



Bill Chown

Product Marketing Director, System Level Engineering Division, Mentor Graphics at Mentor Graphics Corporation

Bill Chown is product marketing director for the system-level engineering division at Mentor Graphics. His design career went from developing mixed signal and DSP systems at chip and board level in the UK, managing projects through to layout and production test, before moving to the semiconductor industry with Intersil. He has subsequently worked in EDA and test software development in Europe and the US with Mentor Graphics, Summit Design/TSSI, Integrated Measurement Systems and Credence. A thirty-two year industry veteran, Bill currently specializes in system-level design and analysis across technology disciplines. Additionally, Bill has been involved with standards activities for several years, serving in the CFI, ECSI, and STIL initiatives, is past chair of the TTTC TAC on Virtual Test, served as a board member for The SPIRIT Consortium and is a board member for OMG. He is a Senior Member of the IEEE, and holds an Electronic Engineering degree from the University of Wales and an MBA from the University of Oregon.

Abstract Bill Chown

Starting From Last Time: Realities of Incremental Development Exploring Continuous Engineering
Description:

Although a product development V diagram seems to imply an orderly flow from initial concepts, through design and implementation, to test and deployment, reality is different. Far from a smooth, top-down flow, designs usually start with a base from a previous product or model that is modified for a new purpose or application scenario. In this session, you learn ways to manage the incremental multidisciplinary design flow to develop a new product. By using Open Services for Lifecycle Collaboration (OSLC) to link tool-to-tool communication with lifecycle management and product goals, team members can continue working on their design tools and flows. They can also incorporate live dependency access and recognition of changes as they work.