

RESOURCES

Are You Paranoid Enough?

Although it is pitched as a management book, Andy Grove's latest, *Only the Paranoid Survive*, will most interest readers of *Microprocessor Report* for its stories of Intel's past and its insights into Grove's thinking. Intel's shift from supplying primarily memory to primarily microprocessors is chronicled as an example of prospering by taking advantage of a "strategic inflection point." The book includes some refreshingly straightforward and honest remarks—"CISC designs require a lot more transistors to achieve the same result that RISC chips can accomplish with fewer transistors"—and describes Intel's decision to kill the 860 after seeing the 486's rousing reception. It closes with the question of whether the Internet is a strategic inflection point for Intel and whether network computers could undermine Intel's business. You'll have to read the book to find out the answer.

Published by Doubleday, the book (ISBN 0-385-48258-2) is widely available for \$27.50.

Supercomputer Cooling in Pittsburgh

The Supercomputing '96 conference comes to Pittsburgh (Penn.) November 17–22. The week-long program includes two days of tutorials, three plenary sessions, panels, roundtables, awards, and exhibits. Sessions will cover weather forecasting, entertainment, virtual reality, health care, and the IBM chess machine.

Conference registration runs \$425 for IEEE members or \$535 for nonmembers; students pay just \$100. One- and two-day tutorial passes cost an additional \$450/\$570 or \$720/\$910, respectively. For more information or to register, contact the IEEE (Washington) at 202.371.1013; fax 202.728.0884; or visit www.supercomp.org/sc96/conf_registration.

Median Income of PC Households Is \$50,000

This and other pertinent facts on the home PC market are contained in the *Consumer Technology Index Highlights Report* from market-research firm Computer Intelligence, MDR's sister company. CI's research focuses on home use of PCs, printers, and peripherals; home users' buying habits and brand loyalty; software preferences; and anticipated future purchases.

The 35-page report sells for \$495. For more information or to order, contact CI (La Jolla, Calif.) at 800.244.4495, x990; fax 619.450.1081; or visit the Web at www.ci.zd.com/offer.

Comdex Approacheth

It's big, it's loud, it's Comdex. The inexorable approach of Fall Comdex ends in Las Vegas November 18–22 with tutorials, exhibitions, and a keynote address by Andy Grove.

Registration fees range from free to \$795. To register, contact Softbank Comdex (Needham, Mass.) at 617.433.1600; fax 617.449.2674; or visit www.comdex.com.

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MICRODESIGN RESOURCES

NOVEMBER 14 DINNER MEETING

Designing PowerPC Microprocessors in a Multipartner Environment

Mark McDermott
Director, Somerset Design Center

The Austin (Texas) Somerset Design Center for PowerPC microprocessors was born with great flourish as a collaborative effort of Apple, IBM, and Motorola—bringing to the industry a new architecture backed by the market presence of the business partners. Join us as Mark McDermott, director of Somerset since September 1995, shares his insight into how he and the Somerset team are overcoming the difficulties of designing high-speed processors in a collaborative multipartner environment.

Seating is limited and advance payment is required to reserve space. The \$99 cost includes the reception and dinner. To register, call our customer-service department at 800.527.0288 or 707.824.4001, or visit our Web site at www.chipanalyst.com.