Xilinx App Store

Nick Ni, Director of Product Marketing, AI – Software – Ecosystem
Gael Paul, CTO of Accelize

Announcing…

Xilinx App Store
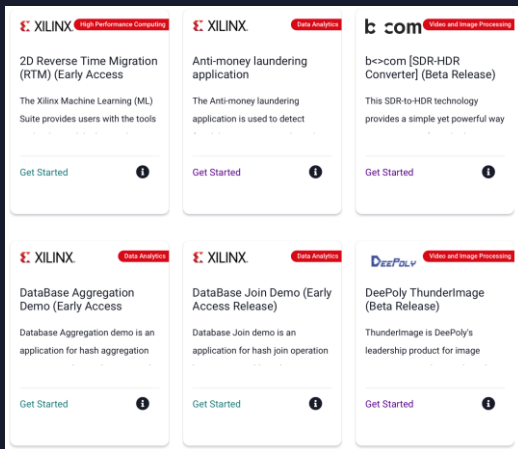
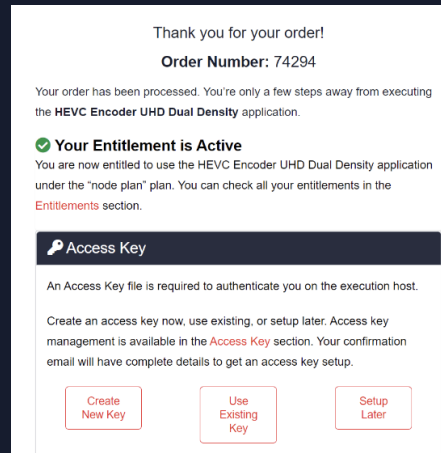### Application for Diversified Markets

See all Apps

Three-Step, Ten-mins to Evaluation on Alveo or Cloud

Step 1:

Select an app

Step 2:

Entitlement

Thank you for your order!

Order Number: 74294

Your order has been processed. You're only a few steps away from executing the **HEVC Encoder UHD Dual Density** application.

✅ **Your Entitlement is Active**
You are now entitled to use the HEVC Encoder UHD Dual Density application under the "node plan" plan. You can check all your entitlements in the Entitlements section.

🔑 **Access Key**

An Access Key file is required to authenticate you on the execution host.

Create an access key now, use existing, or setup later. Access key management is available in the Access Key section. Your confirmation email will have complete details to get an access key setup.

Create New Key | Use Existing Key | Setup Later

Step 3:

Download & Run

```
docker pull hubxilinx/vnova_pplus_alveo_u200:ppxde-demo
docker run -v /tmp/cred.json:/vnova_pplus/cred.json:Z
```
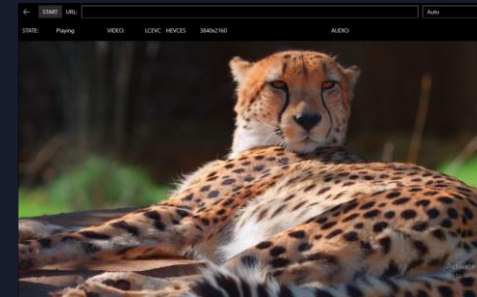
✗ XILINX

The One-Stop Shop to Eval and Buy Xilinx Solutions

EXCLUSIVE

▸ **FPGA Apps and IP Cores**

▸ **High quality turnkey solutions**

▸ **Curated by Xilinx experts**

EASY

▸ **Self-service online store**

▸ **Instant free trials**

▸ **Online payment & invoicing**

SCALABLE

▸ **Pay-per-Use**

▸ **Subscriptions**

▸ **Per node, hour, or data volume**

PORTABLE

▸ **Any Xilinx FPGAs anywhere**

▸ **On-prem, cloud, edge, embedded**

▸ **Containerized Apps**

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LIVE DEMO

Xilinx App Store

Application for Diversified Markets

See all Apps

Xilinx App Store Stakeholders

IPV

IP Cores

IP Cores

ISV

Apps

CUSTOMER
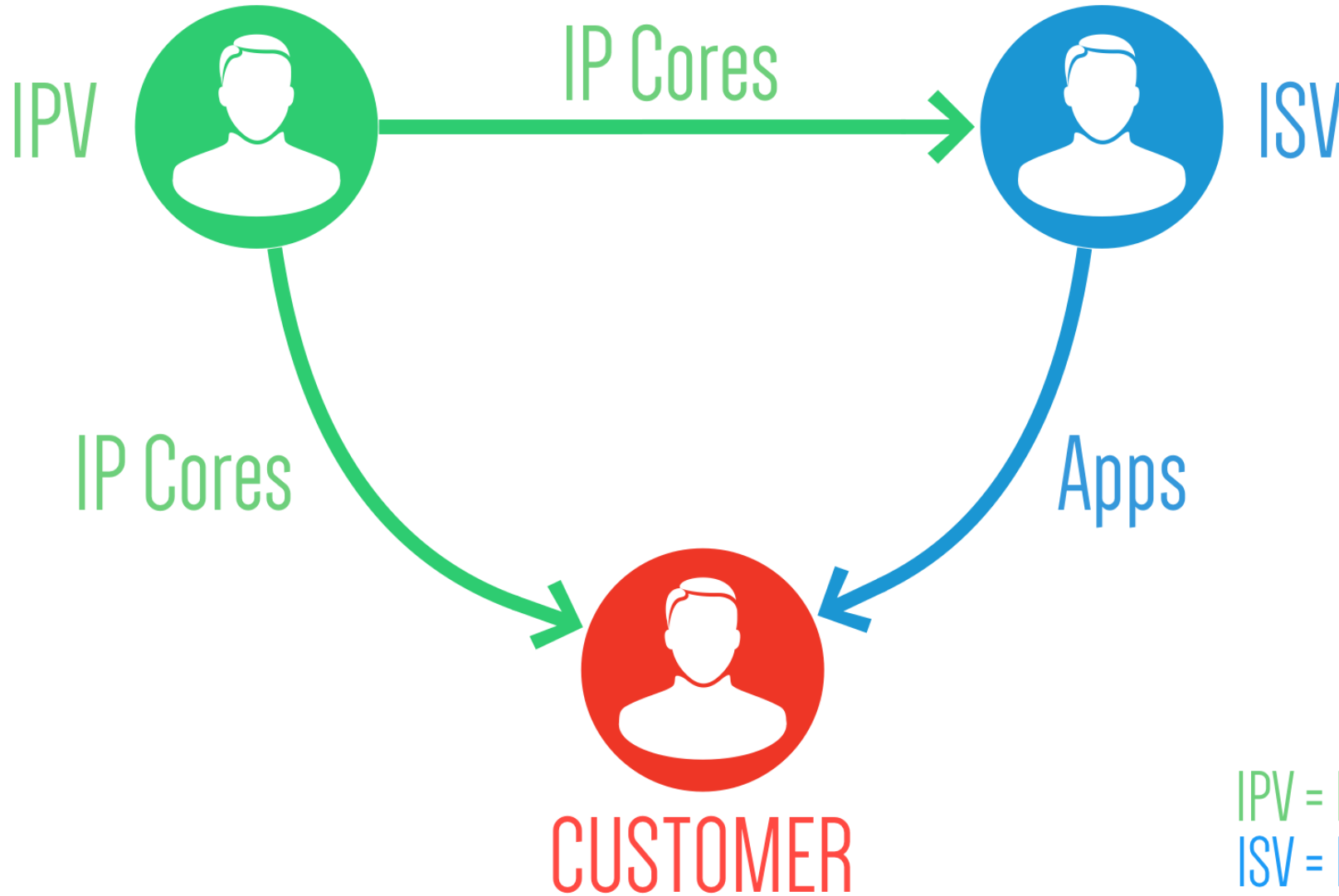
IPV = IP Vendor
ISV = Independent Software Vendor

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Behind the Scenes
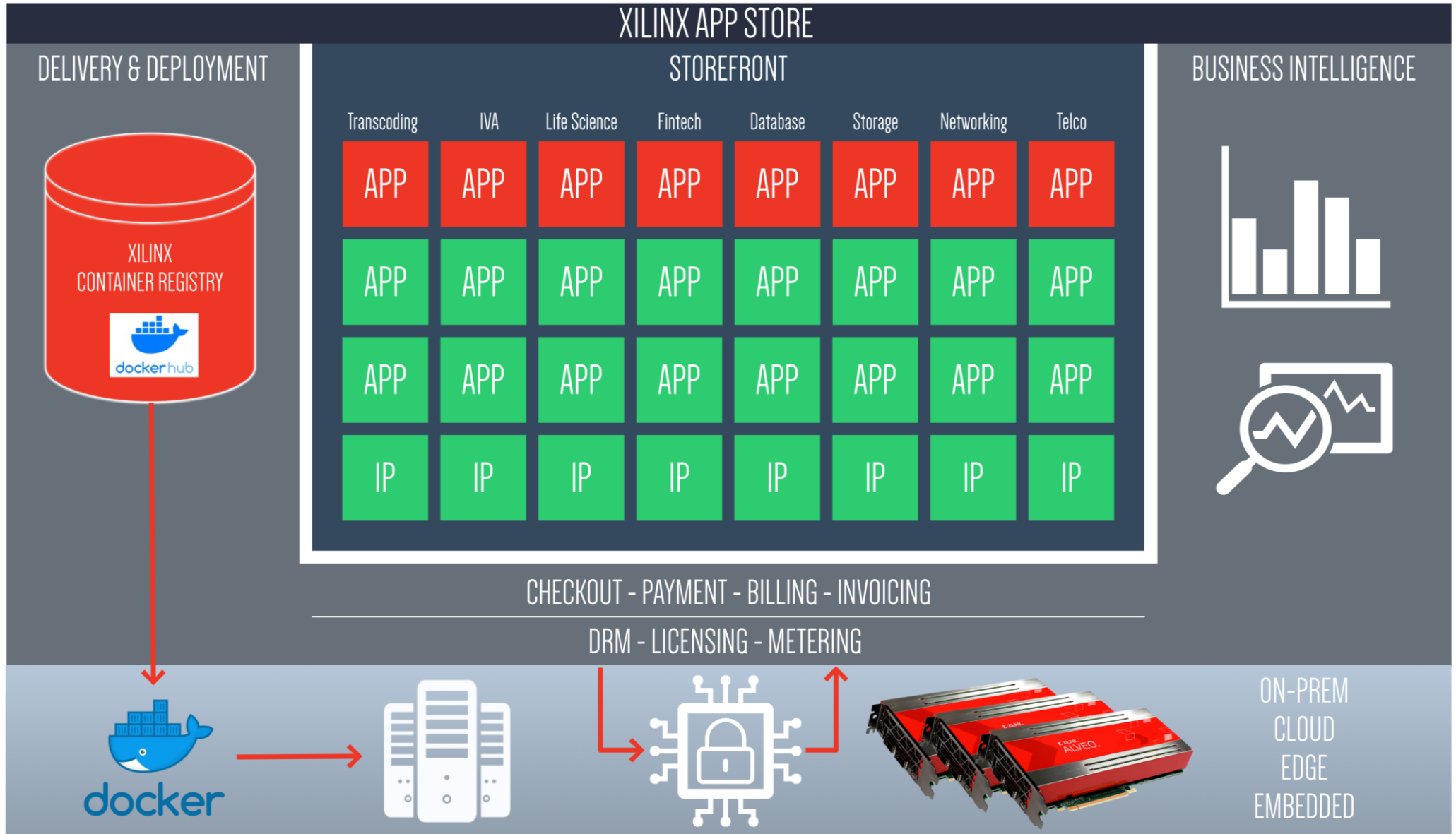
SELLING ON
THE XILINX APP STORE

XILINX.

Xilinx App Store for ISVs and IPVs

GLOBAL • Sell anywhere in the world

SECURE • Accelize DRM and Stripe payment
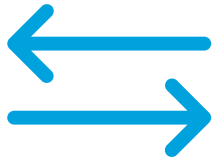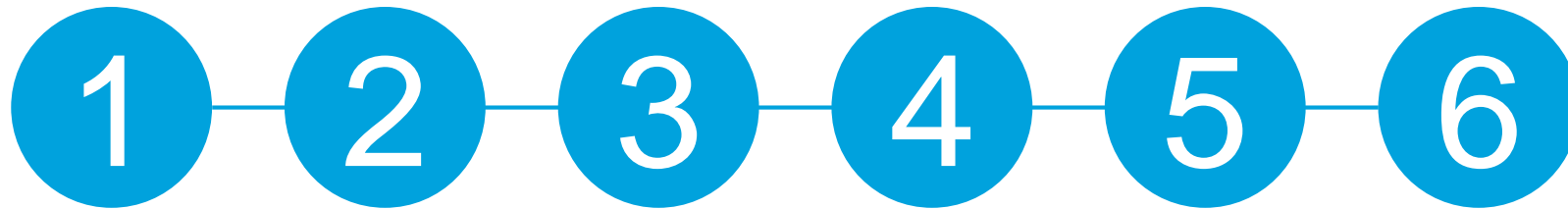
FLEXIBLE • License, subscription, pay-per-use

TURNKEY • All you need is a web browser

SMART • Extensive business intelligence

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6 STEPS TO REVENUE

1 — 2 — 3 — 4 — 5 — 6

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1

SIGN-UP

▸ **www.accelize.com**

▸ **100% free until $250K in sales**

▸ **No commitment**

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PROTECT

▸ **Integrate Accelize DRM IP**

▸ **Compile Apps with VITIS**

▸ **Encrypt IP Cores with IEEE1735**

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3
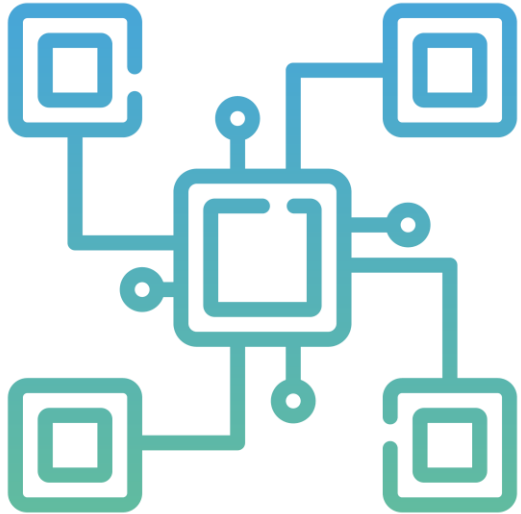
PACKAGE

▸ **Docker Container for Apps**

▸ **VITIS .xo object for IP Cores**

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4

SET PRICING PLANS

▶ **License, subscription, pay-per-use**

▶ **Per node, hour, or usage-unit**

▶ **Public and private plans**

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PUBLISH

▸ **Provide store web page contents**

▸ **Submit publication request to Xilinx**

▸ **Review & publication within 10 days**

6

GET RICH!

▸ **Automatic monthly payouts**

▸ **Enjoy recurring revenue streams**

▸ **From the comfort of a web browser**

Σ XILINX.

Automatic Payouts – Selling Apps & IP Cores
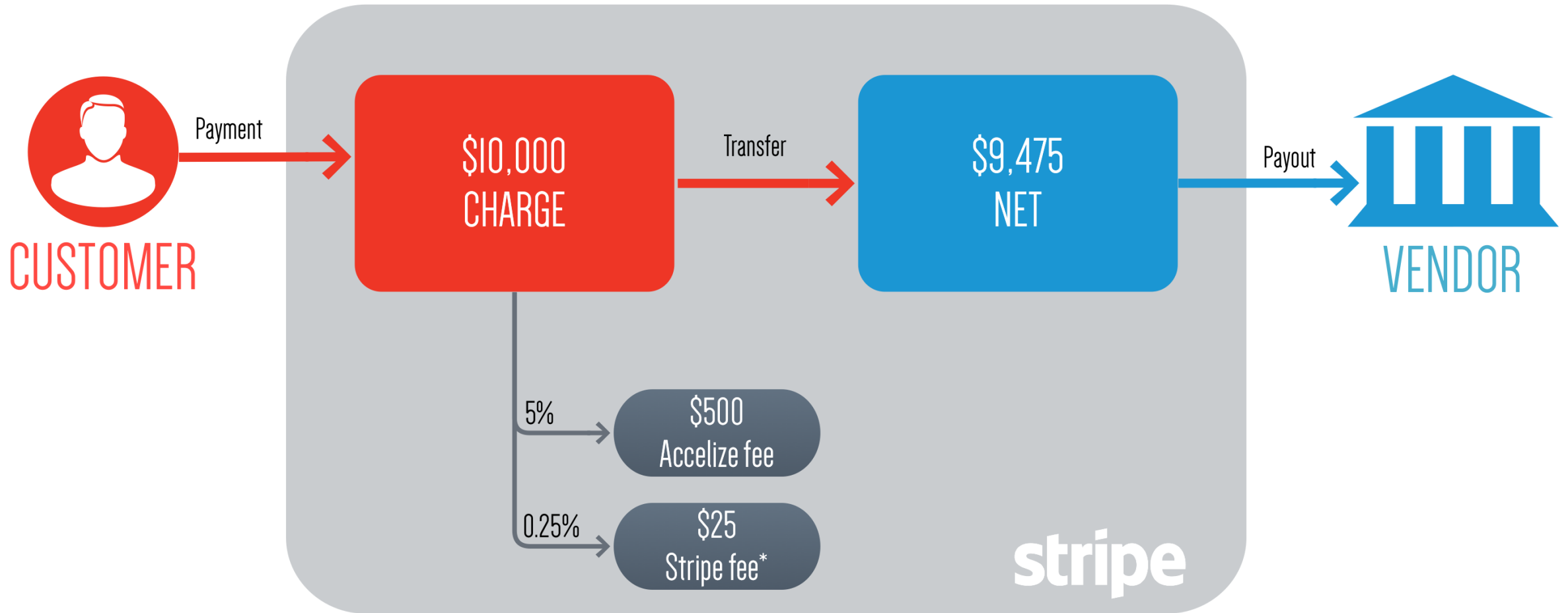
Automatic Payouts – Selling Apps with 3rd-Party IPs

CUSTOMER

Payment

$10,000 CHARGE

Transfer

80%

$7,475 NET

Payout

APP VENDOR

20%

$2,000 CHARGE

$1,895 NET

Payout

IP VENDOR

5%
$500
ISV Accelize fee

0.25%
$25
ISV Stripe fee*

5%
$100
IPV Accelize fee

0.25%
$5
IPV Stripe fee*
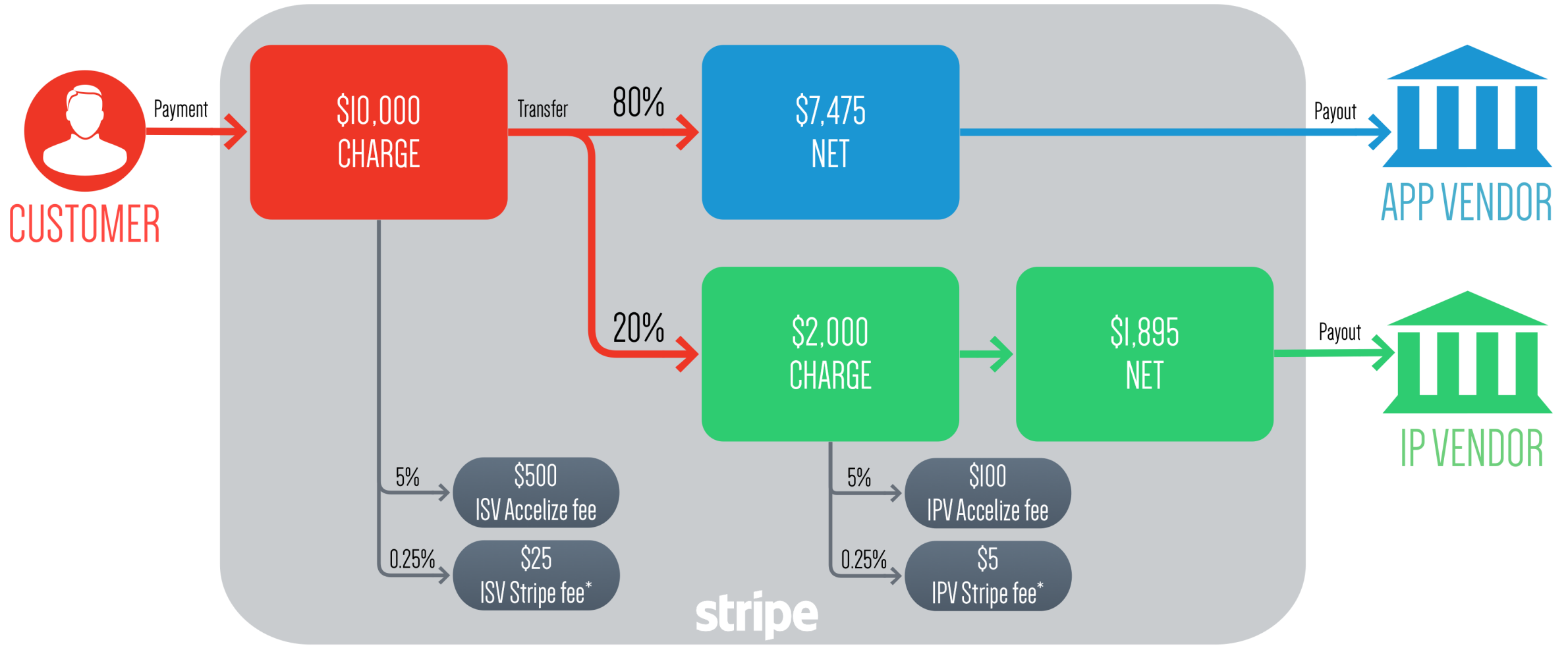
stripe

* Stripe fee depends on payment method – example for US wire payment

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LOOKING FORWARD

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TRANSCODING

XILINX — HEVC/H.265 Bitrate Optimized

XILINX — AVC/H.264 Bitrate Optimized

XILINX — HEVC/AVC High Density

VIDEO / IMAGE PROCESSING

V-NOVA — 4K HEVC/LCEVC Video Encoder

XILINX — HEVC/H.265 Video Encoder

b:com — SDR-HDR Video Converter

DeePoly — HEIF Image Encoder

socionext — H264 Video Encoder

DATABASE / ANALYTICS

MEGH COMPUTING — Video Analytics Solution

Axonerve™ — Ultra Fast Search & Replace

Rapando — Big Data Streaming Acceleration

XILINX — DB Scan / Join / Aggregate

AI/ML

PEAKSPEED — Geospatial Orthorectification

Myrtle.ai — MAU Accelerator

GENERAL VISION — Posit Tensor Processing Unit

STILLWATER SUPERCOMPUTING, INC. — Cascadable Cluster for RTML

MOFFETT AI — Visual Search Engine

plumerai — Mixed Quantization

Aupera Making Video Alive — Xtream Facial Recognition

Aaware Inc. Acoustically Aware™ — Voice Capture for AI Applications

VIVIDSPARKS — Posit Processors

EDGECORTIX — AI Co-Exploration engine

XILINX — VMSS

NETWORKING

LDA TECHNOLOGIES™ — 10G 32-bit ULL MAC

MoSys™ — Packet Classification

XIPHERA — MACSEC

LIFE SCIENCE

Genetalks 人和未来 — GTX Genomics Suite

STORAGE

FALCON COMPUTING — Data Compression

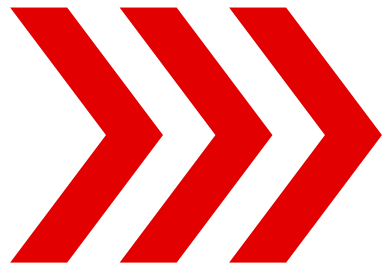bigstream — SmartSSD

XILINX — GZIP Compression

OTHERS

3CD SEMI — HDLC Controller

Logic Truit Technologies — ARINC 818

SECURE-IC THE SECURITY SCIENCE COMPANY — True Random Number Generator

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Roadmap

App Store Launch
Data Center Apps

IP Store

Embedded Store

Dec
2020

Mar
2021

May
2021
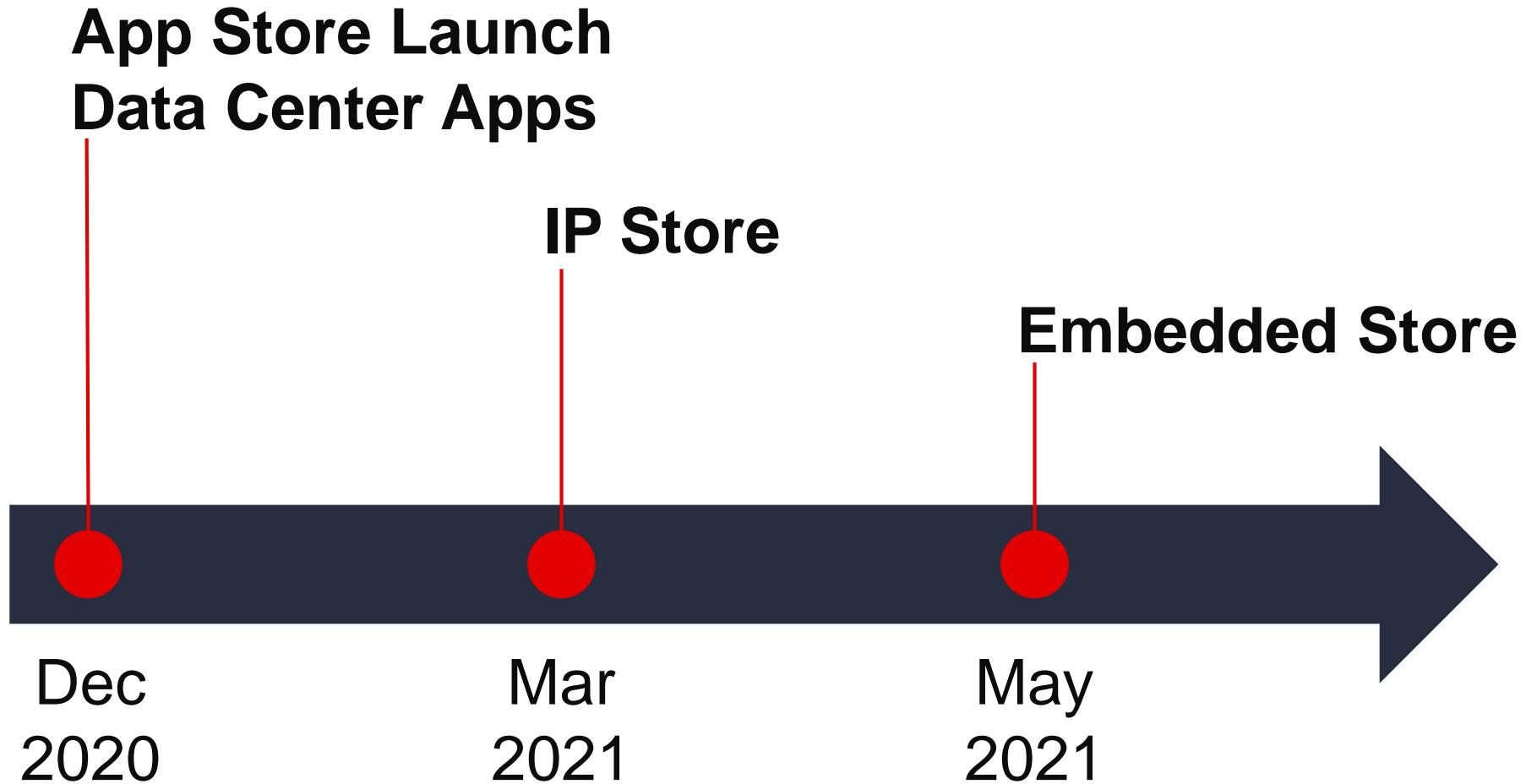
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GET STARTED NOW

Try & Buy Data Center Apps

www.xilinx.com/products/app-store.html

Sell Apps & IP Core

www.accelize.com

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Thank You