

PC Graphics Chip Sets--Applications and User Issues

THE USER'S PERSPECTIVE

The important points to evaluate when considering the risks and rewards of graphics chip sets are identical to those for PC logic chip sets, which are discussed in the "Applications and User Issues" segment of the PC logic chip set analysis. These points are summarized here:

- Optimum performance and chip count
 - Reduced number of components needed
 - Optimized performance and reliability
 - Higher functionality with lower power consumption
- Time to market
 - Off-the-shelf parts and designs
- Cost savings
 - Improved manufacturability
 - Simplified debugging
 - Easier field repair
- Differentiation difficult
 - Differentiating products difficult with use of commodity parts

CRITICAL SUCCESS FACTORS FOR SUPPLIERS

Critical success factors for suppliers are also identical to those for PC logic chip sets, which are also discussed in the "Applications and User Issues" segment of the PC logic chip set analysis. These points are summarized here:

- Systems expertise
- Access to design tools
- Access to high-volume, low-cost manufacturing
- Strong customer service and support
- Ability to demonstrate a product growth path