

First two pages of seven-minute trade show script for developer of computer chip design software

**Get2Chip.Com**  
“Making Men And Ideas Fly”  
Design Automation Conference  
live presentation from  
**Writers Direct Group**

*On the platform of Get2Chip’s presentation area, we see a six-foot tall ladder stage right (maybe just off the platform, depending on platform size, sightlines, etc). Stage left, a sizable boulder rests on the platform, with a heavy chain wrapped around it. On the back wall, a large plasma screen displays the Get2Chip logo.*

*Before our show begins, the screen displays text listing a series of “unusual averages”: the average time needed to accomplish some unusual task. Interspersed with these “Believe It Or Not”-style facts, we reference the average time needed to bring a chip design from concept to tapeouts. These screen images are interspersed with the Get2Chip logo, and the tagline: “We Make Your Ideas Fly.”*

*As the time for the presentation draws near, music fills the presentation area, signaling that something is about to begin in Get2Chip’s booth.*

MUSIC:  
Bright, up-tempo theme for 1:30.

*STEVEN, our host, steps to the stage dressed in khaki slacks and a G2C logo shirt. His manner is warm, friendly and business-like. The only remarkable thing about his appearance is the set of awkward looking wings that are strapped to his arms (these are neither angel wings or chicken-costume wings; they are similar to those used by “pioneers” in mankind’s attempts to fly). He begins climbing the stepladder, stage right.*

*From this position, above the heads of the assembling audience, Steven welcomes attendees and explains that the show is about to start. He casually references G2C’s tagline of “making ideas fly” as he continues to climb the ladder. Once he reaches the highest step, the presentation begins.*

STEVEN:

Hello, everyone! My name is Steven, and I’d like to welcome you to Get2Chip.Com. In the next five minutes, I’ve got some exciting things to tell you about our revolutionary SoC (*ess-oh-sea*) design tool, Volare. It’s the totally new, totally integrated front-end solution.

Please take a moment while we begin here to fill out the card I gave you. You’ll want to complete that in order to be entered in our grand prize drawing. At the end of our time together, I’ll tell you how you can win a trip for two to Hawaii, courtesy of Get2Chip. And to make a trip to Hawaii, or anywhere else, a little more memorable, I’ve got some great digital cameras we’ll be giving away each day of the show.

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Since the beginnings of time, humanity has struggled to break barriers. We've wanted to go faster, get farther, do more, make it bigger, make it smaller...well, the list goes on and on. And it's not surprising that we've always been fascinated with the concept of flight: breaking the ultimate barrier that shackles us to the earth.

We learned a long time ago that wings like these (gesturing to those he's wearing) wouldn't get us off the ground. But that didn't stop us from trying different ways to "break the bonds of earth". While you finish filling out your entry forms, take a look at some of the efforts people have made to get their best ideas off the ground. This may seem funny now, but at the time, these people were doing the best they could with the tools they had.

Visual:  
Video loop of historical attempts at flight

*(As the video plays, Steven steps down from the ladder and removes his wings.)*

You know, our industry is facing the same need for a completely new paradigm of how to approach breaking the barriers we face.

The tools we use to create new SoC designs are almost as archaic as those (*gesturing back to the screen*).

In the past, chip designs had a couple hundred thousand gates. And the tools we used to create them could handle something that size. But with the advances in silicon and the rapidly changing needs of the marketplace, a re-architected "old solution" just isn't going to get your ideas off the ground.

That's where Get2Chip comes in.

Visual:  
Stock footage of F-14 Hornet breaking the sound barrier, with appropriate sonic boom sound

The people who started Get2Chip have been around the industry for decades. They've worked with—even helped design—the tools we've used all this time to create chips. Between them, they've created over 2,000 ASIC/SoC (*aye-sick/ess-oh-sea*) designs. So they're not idle dreamers. They've experienced, first-hand, the feeling of working with technology that slows you down and keeps you from getting off the ground.

*(He steps to the boulder, stage left, and retrieves a length of old, weathered chain which is attached to the boulder. At the opposite end of the chain is a pair of handcuffs. He sits on the boulder with a lamenting attitude.)*

And you've experienced this, too: feeling shackled, or constrained, by the limits of available technology. To create what you want—what you're being asked to do in this rapidly changing marketplace—you've got to work around the obstacles of software that's been carved in stone for years.