



**ACCELERATING HETEROGENEOUS SOC DESIGN**

**Chengdu**

Zack Zheng, 11<sup>th</sup> June 2019

**All about Experience**



# Enables Partners to lead the User Experience

Leading global provider of strategic Intellectual Property (IP) blocks for System-on-Chip (SoC) devices

Domain experts in graphics processing unit (GPU), artificial intelligence (AI) and connectivity

Our IP helps customers develop chips with highly differentiated features, enabling fast time to market & reducing risk

SoC devices using Imagination's IP devices are used in billions of devices worldwide

Customers includes top semiconductor players and OEMs such as Leading Smartphone companies and AP providers, enabling the development of many of the world's most iconic products

Cumulative partner chip  
shipment > 11 bn

# The Imagination IP family



## Imagination

The best solution for embedded graphics, vision, AI  
and communications

### PowerVR GPU

Leading graphics IP  
cores for embedded  
devices

### PowerVR Vision & AI

Dedicated AI and  
Computer Vision IP  
Products

### Enigma

Connectivity and broadcast  
communications  
High performance, low power

#### XEP/XMP GPU

Focused Features  
Fillrate & perf/mm2  
focus

#### XTP GPU

Feature rich  
Performance/mW

#### PowerVR 3NX

Neural Network  
Accelerator  
Performance/mm2  
Performance/mW

#### PowerVR ISP

Low area, high  
quality & highly  
power efficient  
Multi camera  
capable ISP

#### RF

Wi-Fi, Bluetooth

#### Connectivity

Wi-Fi, Bluetooth  
IEEE 802.15.4  
GNSS

#### Broadcast

TV, Digital Radio



# Powers everything, everywhere

Mobile



Automotive



IoT



Consumer



Vision & AI

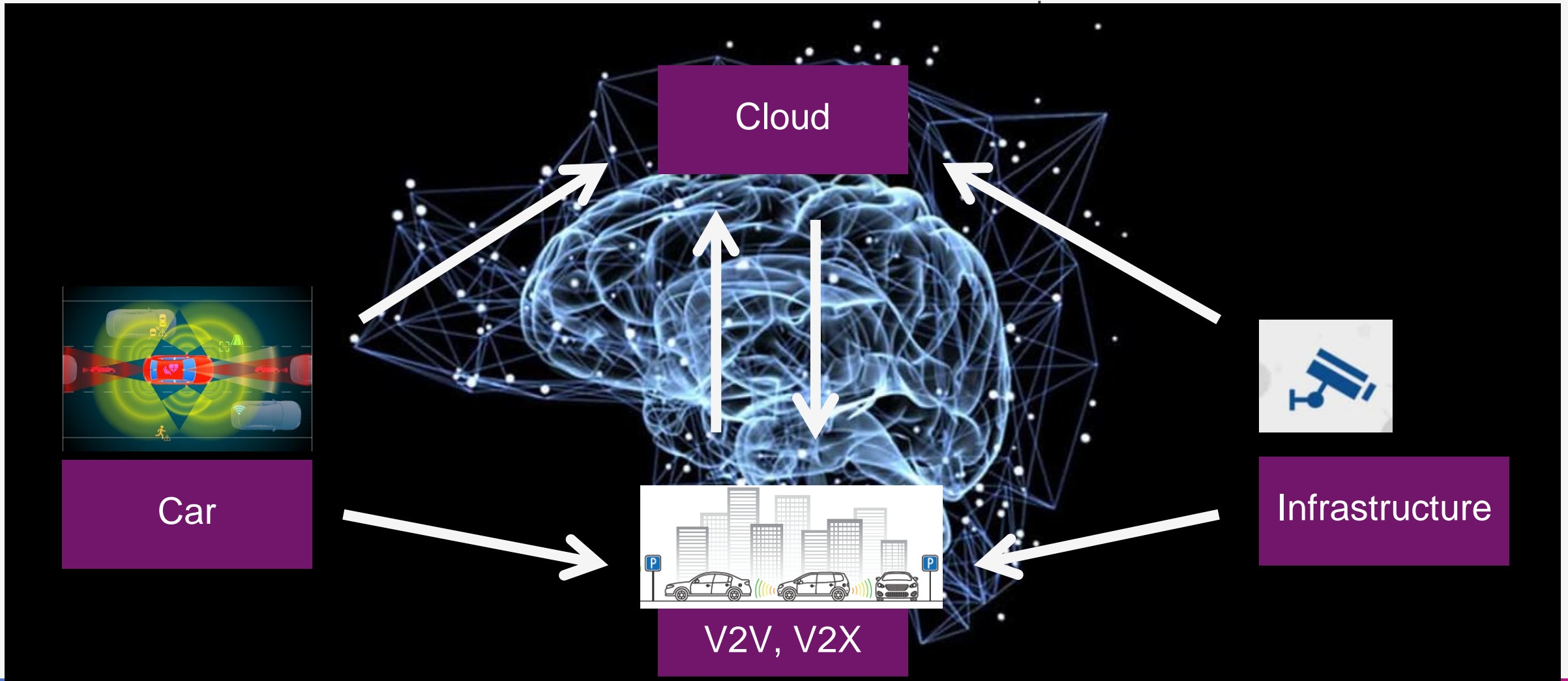


AR / VR



# Device + Cloud + Urban infrastructure

Hybrid model



# The PowerVR Pedigree



**PowerVR**  
by Imagination

- An architecture based on patented advantages (TBDR)
- A heritage of high performance
- Unmatched team experience
- Deep relationships built on quality, technology and support

**10**

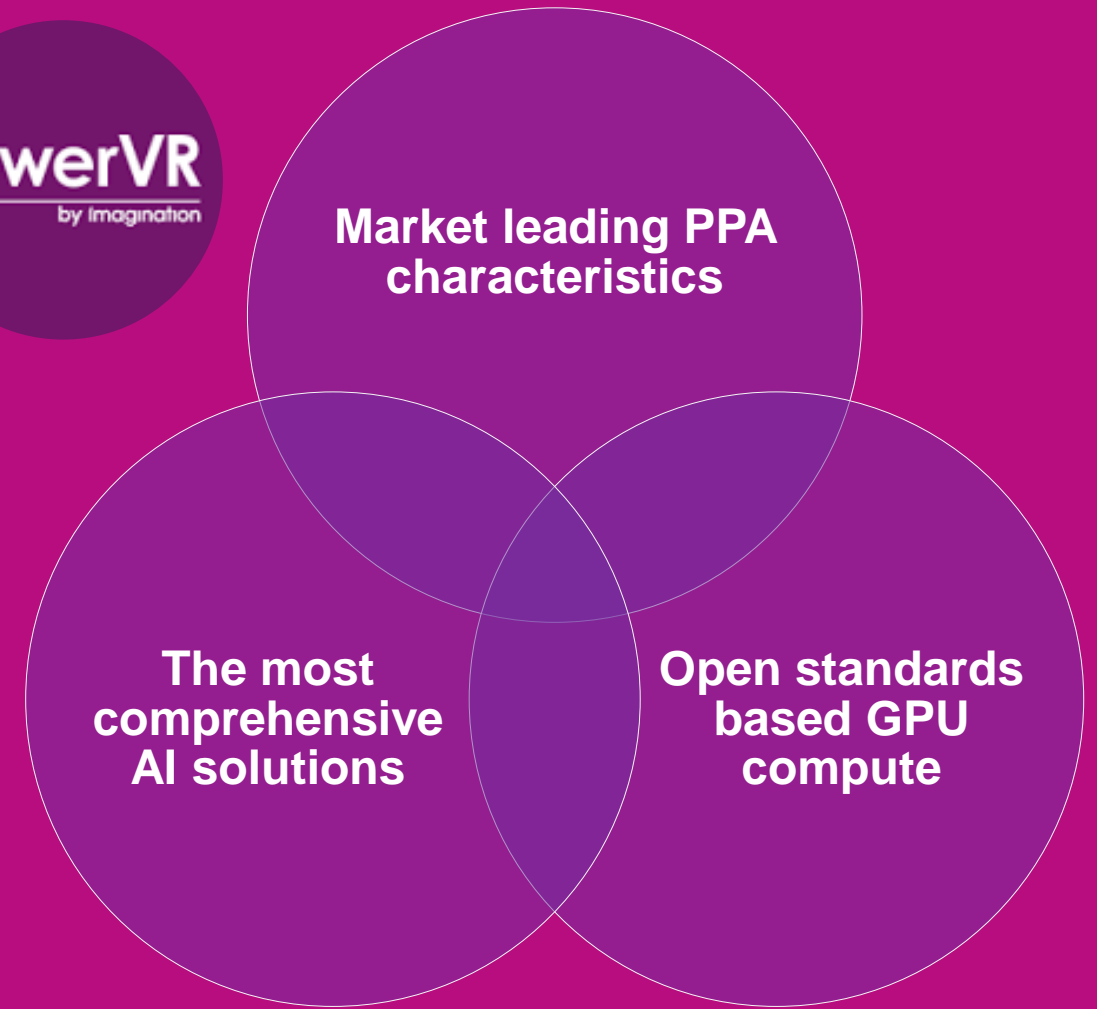
**GENERATIONS  
OF GPU**

**25+**

**YEARS  
EXPERIENCE**

**6+**

**BILLION  
CORES  
SHIPPED**



- Significant investment in R&D
- Thousands of fundamental GPU patents
- Granular, scalable & differentiated product
- Choose any PPA balance, we have the core
- 5+ years investment in AI

# PowerVR Product Families

PowerVR GPU and Neural Network Accelerator IP Families



## PowerVR

The best solution for embedded graphics, vision and AI

### PowerVR GPU

Broad suite of products covering embedded graphics needs across several applications

### PowerVR Vision and AI

Dedicated AI, Vision ISP and vision hardware

#### XE/XM GPU

Focused features  
Fillrate/mm<sup>2</sup>  
Performance/mm<sup>2</sup>

#### XT GPU

Feature rich  
Performance/mW

#### GP-GPU

Compute focussed solution

#### 3NX NNA

Hardware NN

Performance/mm<sup>2</sup>  
Performance/mW

#### Vision / ISP

Hardware

Performance/mm<sup>2</sup>  
Performance/mW



# PowerVR 8XE/8XEP in Silicon

Some examples of devices created by various OEMs

## PowerVR GE8100

HTC Desire 12



Lenovo A5



Ulephone S9 Pro



Huawei Honor 7S



## PowerVR GE8300

Renesas R-Car D3



Acer Iconia One 10 B3-A50



Lenovo Tab 7 Essential



Acer Iconia One 10 B3-A40



## PowerVR GE8320

Vivo Y83



Xiaomi Redmi 6A



Alcatel 5V



Many more devices available and in development...

# PowerVR GPU Solutions Overview



**9XEP**  
**PowerVR**

by Imagination

## GUI Focus and Casual Gaming

Fillrate Density

1 to 8 Pixels/Clock

16 to 64 FP32 Ops/Clock

Focus: STB/DTV/Low Mobile

**9XMP**  
**PowerVR**

by Imagination

## Gaming Focus

Gaming Density and Feature Set

4 to 8 Pixels/Clock

128 to 256 FP32 Ops/Clock

Focus: Mid-Range Mobile

**9XTP**  
**PowerVR**

by Imagination

## Premium Gaming Focus

Density and Power Efficiency

8 Pixels/Clock and Beyond

192 FP32 Ops/Clock and Beyond

Focus: High Mobile and Beyond

Flexible Architecture + PVRIC4 Compression

Other configurations possible – selected configurations highlighted





PowerVR 9XEP



PowerVR 9XMP



PowerVR 9XTP



# Ray Tracing - Realistic Shadows



# PowerVR Series3NX highlights

## Wide core selection

- Five NNA new single cores
- 256 to 4,096 MACs/clock
- Up to 10 TOPS/s

## Improved PPA

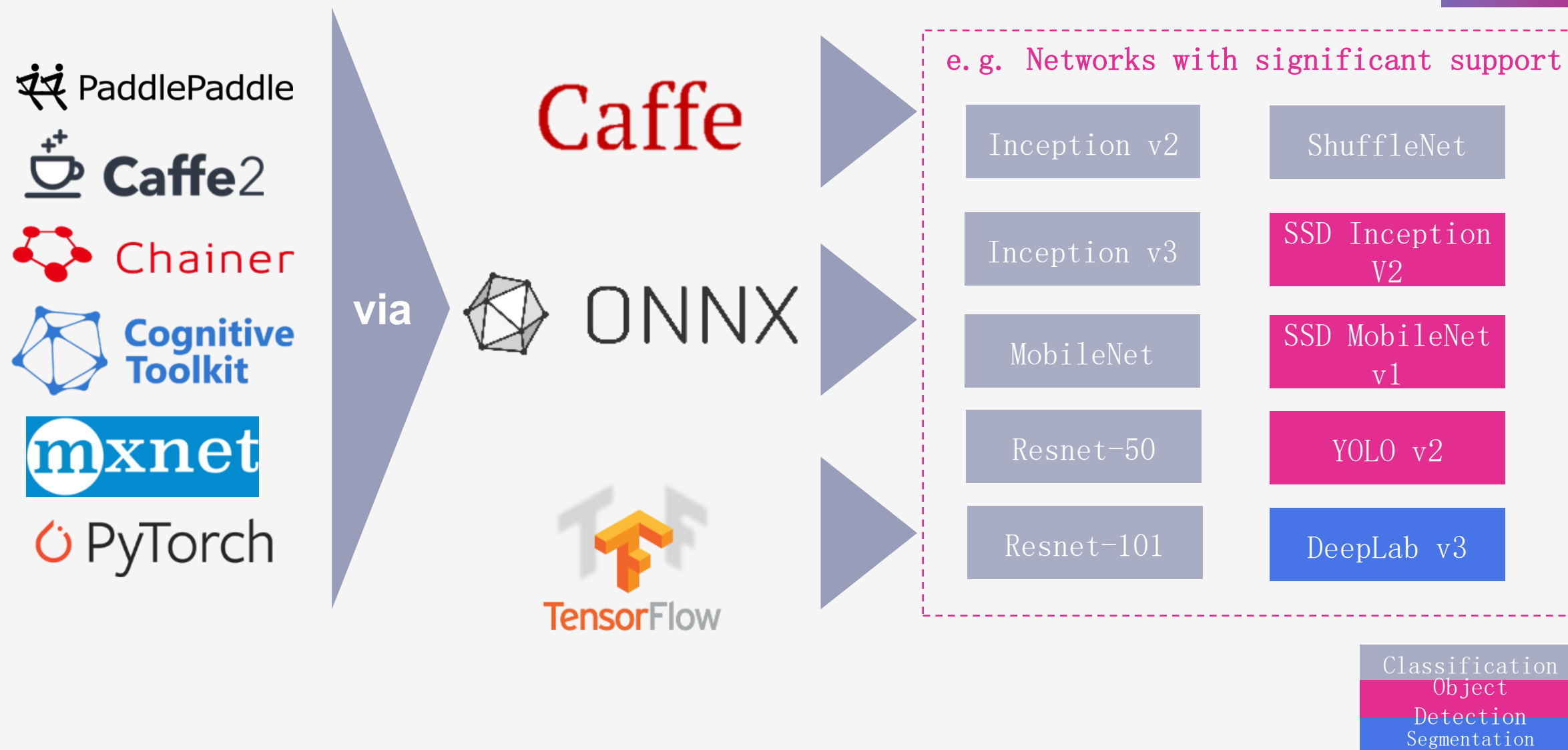
- Up to 70% better inf/s
- Up to 40% better inf/s/mm<sup>2</sup>
- Up to 35% lower bandwidth/mm<sup>2</sup>

## New Features

- Lossless weight compression
- Advanced Security enablement
- Programmable extensibility

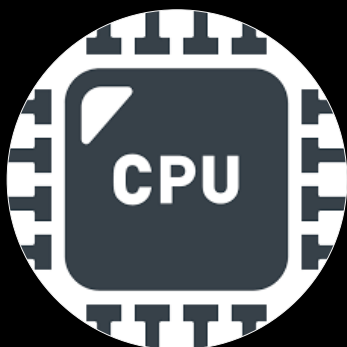


# Acceleration for popular Neural Networks



# Smart AI

Why GPU and Neural Network Accelerators provide the optimum solution



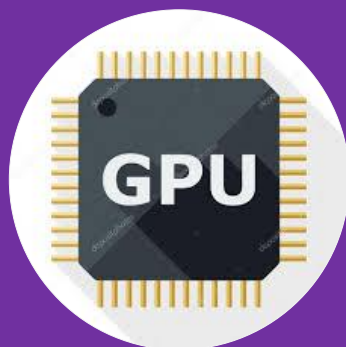
CPU

- Fully Flexible
- BUT inefficient and slow for high compute workloads



DSP

- Fully Flexible
- BUT hard to program – no standardisation, INT focussed



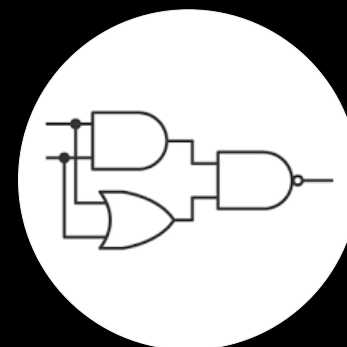
GPU

- Fully Flexible
- Standardised APIs for Compute, Float and INT support



Neural Network Accelerator

- Configurable
- Lowest power with domain specific flexibility



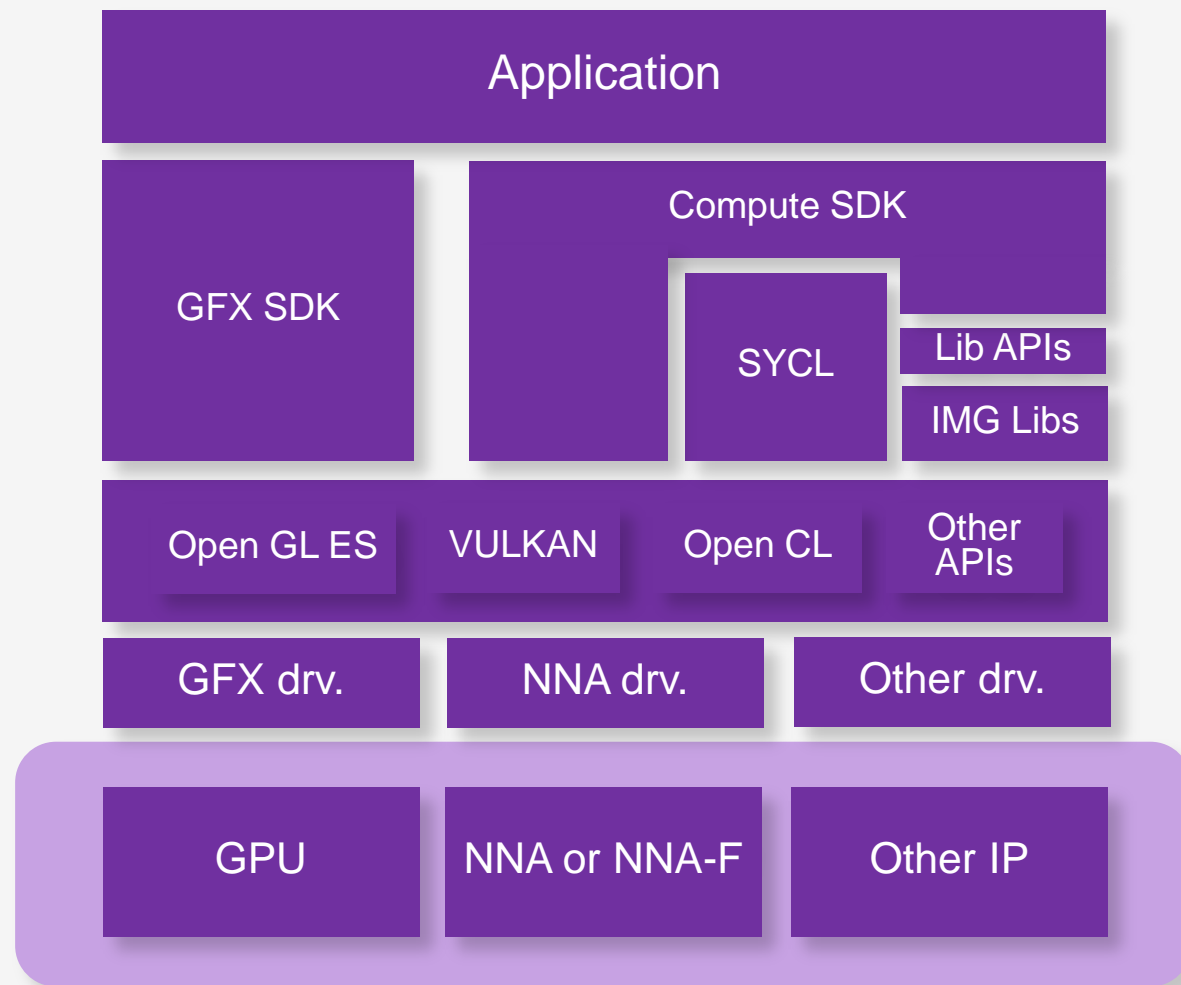
Fixed Function

- Single usage case
- Lowest power BUT zero flexibility

Best partners

# Enabling Heterogeneous Computing

PowerVR Compute SDK



# PowerVR Automotive IP Introduction

Delivering a complete IP product for automotive SoCs



**A complete product for automotive systems, utilising PowerVR deep domain knowledge and experience in this sector**

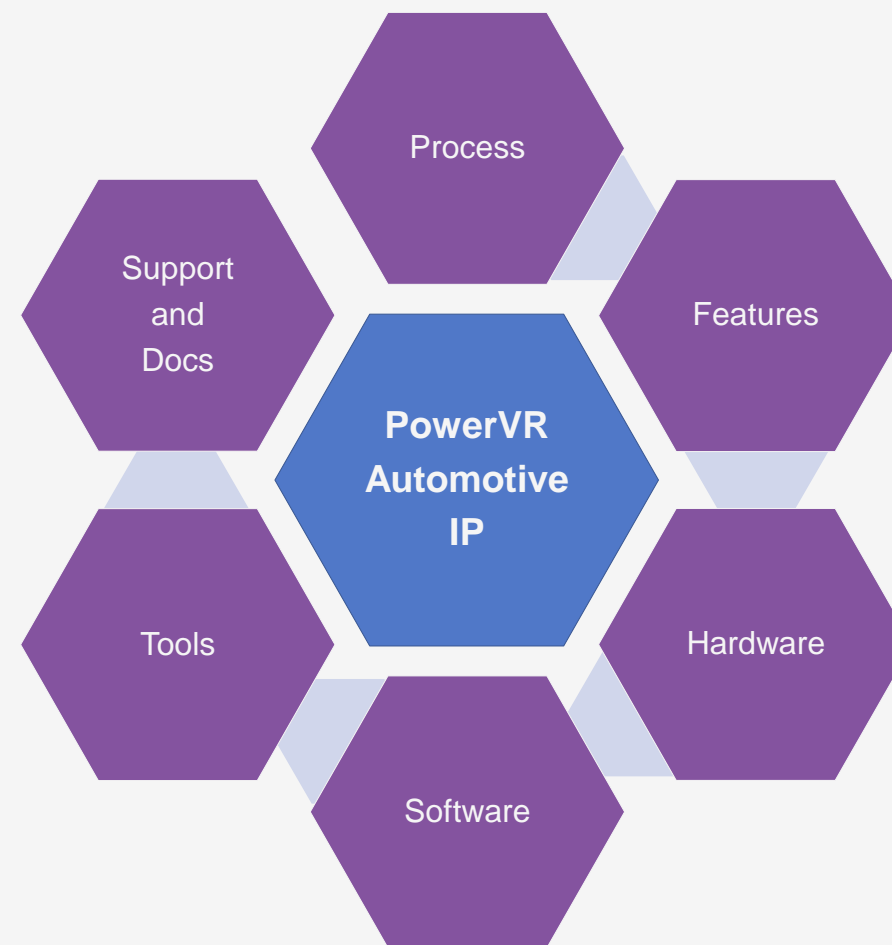
**Solutions evolving from PowerVR long term leadership position in automotive GPU**

**Focus on delivering solutions to enable transition from informational to safety critical and ISO 26262 functionality**

**Built-in Automotive and Safety mechanisms**

**Advanced software support for automotive OS, hypervisor and safety critical (SC) software**

**PowerVR Automotive option pack for GPU & Neural Network Accelerator (NNA)**



# PowerVR History In Automotive

Enabling families of leading infotainment and ADAS solutions

## Renesas (Licensee since 2004)

Multiple generations of PowerVR graphics cores

Number 1 Automotive application processor – 48% (2016)

R-Car Gen1 Family (2011)

Series5 SGX531 (E1), SGX540 (M1A & E2)

R-Car Gen2 Family (2013)

Series5XT SGX543MP2 (H1) & SGX544MP2 (M2)

Series6 G6400 (H2)

R-Car Gen3 Family (2015-19)

Series6XT GX6250 (M3/L) & GX6650 (H3)

Series7XE GE7800 (M3N)

Series8XE GE8300 (E3 & D3)

## Texas Instruments (Licensee since 2005)

Licensing for mobile and automotive for over a decade

Automotive family TDRAx (Jacinto) came out of mobile (OMAP) family

DRA5x, DRA6x and DRA7x (SGX543, SGX544MP2)

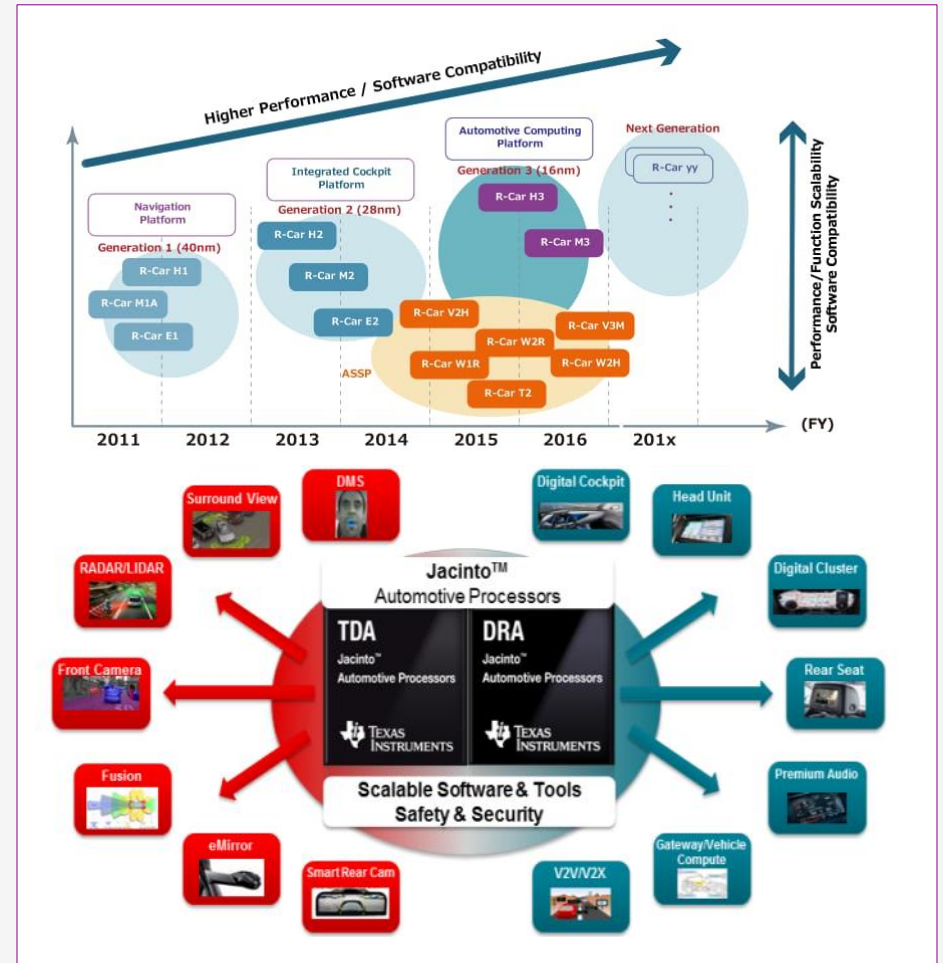
## Socionext (Licensee since 2004)

MB86R2x

Series5 SGX531

SC1810 Miranda SoC

Series8XE GE8300



Multiple projects (with both existing & new customers) in advanced stages, multiple SoCs to be announced within this year



# The Enigma Edge

- Strong technology across a wide range of wireless standards
- A heritage of high performance broadcast IP
- Production proven RF expertise
- Customer momentum built on quality, success and support

**5**

**GENERATIONS**

**19**

**YEARS OF IP**

**50+**

**MILLION  
CORES  
SHIPPED**



**Enigma**  
by Imagination



**High Performance  
Connectivity**



**Broadcast Solutions**

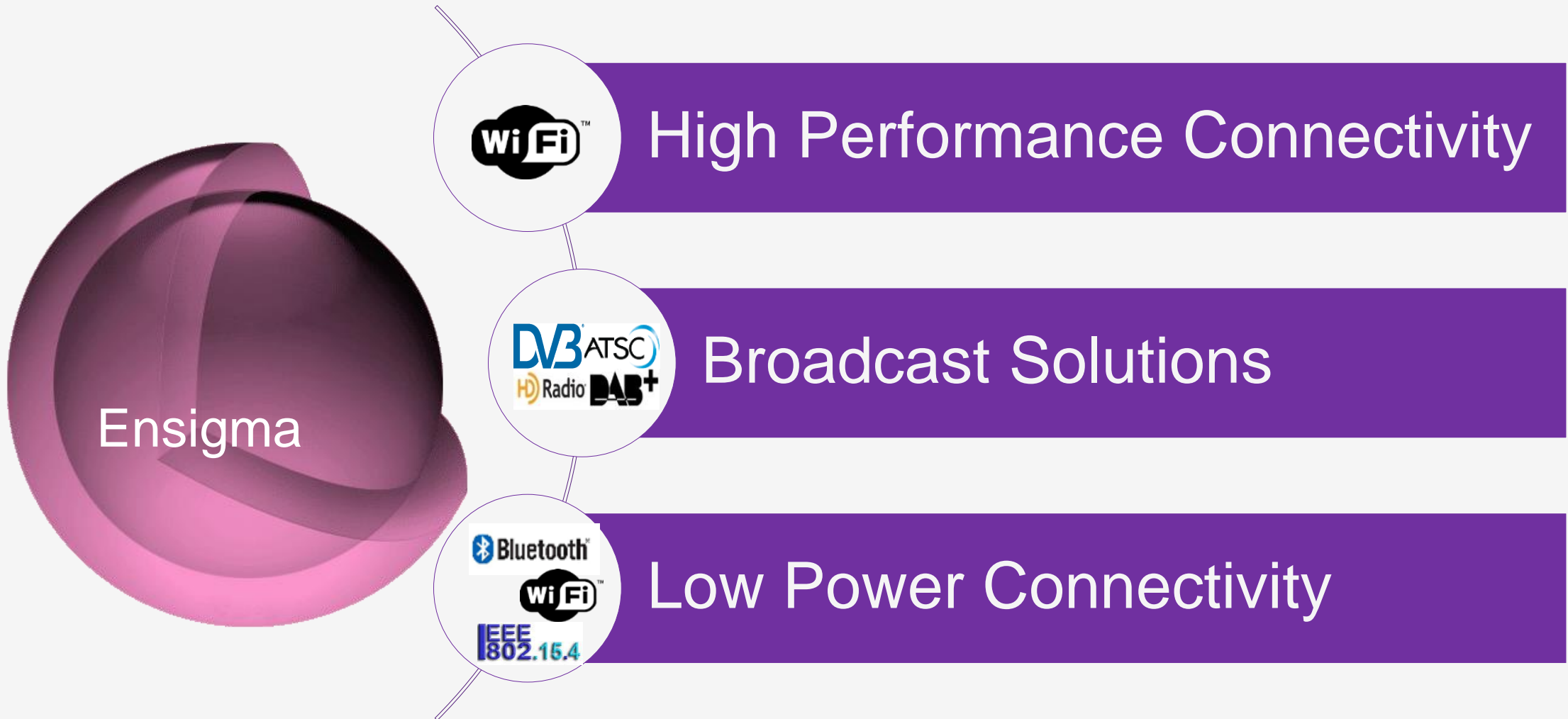


**Low Power Connectivity**

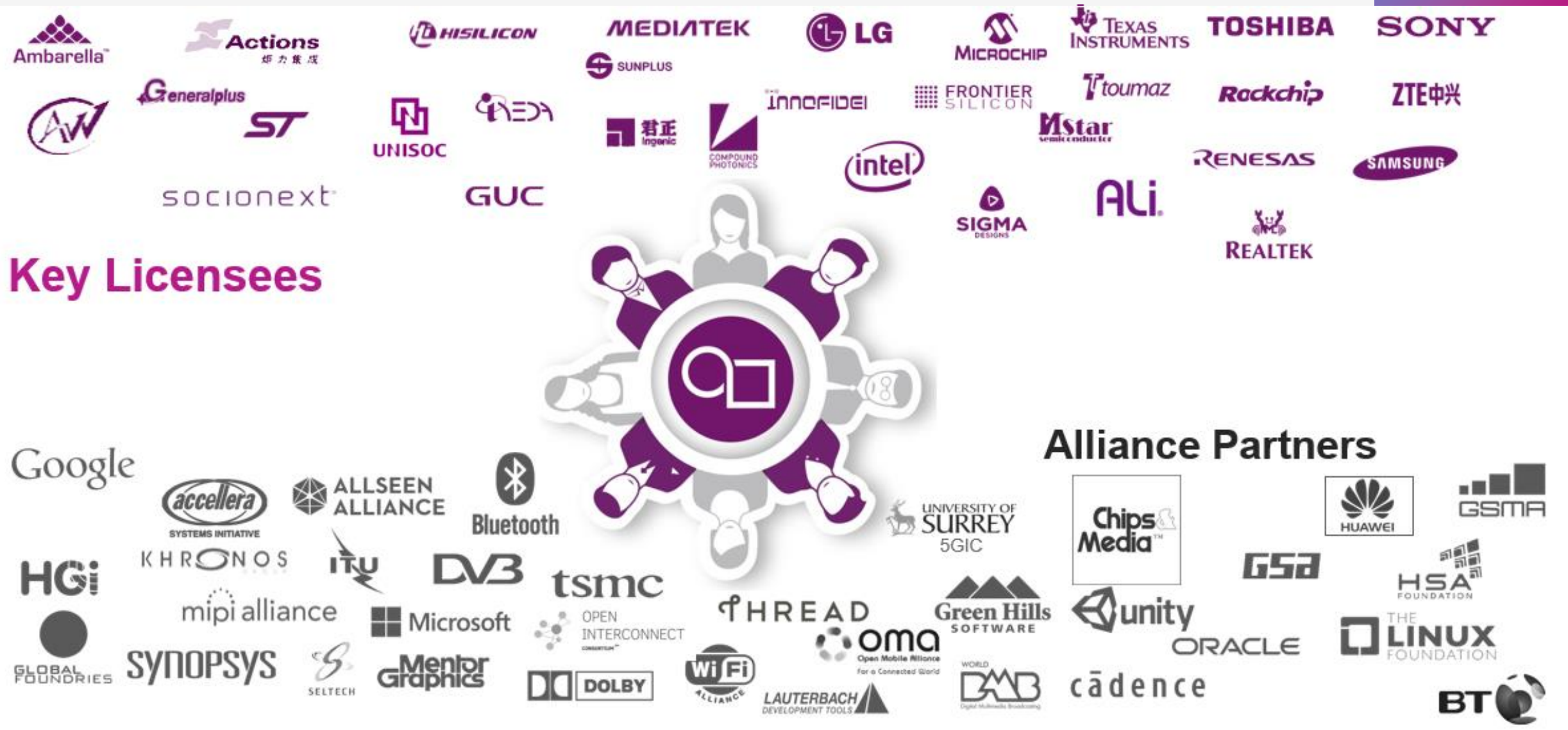
- Exceptional team focused on delivery
- Broad portfolio across major standards
- End to end solution provider: RF to software stack

# Ensigma communications IP

Scalable and flexible wireless communications solution



# Our licensees and partners drive our business



# Software Ecosystem

## Standards

**OpenGL ES 1.1/2.0/3.2 – Available and Conformance Achieved**

**Vulkan 1.1 – Available and Conformance Achieved**

Extensive involvement from Imagination in creation of new API

Performance benefits demonstrated, ecosystem support ongoing

**OpenCL 1.2 Embedded Profile – Available and Conformance Achieved**

OpenCL 2.0 available on XT series

## Framework

**Android - RenderScript– Available and Conformance Achieved,**  
**NN API launched – IMGDNN across NNA and GPU**

**OS Support – Linux, Android, Tizen, WebOS & Windows; RTOS**

**Hypervisor Support – INTEGRITY, Open Synergy, QNX, Fiasco,**  
**& Xen**

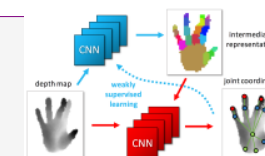
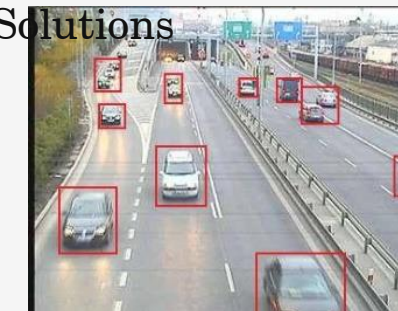
## Driver Extensions

Driven by market and customer requirements, including VR extensions for GLES/Vulkan



## Tools & App

Renesas Electronics  
and Codeplay  
Collaborate on  
OpenCL™ and  
SYCL™ for ADAS  
Solutions





# Ecosystem events

## China industry Alliance



## Imagination Joins SiFive's DesignShare ecosystem



## The 9th ISO 26262 IQPC conference is chaired by Imagination Technologies' Dave Higham





# Our strategic value in China

China seeks to further develop its economy



Strategic rivals threatened by 'hyper competition'



Imagination's advantage





# Imagination

## Thank you



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