

## What are the primary advantages to industry from their membership in CHREC?

The emphasis of activities and technologies in CHREC is reconfigurable computing, a relatively new field in electrical engineering, computer engineering, and computer science that promises to revolutionize the performance, energy-efficiency, cost, weight, versatility, etc. of computing technologies for a variety of applications and missions, from satellites to supercomputers.

The benefits of membership in CHREC to our industry partners are widespread, from strategic to logistic to interpersonal. These benefits can be divided into at least eight categories, listed alphabetically below.

### Collaboration

- Foster relationships for industry/university collaboration within and beyond membership
- Reap benefits on research and development challenges from industry/university mix
- Also foster industry/industry and industry/government collaborations borne from center

### Influence

- Select and assign resources to projects via voting
- Refine goals of projects to better address industry needs
- Identify deliverables of projects to help ensure maximal technology transfer

### Knowledge

- Gain a broader and deeper understanding of current technology landscape and challenges
- Attain actionable information with focus from unbiased sources
- Strengthen insight for decision-making about leading edge and future trends and preferences
- Dynamically gather value from all research results as they emerge, in advance of publication

### Leveraging

- Leverage relatively small investment to reap far greater return via consortium-style research center
- Exploit synergy from common interests amongst members as force multiplier on impact
- Drive technology trends as industry/university research center greater than sum of its parts
- Pool resources to enable experimental testbed facilities beyond budgets of individual members

### Networking

- Meet and interact with other key players in industry, peers and customers
- Meet and interact with key players in government, often potential customers
- Meet and interact with key players in academia
- By extension, network even more broadly from contacts provided by fellow members

### Personnel

- Identify, monitor over time, then hire top students for full-time employment and internships
- Benefit from graduates highly educated and experienced in engineering, leadership, communication
- Consult with faculty experts on industry projects and products

### Prestige

- Strengthen presence and reputation of industry member in field of center emphasis
- Solidify recognition as industry leader from partnership in leading center

### Technology transfer

- Amass research ideas to inspire and drive new industry projects and products
- Transfer research results to serve industry projects and products
- Provide prototype tools to support industry projects and products