

**TABLE 1 OVERALL DESIGN CHAINS FOR CONSUMER AND INDUSTRIAL MARKET**

Parameter	Consumer market	Industrial market
Volume	Very large	Medium
Customer's cost sensitivity	Very high	Low
Form-factor pressure	Very high	High
Royalty	Major deciding factor in price	Not a major issue
Maximum design efforts	Feature addition	Validation and hardware/software-standard compliance
Feature trade-off	Possible through phase- or model-wise approach	Not possible
Risk-taking ability of customer	Very high	Very low
Subsequent design changes	Very high	Low
Head room available for further customization	Large	Small
Selection of hardware components	Address current needs, work with recently introduced chips	Long-term availability and stability of the device in market
Time-to-market pressure	Very high	Low to medium
Design-team mindset	Time-to-market- and BOM-oriented	Compliance-oriented
Key differentiator	Supports software features and interfaces	Robust design and stringent standards compliance