

# EECS COLLOQUIUM

## Fall 2015



**Wednesday**  
**September 23**  
12:00 - 1:00pm

**Lunch**  
will be provided

**Banatao Auditorium**  
**Sutardja Dai Hall**

## The Changing Face of Computing, From Servers to Sensors

**Simon Segars**

ARM, the Architecture for the Digital World

### **Abstract**

While the very definition of computing at its core has not changed, the adaptation of what it means to compute has. No longer relegated to a locked room in the basement of a building, computing has emerged to become a fashion statement that is in your hands more than tucked away in your purse or pocket. But as we move forward it is once again becoming invisible to us all. Not because it is being forced back into the basement but now because it is all around us in plain sight but we just cannot see it. This evolution of computing is having a profound impact on what we can achieve with computing. And it is also having just as profound an impact on the technology that is required to deliver computing. From servers to sensors, new technology is being invented while existing technology is being re-invented.

### **Biography**

Simon Segars has been the Chief Executive Officer at ARM Holdings PLC since July 1, 2013. Mr. Segars served as the President of ARM Holdings PLC. He served as an Executive VP and General Manager of Processor & Physical IP Divisions at ARM Holdings PLC from 2007 to 2012 and also served as its General Manager of Physical IP Division since September 2007. Mr. Segars served as General Manager of Processor Division at ARM Holdings PLC since April 2, 2012. He served as an Executive VP of Business Development at ARM Holdings PLC since January 2007. Mr. Segars served as an Executive VP of Engineering and then Executive VP of Worldwide Sales at ARM Holdings PLC since January 2004. He joined ARM in 1991 and mostly worked on the ARM CPU products. He led the development of the ARM7 and ARM9 Thumb® families.