



Cost vs. Price (con't)

- Hardware is different than software!
 - High development cost, but
 - Manufacturing and testing (direct costs) are per unit
- Gross margins: 10-45%
- Corporate goal: component that is
 - Unique
 - High-volume

Cost vs. Price

- Price often (not always) tracks cost
- Learning curve for each new generation

 Costs plummet as processes are tuned
 Values is critical
 - Volume is critical

aa 2005

AR 2005

of Auckland | New

- Integrated circuits: good dies/wafer – Expensive, infrequent
 - Larger wafer increases potential number
 - Larger die-size reduces potential number

Rules of Thumb

- Every 3 years DRAMs increase in size by 4X. Gordon Moore
- Every 3 years transistor count on a chip increases 4X. Andy Glew
- Every 3 years chip speed increases by 2X. Andy Glew
- Every 10 years DRAMs get 30% faster. Andy Glew
- Every 3 years Disks increase in size by 2X. Andy Glew
- Every 10 years Disks get 30% faster. Andy Glew
- Programmers increase the size of programs 2X every year. Andy Glew
- 1Mb/s of I/O bandwidth is required per MIPS. Gene Amdahl
- Doubling volume reduces cost by 10% Gordon Bell

ar 2005

2005 ARA

Amdahl's Law

You need to go 100 km, 1/2 by auto and 1/2 walking Question: if you travel half way at 100km/hr and half way at 5km/hr, what is your average speed?

 $\frac{100+5}{52.5}$ km / hr Question: How long does it take to get there? $\frac{50km}{100km/hr} + \frac{50km}{5km/hr} = 10.5hr$ Answer: Average speed: $\frac{100km}{10.5hours} = 9.5km / hr$

Amdahl's Law

• Even if first half is done instantly, average is still only 10 km/hour!

ar 2005

and

2002 Year

he University of Auckland | New

• Amdahl's Law: the performance improvement to be gained from using some faster mode of execution is limited by the fraction of the time the faster mode can be used.

Amdahl's Law

Speedup =

Answer:

Performance for entire task using the enhancement when possible Performance for entire task without using the enhancement

Alternatively,

Execution time for entire task without using the enhancement Speedup = Execution time for entire task using the enhancement when possible

Clocks per Instruction (CPI)

Execution time = # instructions

× average # clocks/instruction \times clock period

What is "average # clocks/instruction"? CPI

2005 Name

aa 2005

'he University of Auckland | New Zealand