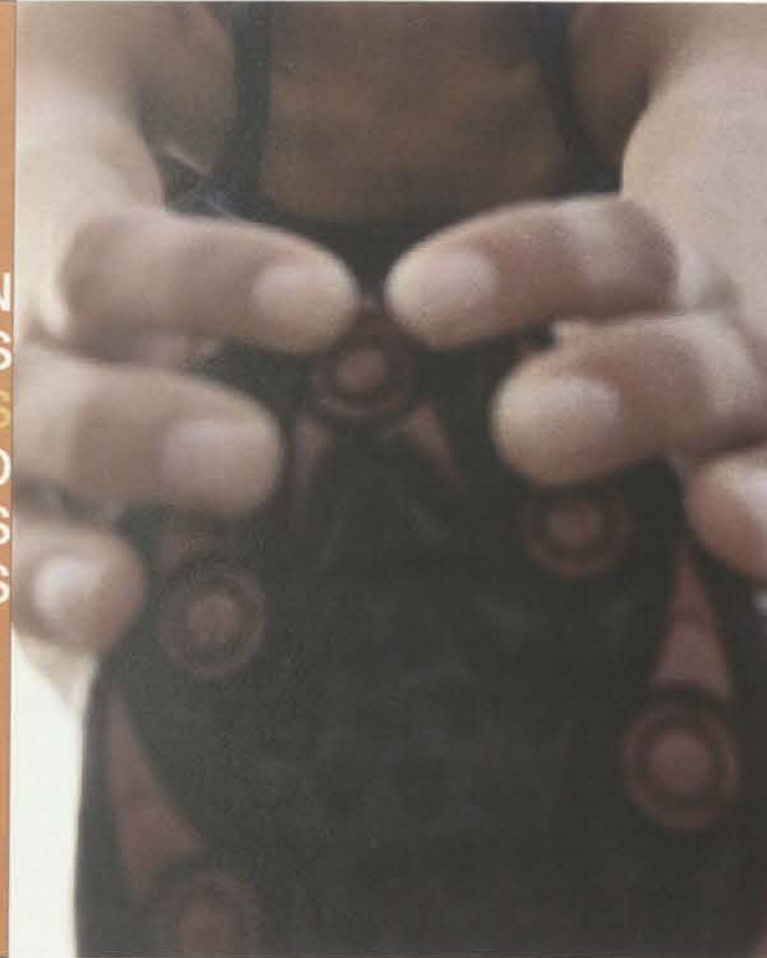
THE GLOBAL  
PROGRAMMABLE  
MARKET  
DEMANDS  
A BREAKTHROUGH

TO MEET THE  
DEMAND FOR  
INTEGRATED  
SOLUTIONS  
AND READINESS  
TO ADAPT  
TO THE  
INCREASING  
COMPLEXITY

Corporate Brochure (panels 1-3)



INNOVATION  
THAT CREATES  
LEADERS  
AND  
TRANSFORMS  
MARKETS



PERFORMANCE  
AND READINESS  
TO ADAPT  
TO THE  
INCREASING  
DEMANDS

Corporate Brochure (panels 4-7)

Corporate Brochure (panels 4-7)



**XILINX**  
**A SMARTER  
WAY**

Xilinx, as the global leader in programmable solutions, consistently responds to the accelerated changes and demands of the market. The 3C's, communications, computing and consumer have converged to drive demand at an unprecedented rate.



Corporate Brochure (panels 8-9)

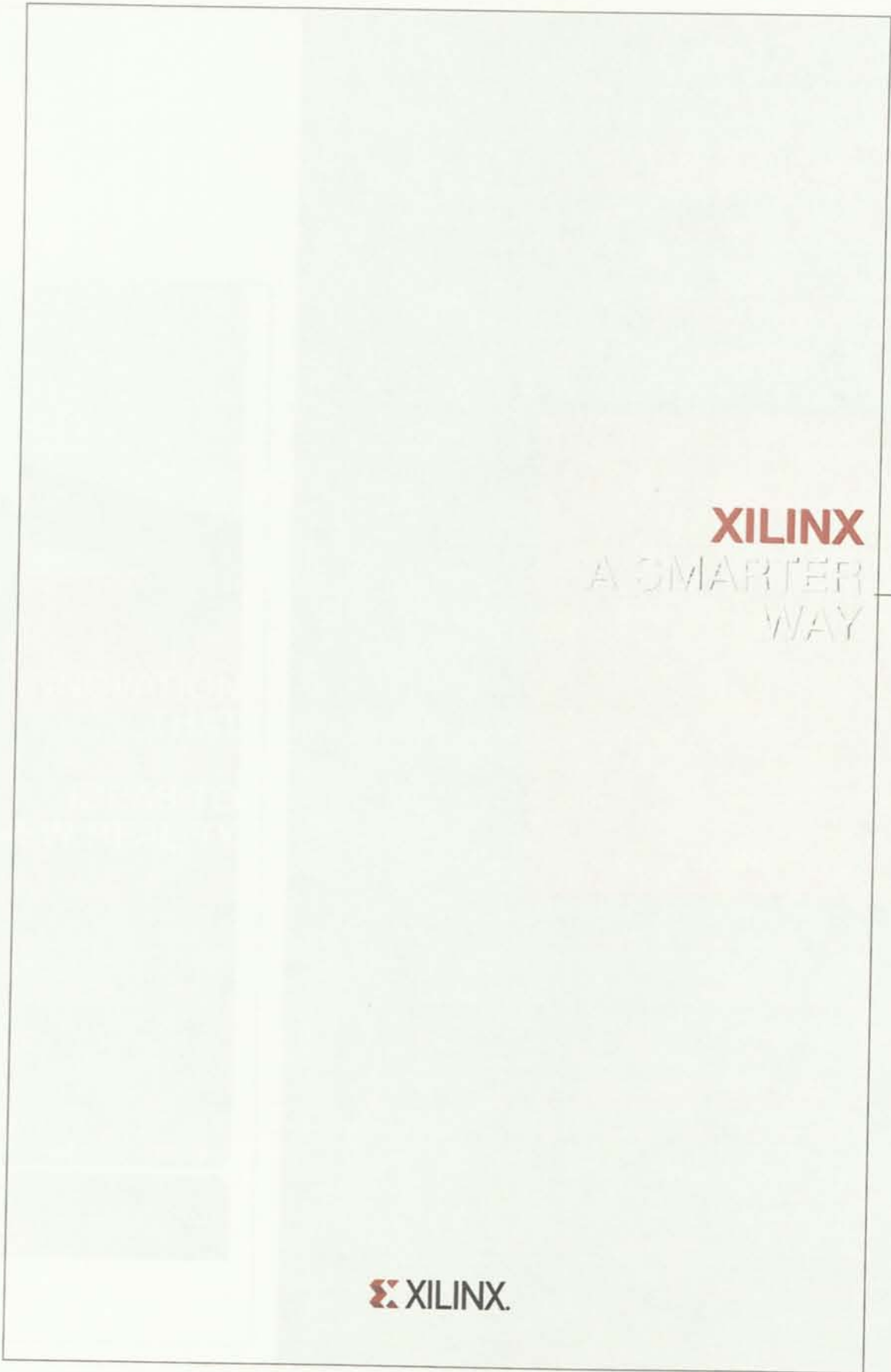
## MAKE A LEAP

Engineers are defined by the leaps that are made to achieve greatness. Whatever their successes, engineers are the innovators of the world we live in.

Xilinx is a supporter of their valiant pursuits. With FPGAs in their arsenal, engineers have greater flexibility to be inventive. FPGAs give engineers a better chance at making leaps over obstacles, around time constraints, and into brilliant solutions.

Corporate Brochure (sample back panel)





**XILINX**  
A SMARTER  
WAY

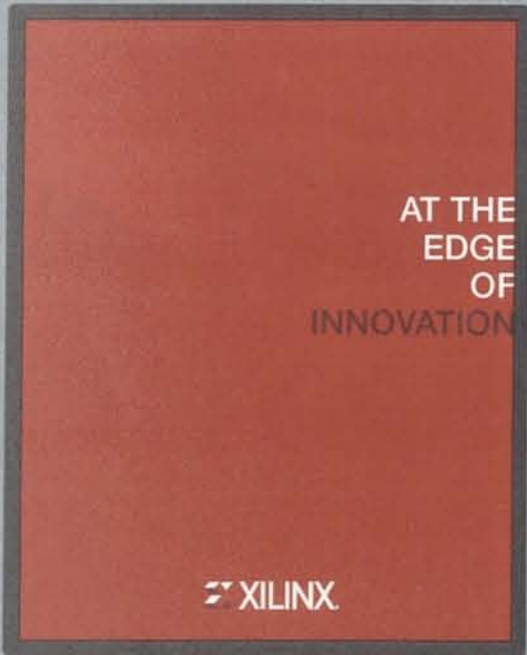
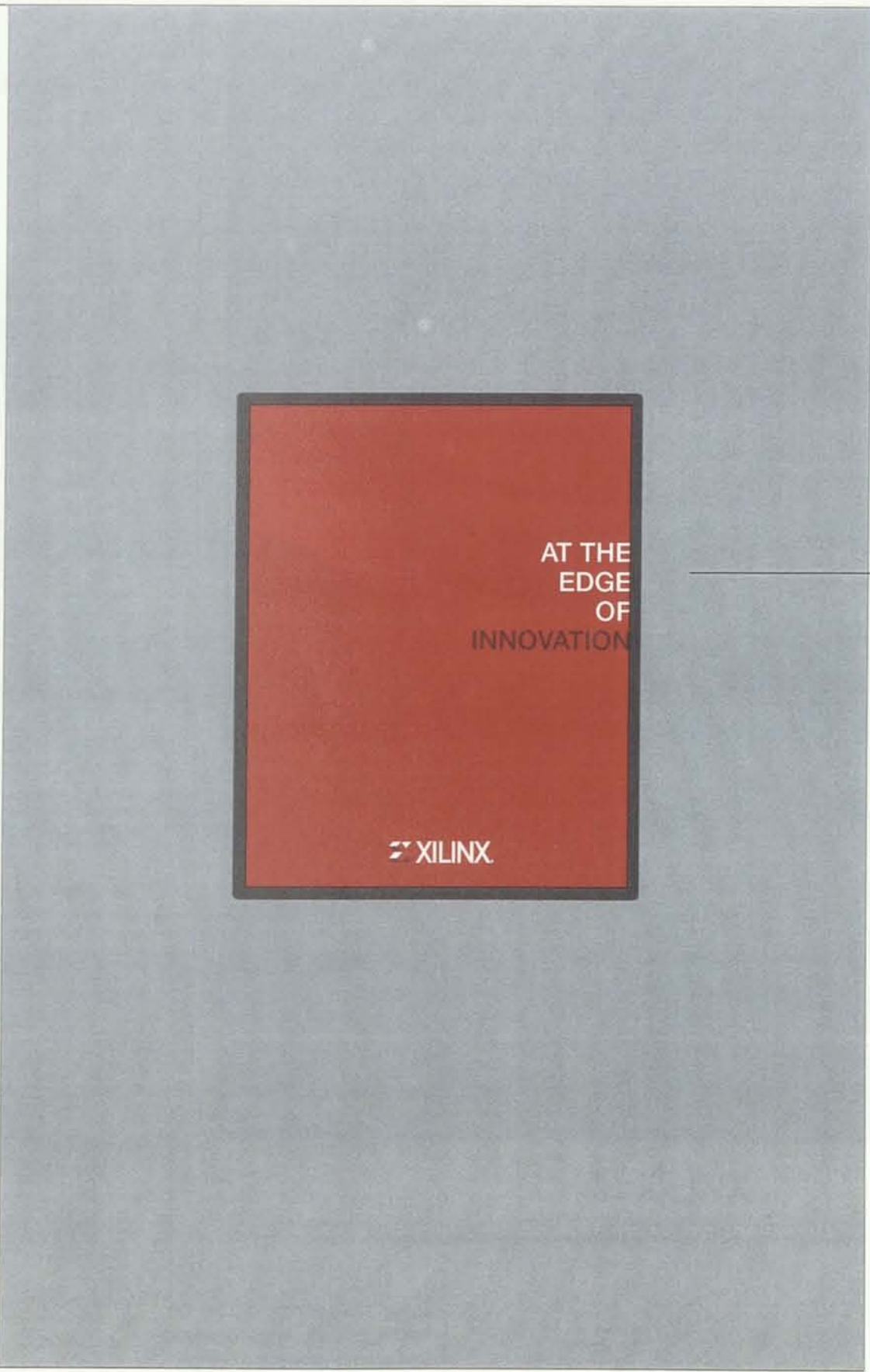
text is embossed

 XILINX.

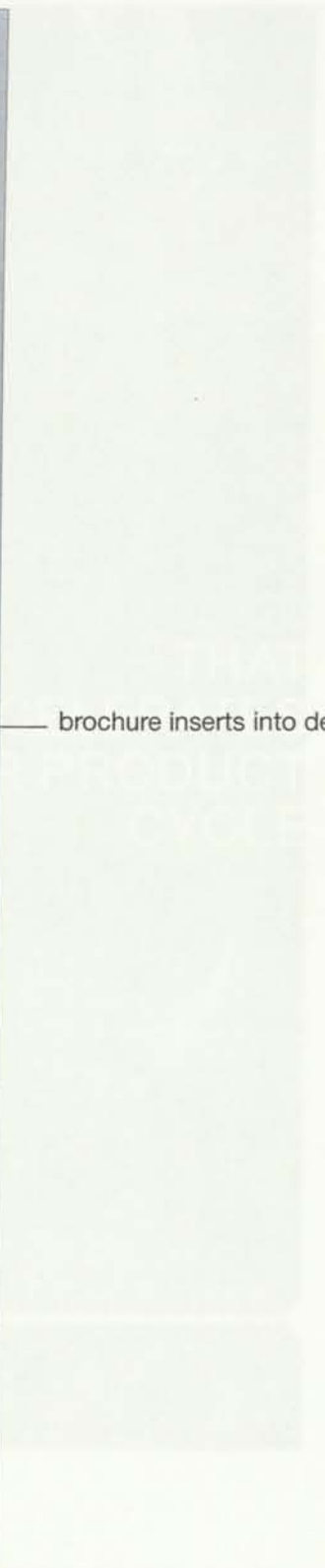
**Corporate Presentation Folder**  
Cover  
Size: 9 x 14 in.



Corporate Presentation Folder  
Inside Pocket



brochure inserts into designated slot

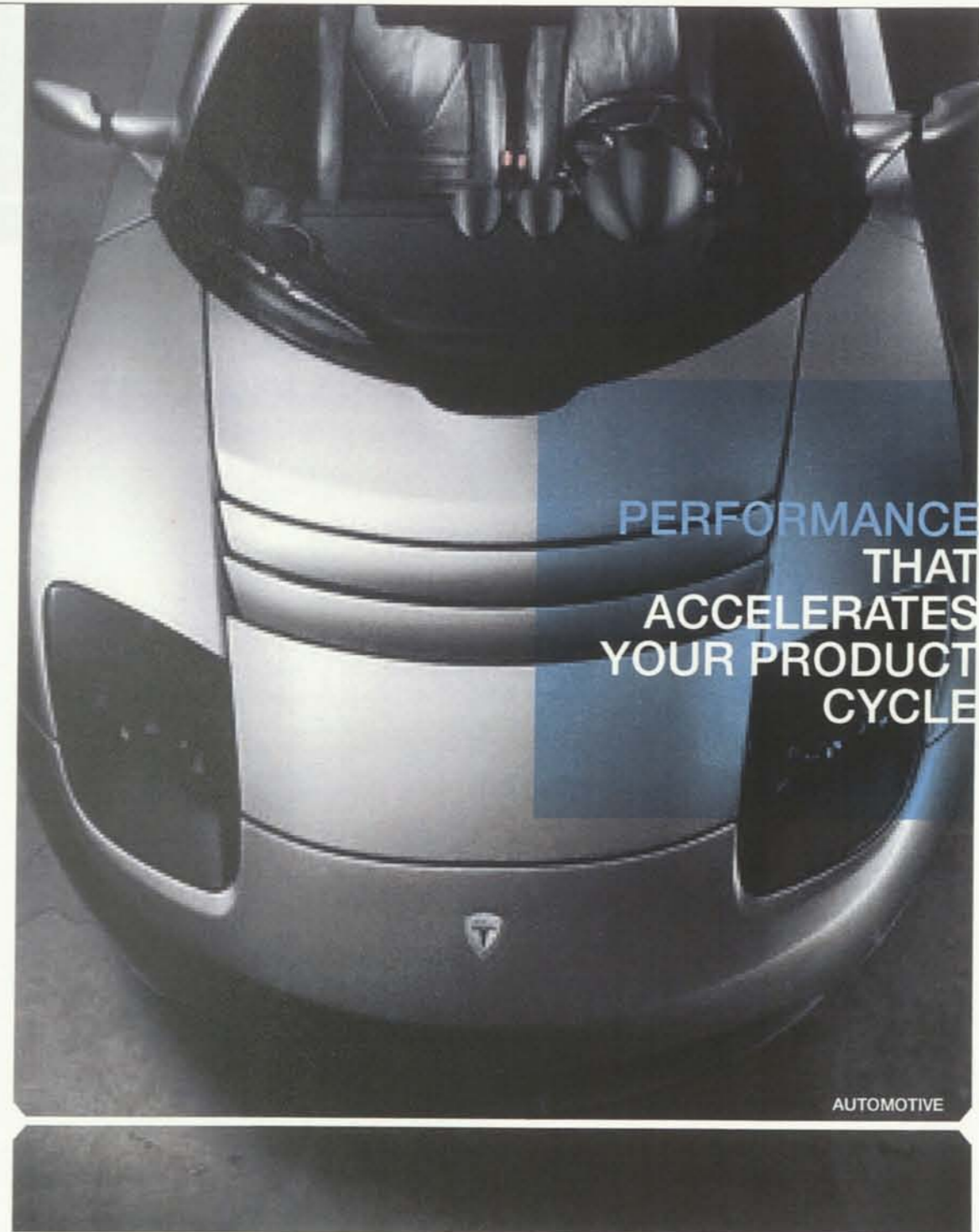






 XILINX.

Solutions Brochure  
Cover Samples  
Size: 8.5 x 11 in.



 XILINX.

solution brochures will feature  
a single signature image that  
relates to the various markets

key messaging relates to each  
of the various market segments



## Virtex-5 TXT FPGA Platform

Single-FPGA Ultra-High Bandwidth Solutions

The latest innovation from Xilinx, the Virtex-5 TXT FPGA platform offers a low-risk path enabling manufacturers of telecommunications equipment to quickly prototype and bring to production new products that address the rapidly developing market for 100G networks. These FPGAs are ideal for building high-throughput line cards (40Gbps, 100Gbps+) for routers and switches, and high-density ports in data centers. Their high-bandwidth capabilities also address the requirements of video broadcast and editing equipment, medical imaging systems, and other applications that must move large amounts of uncompressed video data.

### Flexible Bridging

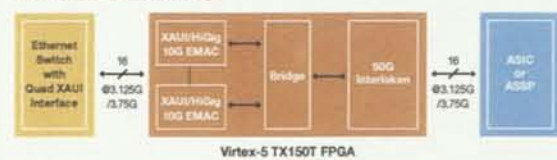
Incorporating up to 48 GTX multi-rate transceivers (twice the number found on any other available FPGA), these devices offer the bandwidth for single-FPGA bridging of key standards such as:

- 100G Ethernet to 120G Interlaken
- 40G Quad XAU to 50G Interlaken
- OC-768 to OTU-3
- SFI-5 to 4x SF14.2
- Customer-proprietary protocols

### Lowest Risk Solution

Design with confidence. Virtex-5 TXT FPGAs have the same, reliable 6.5Gbps GTX transceivers built into 65nm Virtex-5 FXT FPGAs that Xilinx customers have deployed in hundreds of systems worldwide.

40G Quad XAU to Interlaken Bridge



Virtex-5 TX150T devices enable a single-FPGA bridge between 40G quad XAU and 50G Interlaken.



## XILINX VIRTEX<sup>5</sup> TECHNOLOGY THAT INSPIRES



### The Challenges of Deploying Ultra-high Bandwidth Equipment

- Not enough transceivers in a single device for high-performance networking, audio/ video broadcast, and medical imaging equipment
- Too many protocols used for high-bandwidth interfaces in ASICs and ASSPs
- Finding the right solution for increasing line card and backplane bandwidth while managing area, power, and time-to-market constraints

### The Xilinx Virtex-5 TXT Solution

- The lowest-risk option for deploying high-end telecom equipment today
- 48 field-proven GTX multi-rate transceivers (identical to those in Virtex-5 FXT FPGAs) delivering 600 Gbps+ bandwidth in a single device

metaphoric imagery are used to identify the various product lines

### VIRTEX



### SPARTAN



### COOLRUNNER



Product Data Sheet  
Size: 8.5 x 11 in.



option **five**

XILINX LOOK & FEEL

The Creative:

Overview Brochure



Datasheet



Solutions Brochure



Photography Style:

Large, tightly-cropped metaphoric images are combined with smaller industry shots.



UNLOCK THE POTENTIAL

The Concept:

This concept combines metaphoric imagery and industry shots to express the functional potential, and creative freedom made possible with Xilinx's programmable FPGAs. By suggesting that traditional chips are limited by their own design, frozen in time, unable to grow, expand or adapt, Xilinx's technology is seen clearly as the only choice for design problems needing fresh, powerfully creative solutions.

Typography:

Niles Light  
Niles

Akzidenz Grotesk Roman  
Akzidenz Grotesk Bold

Color Palette:

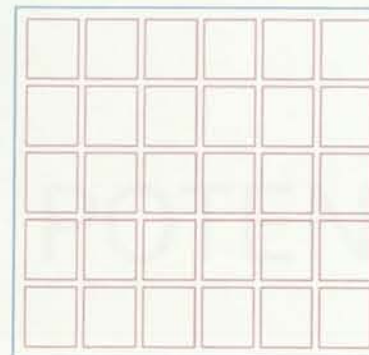


Icons:



The Grid System:

The grid is based on an six column system of squares.

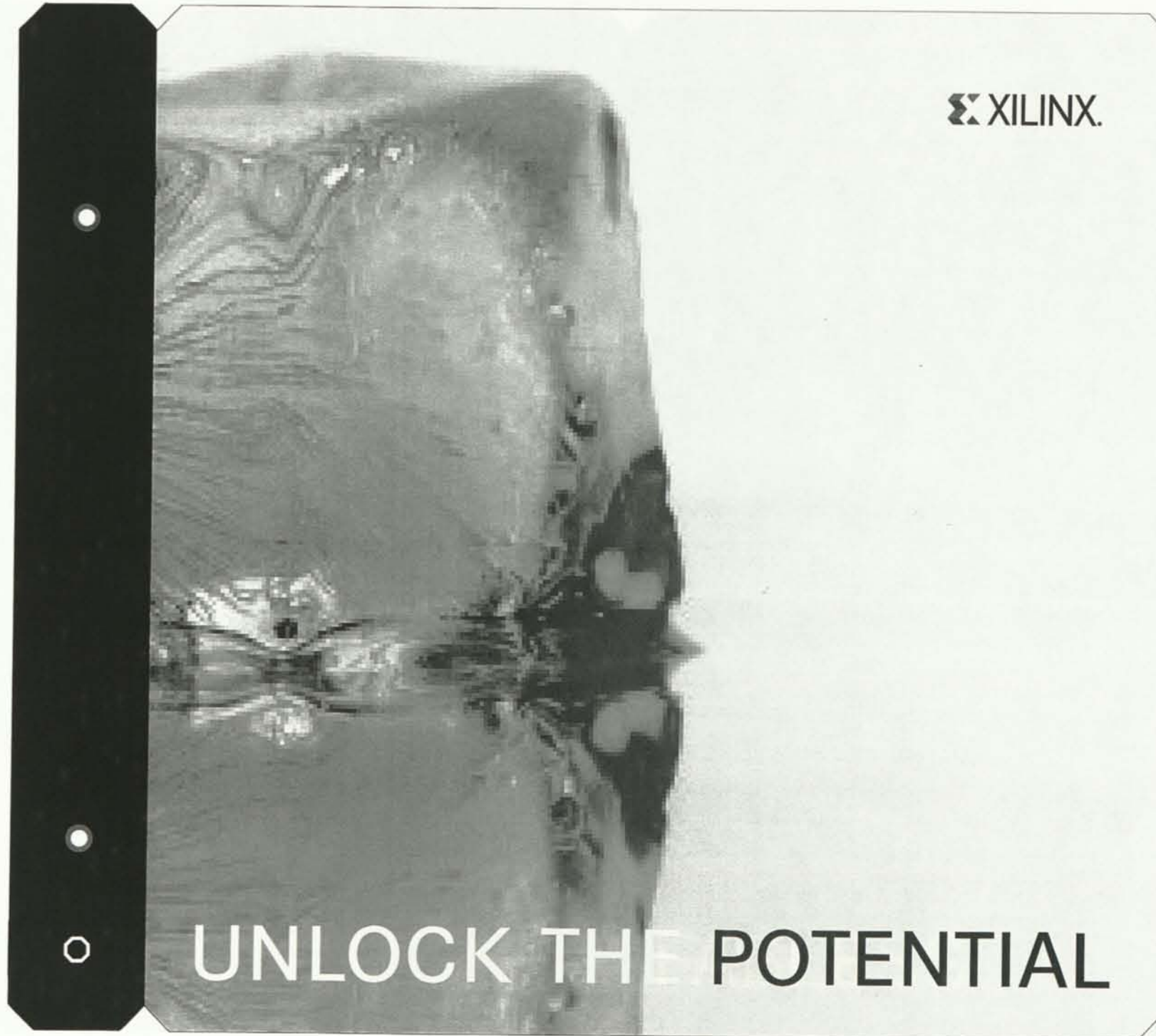




PAGE IS SCORED FOR EASY FOLDING

WRAP AROUND SPINE  
WITH GROMET FASTENERS

CORPORATE COMMUNICATIONS  
WILL BE MARKED WITH THIS ICON  
AND A SOLID BLACK BAND



ALL CORNERS CUT TO REFLECT  
HEXAGONAL-BASED LOGO

CORPORATE COMMUNICATIONS  
WILL FEATURE RICH METAPHORIC  
IMAGERY WHICH BLEEDS FULL PAGE

CORPORATE OVERVIEW COVER (10" X 10")

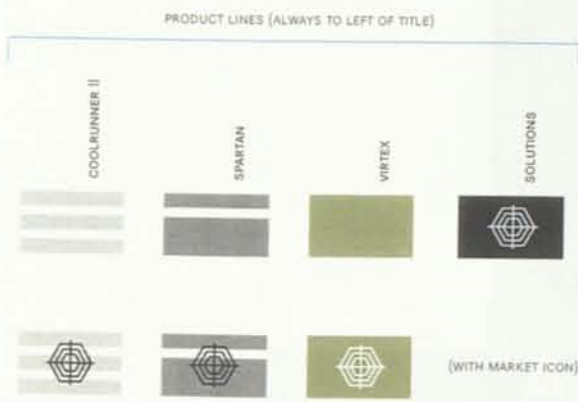


FLUID FLEXIBLE

FABLESS

THE WORLD IS AN INCREDIBLE PLACE. CHAOTIC. RANDOM. OFTEN UNPREDICTABLE. WHAT MAKES IT SO CHALLENGING IS ALSO WHAT MAKES IT BEAUTIFUL. A FORCE OF SUCH POWER DESERVES OUR RESPECT. WONDER AND DISCOVERY CAN COME FROM THE MOST SURPRISING PLACES. HUMAN NATURE, BY CONTRAST, IS TO CONTROL AND COURT CONSISTENCY. WE LIKE REPETITION. WE ARE CREATURES OF HABIT. WHEN WE GET UP. WHERE WE WORK. WHAT WE EAT. WHO WE SOCIALIZE WITH. HOW WE THINK. WHAT IF MORE ENGINEERS WERE PREPARED TO EMBRACE THE NATURAL CHAOS OF A FLUID, FLEXIBLE, FABLESS ENVIRONMENT? THAT'S WHAT WE OFFER... **A SMARTER WAY.**





DATASHEETS WILL FEATURE AN ABSTRACT IMAGE WHICH BLEEDS ON RIGHT AND TOP (TWO-WAY BLEED)

DATASHEETS WILL BE MARKED WITH APPROPRIATE PRODUCT COLOR BAND

# FREE YOUR IMAGINATION

## VIRTEX-5 TXT FPGA PLATFORM

### SINGLE-FPGA ULTRA-HIGH BANDWIDTH SOLUTIONS

**FEATURES**

**The Challenges of Deploying Ultra-high Bandwidth Equipment**

- Not enough transceivers in a single device for high-performance networking, audio/video broadcast, and medical imaging equipment
- Too many protocols used for high-bandwidth interfaces in ASICs and ASSPs
- Finding the right solution for increasing line card and backplane bandwidth, while managing cost, area, power, and time-to-market constraints
- Migrating to 100G, even as interface standards evolve

**The Xilinx Virtex-5 TXT Solution**

- The lowest-risk option for deploying high-end telecom equipment today
- 48 field-proven GTX multi-rate transceivers (identical to those in Virtex-5 FXT FPGAs) delivering 600 Gbps+ total bandwidth in a single device
- Full IP portfolio for bridging 100GE to Interlaken

**FLEXIBLE BRIDGING**

Incorporating up to 48 GTX multi-rate transceivers (twice the number found on any other available FPGA), these devices offer the bandwidth for single-FPGA bridging of key standards such as:

- 100G Ethernet to 120G Interlaken
- 40G Quad XAUI to 50G Interlaken
- OC-768 to OTU-3
- SFI-5 to 4x SFI4.2
- Customer-proprietary protocols

**LOWEST RISK SOLUTION**

Design with confidence. Virtex-5 TXT FPGAs have the same, reliable 6.5Gbps GTX built into 65nm Virtex-5 FXT FPGAs that Xilinx customers have deployed in hundreds of systems worldwide.

**A SMARTER WAY.**

SOLUTIONS BROCHURES WILL  
FEATURE AN ABSTRACT INDUSTRY SHOT  
WHICH BLEEDS ON RIGHT AND TOP  
(TWO-WAY BLEED)

MARKET SOLUTIONS  
WILL BE MARKED WITH APPROPRIATE  
ICON AND A SOLID BLACK BAND

SOLUTIONS



INDUSTRIAL + MEDICAL

A CATALYST FOR INNOVATION

XILINX.

CORPORATE OVERVIEW MARKET SPREAD



optionsix

XILINX LOOK & FEEL

The Creative:

Overview Brochure



Solutions Brochure



Datasheet



Photography Style:

Dynamic high-tech visuals showing multiple markets and perspectives.



BUILDING

The Concept:

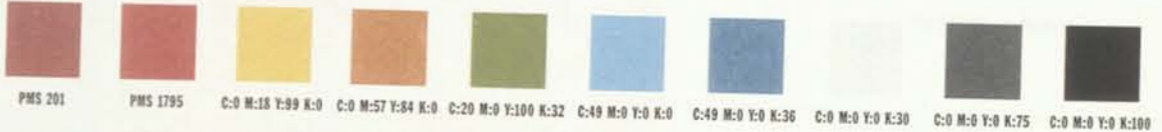
This approach highlight words relating to the term building which defines Xilinx's products, their culture, and their company. The tonality of the words (in smart combination with the visuals) engage the audience to understand the products and its markets, as well as the brains behind each products.

The structure of the Overview brochure is based on the idea of building—whether it be building relationships, designing innovative computer chips for specific markets, or taking risks.

Typography:

Meta Plus Book  
Meta Plus Bold

Color Palette:

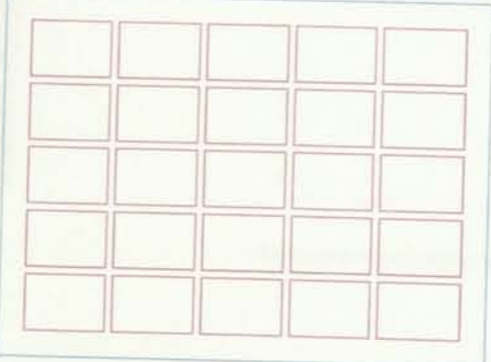


Icons:



The Grid System:

The grid is based on a five column, five row system.





Graphic element highlighting words

Full-bleed abstract imagery

Emphasis on flash word



Graphic element highlighting words

Visual with perspective angle


Emphasis on flash word



Emphasis on flash word

**xilinx technologies**

xilinx is the worldwide leader in programmable logic solutions with over 51% market segment share in 2007, according to iSuppli. PLDs represent an exciting growth potential in the chip market thanks to their flexible nature and ability to change functionality even after being manufactured.



**wireless connections**

Xilinx offers high-performance, cost-effective solutions for wireless networking equipment, in areas such as RF digital front end (DFE) signal processing, baseband processing (including forward error correction (FEC), Fourier transforms and adaptive modulation), and advanced interfacing, connectivity and bridging solutions.

**RF, baseband, connectivity, transport and networking solutions addressing industry standards such as WCDMA.**



Graphic element describing specific market

Quick blurb about product

Xilinx logo prominently placed at bottom right

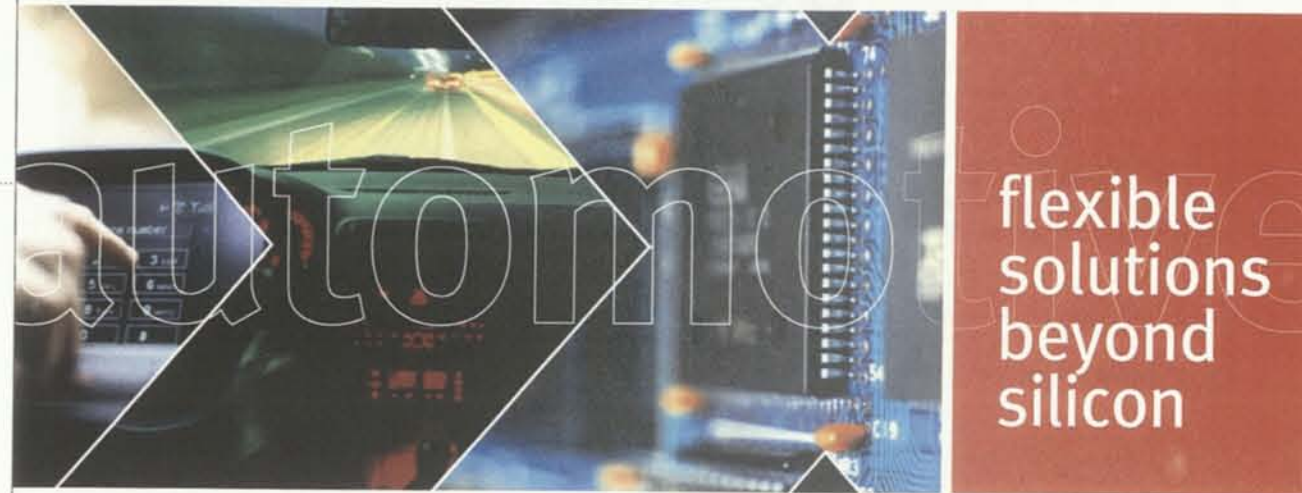
Horizontal brochure

Outline of Xilinx logo with various visuals inside

Clear space tones down photo montage below

Emphasis on market

Clear space tones down photo montage above



XILINX.

Xilinx logo prominently placed at bottom right



Product Logo

Subtle graphic element for product name

Product shot next to product logo


Large intro copy for quick browse

Light background Minimal to no imagery

Xilinx logo watermark

Color code to differentiate products

Xilinx logo prominently placed at bottom right



**VIRTEX<sup>5</sup>**  
SINGLE-FPGA ULTRA-HIGH BANDWIDTH SOLUTIONS

The latest innovation from Xilinx, the Virtex<sup>®</sup>-5 TXT FPGA platform offers a low-risk path enabling manufacturers of telecommunications equipment to quickly prototype and bring to production new products that address the rapidly developing market for 100G networks.

These FPGAs are ideal for building high-throughput line cards (40Gbps, 100Gbps+) for routers and switches, and high-density ports in data centers. Their high-bandwidth capabilities also address the requirements of video broadcast and editing equipment, medical imaging systems, and other applications that must move large amounts of uncompressed video data.

**Flexible Bridging**  
Incorporating up to 48 GTX multi-rate transceivers (twice the number found on any other FPGA), these devices offer the bandwidth for single-FPGA bridging of key standards such as:

- \* 100G Ethernet to 120G Interlaken
- \* 40G Quad XAUI to 50G Interlaken
- \* SFI-5 to 4x SFI4.2
- \* OC-768 to OTU-3
- \* Customer-proprietary protocols

**Lowest Risk Solution**  
Design with confidence. Virtex-5 TXT FPGAs have the same, reliable 6.5Gbps GTX transceivers built into 65nm Virtex-5 FXT FPGAs that Xilinx customers have deployed in systems worldwide.

Xilinx design engineers took advantage of the columnar ASMBL architecture that is the foundation of all Virtex-5 FPGAs to create a new platform tailored specifically to address the high data bandwidth requirements of next-generation equipment for networking, data aggregation, medical imaging, and high-definition video production, editing, and broadcasting. By adding a second column of RocketIO™ GTX transceivers, our engineers were able to double the number of transceivers and provide the bandwidth to enable single-FPGA bridging solutions for next-generation systems.

**XILINX**

optionseven

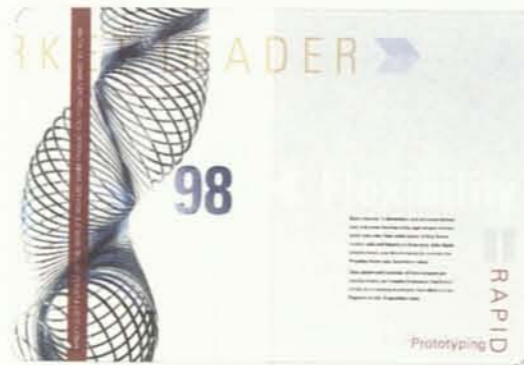
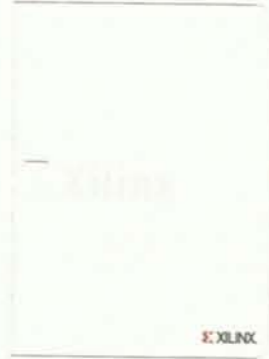


XILINX LOOK & FEEL

X

The Creative:

Overview Brochure



Solutions Brochure



Datasheet



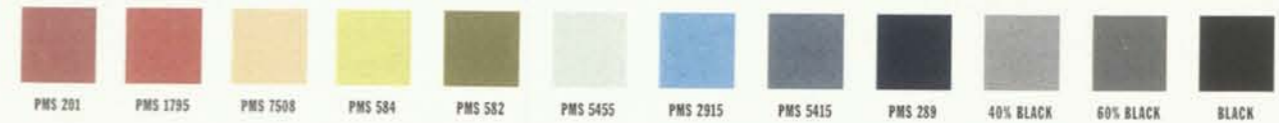
The Concept:

The global programmable market demands better performance, lower cost, smaller size and the shortest possible time-to-market. Xilinx provides the elevated technology to meet these expectations. This big and bold direction begins by building on this point and using a di-cut 'x' as a multiplication symbol suggests the factorial impact Xilinx is having in the market. Impressive statistics reinforce this idea. The elements used in the 'x' shape coincidentally reform into an arrow, which emphasizes industry progress, as well as key points in the collateral system. Photography is big and bold, often vignetted to create a dynamic and engaging contemporary look, well-suited for a company that is having a big impact on the market.

Typography:

- Univers Light                      Univers Light Condensed                      Century Schoolbook Regular
- Univers Roman                      Univers Condensed                      *Century Schoolbook Bold Italic*
- Univers Bold**                      **Univers Bold Condensed**

Color Palette:



Icons:



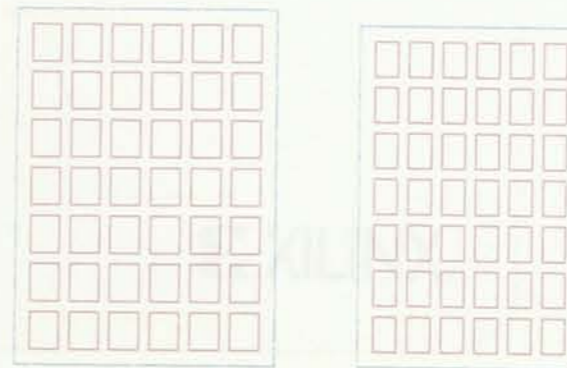
Photography Style:

A mixture of tightly cropped, abstract shots showing flexibility, layers and movement to engage the viewer. Colors are used to overlay the imagery when differentiating each market.



The Grid System:

The grid is based on a six column system.



Di-cut

Tinted Varnish

 XILINX.

Corporate Brochure Cover  
Size: 8.5" x 11.5"

This piece uses a taller and wider format than the other Xilinx collateral. It is all white with a subtle tinted varnish and di-cut.



Three hundred fifty  
million products run on  
Xilinx FPGAs. With an  
innovative and flexible  
range of processing  
solutions in our unique  
embedded applications,  
we continue to empower  
engineers worldwide.

**350** X

A Smarter Way

MAF



R K

NINETY-EIGHT PERCENT OF THE WORLD'S HIGH-END 65NM PRODUCTION FPGAs ARE MADE BY XILINX.



E T L E A D E R



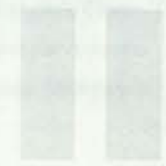
Technology

98 X

Flexibility

Etiam placerat. In elementum, orci vel cursus fermentum, erat quam faucibus tortor, eget tempus al tortor quam quis urna. Nam varius ipsum ut felis. Donec viverra, nulla sed lobortis condimentum, dolor ligula pharetra lacus, quis dictum mauris dui nonutea nisi. Phasellus lorem ante, fermentum velum.

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RAPID

Prototyping



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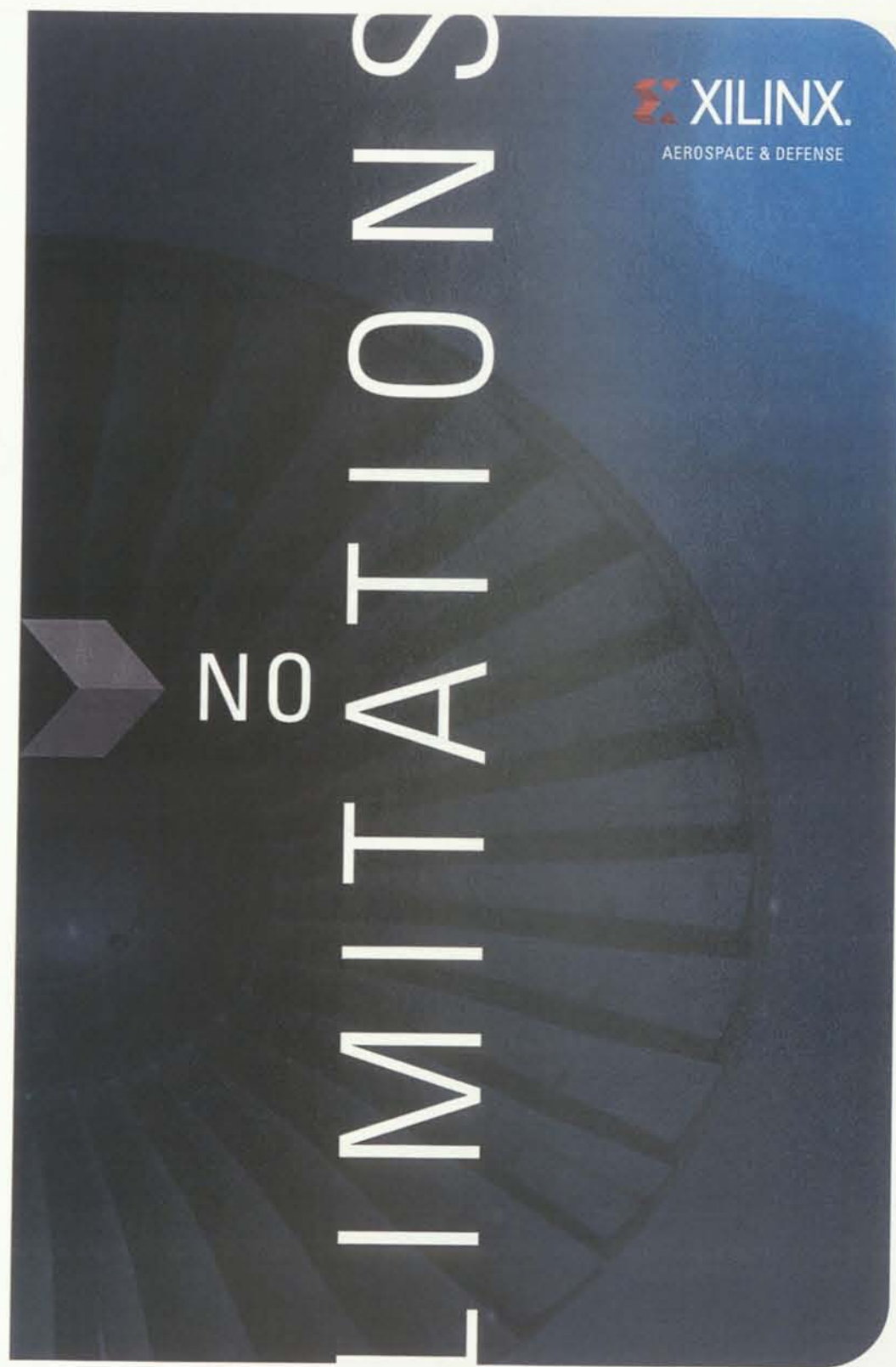
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# 20,000 X Functional

adaptable  
technology

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TWENTY THOUSAND CUSTOMERS WORLDWIDE



Solutions Brochure Cover

Size: 7.25" x 11"

This piece is smaller than the corporate brochure yet it retains the same corner treatment. The cover is color coded depending on the market and uses a tightly cropped image with a flood of color.





XILINX  
VIRTEX 5

VIRTEX-5 TXT DATASHEET

## Virtex-5 TXT FPGA Platform

Single-FPGA Ultra-High Bandwidth Solutions

The latest innovation from Xilinx, the Virtex®-5 TXT FPGA platform offers a low-risk path enabling manufacturers of telecommunications equipment to quickly prototype and bring to production new products that address the rapidly developing market for 100G networks. These FPGAs are ideal for building high-throughput line cards (40Gbps, 100Gbps+) for routers and switches, and high-density ports in data centers. Their high-bandwidth capabilities also address the requirements of video broadcast and editing equipment, medical imaging systems, and other applications that must move large amounts of uncompressed video data.

### Flexible Bridging

Incorporating up to 48 GTX multi-rate transceivers (twice the number found on any other available FPGA), these devices offer the bandwidth for single-FPGA bridging of key standards such as:

- 100G Ethernet to 120G Interlaken
- 40G Quad XAUI to 50G Interlaken
- OC-768 to OTU-3
- SFI-5 to 4x SFI4.2
- Customer-proprietary protocols

### Lowest Risk Solution

Design with confidence. Virtex-5 TXT FPGAs have the same, reliable 6.5Gbps GTX transceivers built into 65nm Virtex-5 FXT FPGAs that Xilinx customers have deployed in hundreds of systems worldwide.

### THE CHALLENGES OF DEPLOYING ULTRA-HIGH BANDWIDTH EQUIPMENT

- Not enough transceivers in a single device for high-performance networking, audio/video broadcast, and medical imaging equipment
- Too many protocols used for highbandwidth interfaces in ASICs and ASSPs
- Finding the right solution for increasing line card and backplane bandwidth, while managing cost, area, power, and time-to-market constraints
- Migrating to 100G, even as interface standards evolve

### THE VIRTEX-5 TXT SOLUTION

- The lowest-risk option for deploying high-end telecom equipment today
- 48 field-proven GTX multi-rate transceivers (identical to those in Virtex-5 FXT FPGAs) delivering 600Gbps+ total bandwidth in a single device
- Full IP portfolio for bridging 100GE to Interlaken and more

Datasheet  
Size: 8" x 11"

The datasheets remain mostly white but have a narrow colored side bar to differentiate each product.

optioneight





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December 4, 2008

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Dear Peggy,

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Sincerely,

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Dear Peggy,

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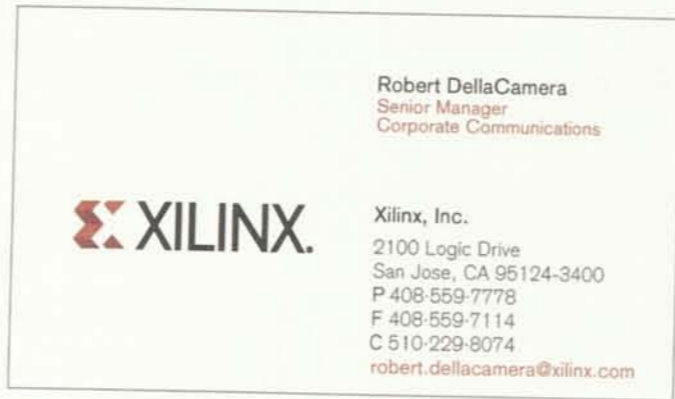
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Sincerely,

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December 4, 2008

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Peggy Burke  
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Palo Alto, CA 94301

Dear Peggy,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sit amet diam accumsan orci tincidunt euismod. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus semper neque et magna. Cras tempus. Cras nisl. Etiam nec neque. Nunc magna leo, malesuada auctor, interdum eget, eleifend ut, leo. Duis vulputate velit sit amet odio. Praesent laoreet dictum massa. Proin placerat sem.

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Yours Sincerely,

Moshe Gavrilov  
President & CEO

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Dear Peggy,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sit amet diam accumsan orci tincidunt euismod. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus semper neque et magna. Cras tempus. Cras nisl. Etiam nec neque. Nunc magna leo, malesuada auctor, interdum eget, eleifend ut, leo. Duis vulputate velit sit amet odio. Praesent laoreet dictum massa. Proin placerat sem.

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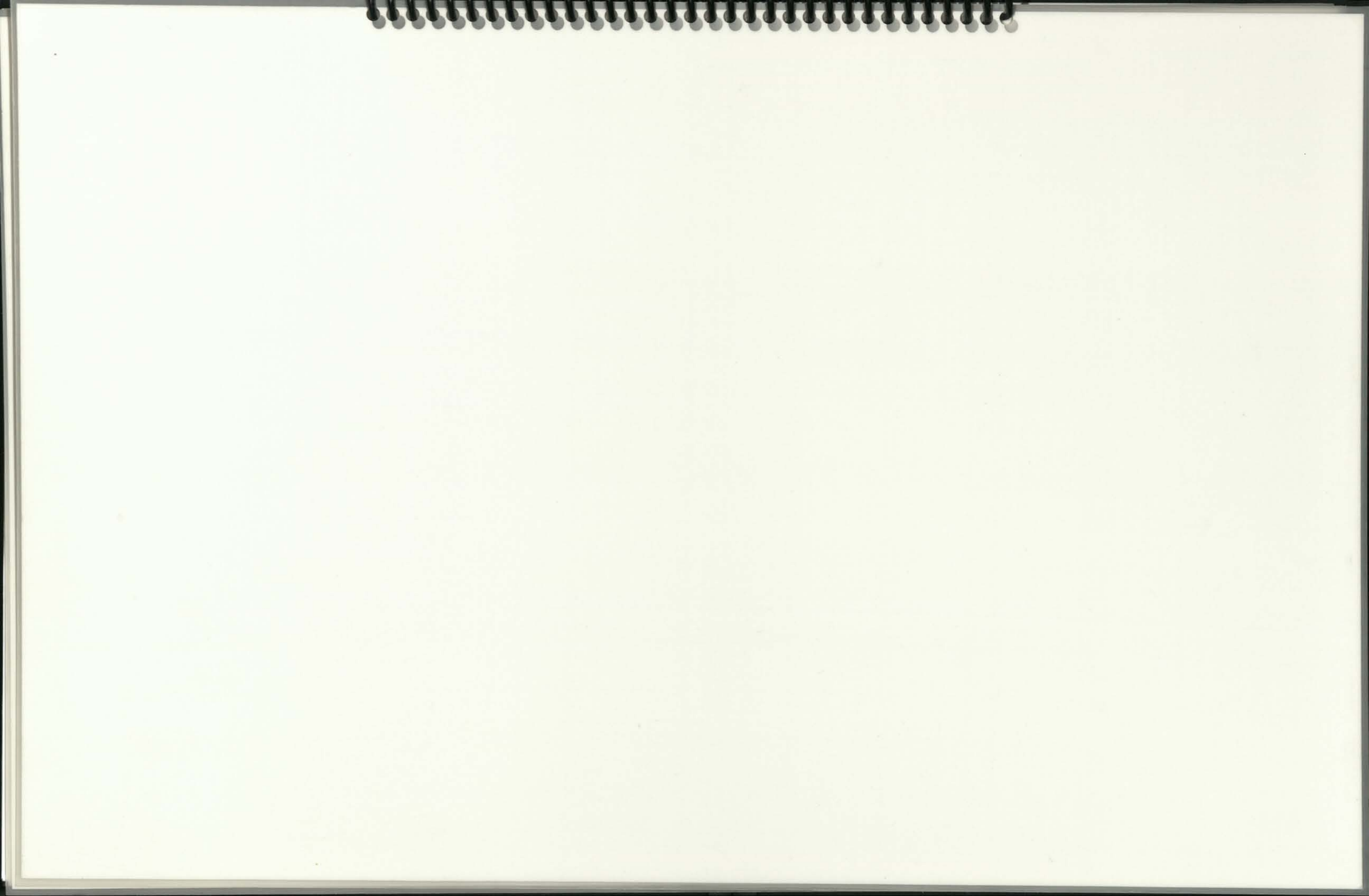
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