



AI  
HARDWARE  
SUMMIT



EDGE AI  
SUMMIT

September 13-15, 2022 | Santa Clara Marriott

# 2022 POST SHOW REPORT



“GREAT REWARD FOR THE TIME INVESTED AT THE SUMMIT. THE PRESENTATIONS WERE VERY WELL TARGETED FOR THE AUDIENCE AND PROVIDED VALUABLE KNOWLEDGE SHARING AND OPPORTUNITIES FOR FUTURE ENGAGEMENT WITH THE PARTICIPANTS. THE ORGANIZATION OF THE EVENT WAS EXTREMELY SUCCESSFUL.”

Senior Software Engineer, Volkswagen

720 ATTENDEES  
IN-PERSON

45 EXHIBITORS

125 INDUSTRY LEADING  
SPEAKERS

20+ HOURS OF  
NETWORKING TIME

2 HIGH LEVEL  
PROGRAMMES

## TOP 3 KEY TAKEAWAYS



AI hardware and infrastructure vendors are 'crossing the chasm' of technology adoption, through partnerships with organizations like HuggingFace who are democratizing ML through optimized libraries. HuggingFace Optimum provides more diversity towards the kind of hardware users can target to train and finetune their models.\*

\*Thanks to Optum's Dan McCreary for his post-show remarks, which we have paraphrased here...



Large models (LLMs, Stable Diffusion) are characterizing the growth of the AI industry – there is significant demand for large models, in conjunction with a fast growing need for AI compute at edge nodes.



30% of attendees came from automotive, life sciences, healthcare, banking and other industry sectors.

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HEADLINE

**SYNOPSYS**  
Silicon to Software™

PLATINUM

**Atos**

**cadence**

**GRAPHCORE**

**Qualcomm**

**RAIN**  
NEUROMORPHICS

**SambaNova**  
SYSTEMS

**SIEMENS**

**Kisaco**  
Research



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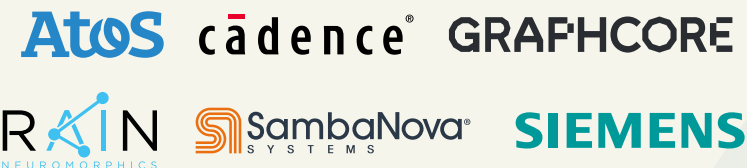
# THANK YOU TO OUR 2022 PARTNERS

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GOLD PARTNERS



EVENT PARTNERS



EXHIBITORS



HEADLINE CONTENT PARTNER



MEDIA PARTNERS



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# TOP SPEAKERS ACROSS THE 2022 SUMMITS



**VICTOR PENG**  
PRESIDENT, ADAPTIVE  
AND EMBEDDED  
COMPUTING GROUP  
**AMD**



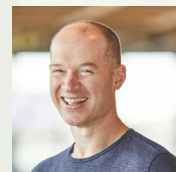
**MARK RUSSINOVICH**  
CTO, AZURE  
**MICROSOFT**



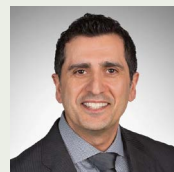
**ALEXIS BLACK  
BJORLIN**  
VP, INFRASTRUCTURE  
HARDWARE  
**META**



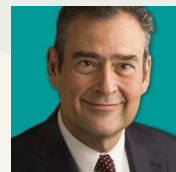
**LIP-BU TAN**  
EXECUTIVE CHAIRMAN  
**CADENCE**



**COLIN MURDOCH**  
CHIEF BUSINESS  
OFFICER  
**DEEPMIND**



**SASSINE GHAZI**  
PRESIDENT & COO  
**SYNOPSYS**



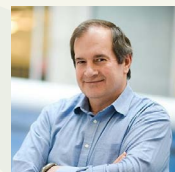
**JOSEPH SAWICKI**  
EVP, IC EDA  
**SIEMENS**



**GAYATHRI  
RADHAKRISHNAN**  
SENIOR DIRECTOR,  
VENTURE CAPITAL - AI  
FUND  
**MICRON**



**RODRIGO LIANG**  
CO-FOUNDER & CEO  
**SAMBA  
NOVA  
SYSTEMS**



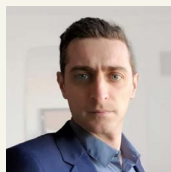
**DAN MCCREARY**  
DISTINGUISHED  
ENGINEER, GRAPH & AI  
**OPTUM**



**BANU  
NAGASUNDARAM**  
AI PRODUCT LEADER  
**AMAZON WEB  
SERVICES (AWS)**



**GORDON WILSON**  
CO-FOUNDER & CEO  
**RAIN  
NEUROMORPHICS**



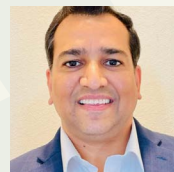
**CEDRIC  
BOURRASSET**  
HEAD, HIGH  
PERFORMANCE AI  
BUSINESS UNIT  
**ATOS**



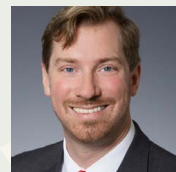
**VADIM PARIZHER**  
VP OF TECHNOLOGY  
**TACO BELL**



**ANDREA HUELS**  
HEAD, AI, NORTH  
AMERICA  
**LENOVO**



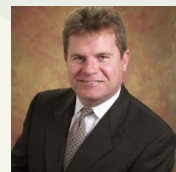
**PRASHANT TIWARI**  
EXECUTIVE DIRECTOR,  
SOFTWARE PLATFORMS  
**VOLKSWAGEN**



**JORDAN GOSSELIN**  
CHIEF ENGINEER AND  
STAFF AI SYSTEMS  
ARCHITECT  
**NORTHROP  
GRUMMAN**



**SANDEEP BANDIL**  
VICE PRESIDENT, IOT  
EDGE DEVICES AND  
SOLUTIONS  
**BRAMBLES**



**ROGER BERG**  
AMERICAN RESEARCH  
AND DEVELOPMENT  
**DENSO  
INTERNATIONAL  
AMERICA  
INC.**



**RITU GOEL**  
DIRECTOR, PRODUCT  
MANAGEMENT, ADOBE  
SENSEI  
**ADOBE**



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# ATTENDEES INCLUDED...



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KEY JOB TITLES INCLUDE ...	// Architect	// Computer Vision Engineer	// Distinguished Engineer	// Head of AI	// Software Architect
	// Chief Executive Officer	// Data Scientist	// Embedded Engineer	// Machine Learning Engineer	// Technical Director
	// Chief Technology Officer	// Developer	// Hardware Architect	// Product Manager	



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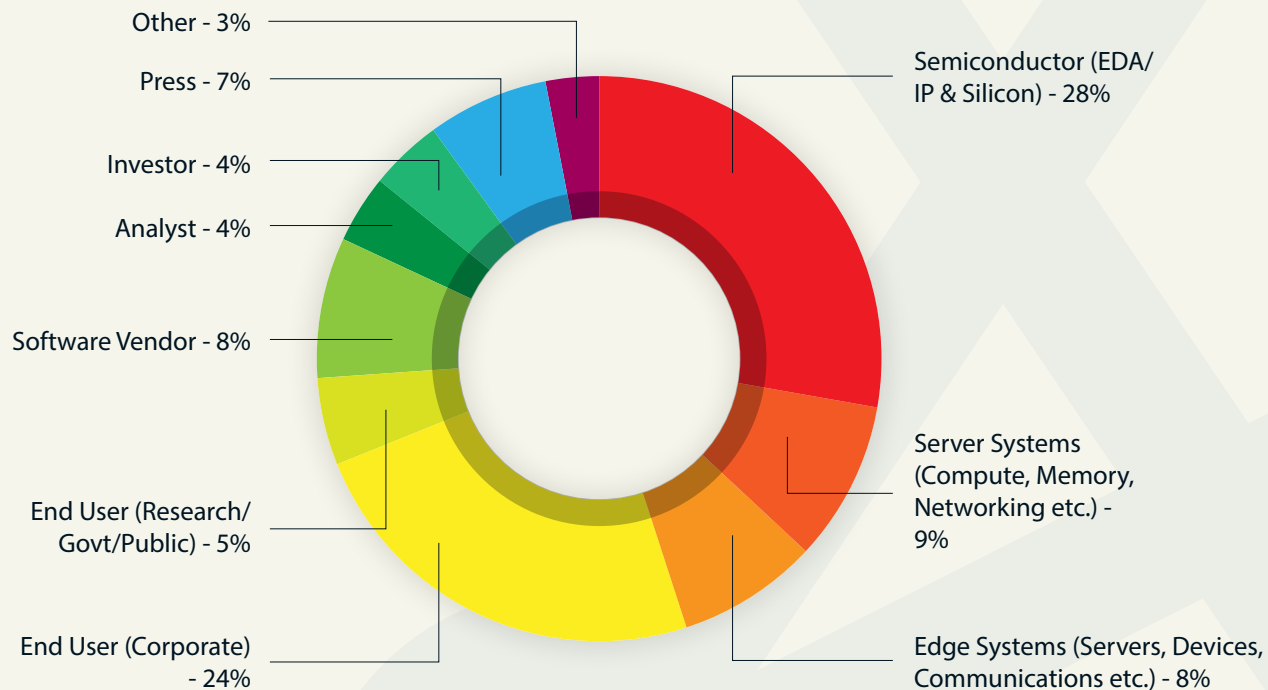
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# AUDIENCE BREAKDOWN



“AI HARDWARE SUMMIT WAS AN EXTREMELY PRODUCTIVE EVENT FOR ME. ALL PRESENTATIONS WERE OUTSTANDING AND RICH WITH SPECIFIC TECHNICAL INFORMATION AND BEST PRACTICES. I MADE MANY NEW INDUSTRY CONNECTIONS. THE ORGANIZERS WERE VERY HELPFUL, AND THE FACILITY WAS EXCELLENT. I AM LOOKING FORWARD TO ATTENDING FUTURE RELATED EVENTS.”

Technical Director AI and Cloud, [Quantum](#)



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# THE EXHIBITION FLOOR



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Senior Software Engineer, Volkswagen

“YOU LEARN SO MUCH WHEN YOU MEET WITH PEOPLE FACE-TO-FACE, AND THE CONFERENCE FORMAT HELPS THAT A LOT. YOU HAVE SO MANY PANEL DISCUSSIONS, CHANCES FOR NETWORKING, AND MEETING PEOPLE OVER LUNCH AND OTHER EVENTS.”  
Product, AI, Ridecell



“IT’S BEEN AMAZING TO RETURN TO IN-PERSON EVENTS, BECAUSE THERE’S SO MUCH ENERGY AND I FEEL LIKE YOU MAKE A LOT DEEPER CONNECTIONS WITH YOUR PEERS, YOUR INDUSTRY EXPERTS AND CUSTOMERS, WHEN YOU ARE ABLE TO TALK TO THEM FACE-TO-FACE.”  
Head, AI, North America, Lenovo



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# PRESS COVERAGE IN 2022

“THE GO TO CONFERENCE TO LEARN ABOUT THE HW/SW RESOURCES BEHIND THE EXPLOSION OF AI/ML MODELS”



Lead Product Strategy and Architecture - AI/HPC, Intel Corp

**AI Hardware Summit: Key Takeaways**  
September 2022

**KEY INSIGHTS**

- The AI hardware industry continues to evolve at a break-neck pace. We think there are a dozen or more of 10+ full-size machines planned for release in '23 to support bleeding edge AI. The need for major hardware upgrades is clear as we enter an era where model sizes are measured in tens of trillions of parameters. Adoption of transformer models by the wider industry is underway, which we think will lead to a substantial growth story in NLP inference (particularly at the edge) in coming years.
- Given this backdrop, we think AI hardware market growth will continue to impress. While 2022 saw big upgrades (particularly at Meta) and there are real concerns over the cost of energy that may slow down some projects, we believe there is a fundamental need for big spec upgrades (e.g. look at the ECU supercomputer from NVIDIA with H100).
- We think it's clear that we will not see a meaningful challenger to NVIDIA in training over the next few years. Start-ups will get more traction with their new platforms, but need hyper-scale support to really scale up. We were generally disappointed with Intel/AMD proof-points in AI compute (particularly in meeting hyper-scaler's massive training clusters) and are concerned that 2023 will be another "development" year for both companies.

We attended this year's AI Hardware Summit to try to gather insights into enterprise and hyper-scaler activity in large-scale AI, with a particular focus on the adoption of new training clusters and the read-through into how alternatives to NVIDIA are progressing. This is more of a technical event rather than focusing on strategic insights around AI hardware, but there were impressive keynote presentations from Meta and Azure (among others) as well as a raft of insights from corporate users embracing new AI workloads, particularly around NLP. Our main takeaways are five-fold:

**Takeaways from 2022 AI Hardware and Edge Summit**  
BLOG

I was recently at the **AI Hardware Summit** in Santa Clara. The event made a come back after two year hiatus and was packed with 700+ attendees. The conference was co-located with the AI Edge Summit and there was one overlapping day. Like any other conference, there were tracks, keynotes and of course exhibitors.

To my surprise, the event was packed – all exhibit booths were busy, people were shaking hands and eating lunch together on a table. Companies were handing out goodies as they stood in the past without having to worry about "spreading germs". There were many familiar faces (and yes, I mean unimasked faces) and it was just good to see overall enthusiasm coming back after two long Covid years. This was third in person event attended by me in last year or so in Silicon Valley and the attendance by and far beat all others. A lot that can be written about the content, keynotes, speakers but overall below are some of my key takeaways from the conference.

New AI chip companies are still coming out of stealth

I have been following the AI chip market since 2016, and have a list of 150+ companies that I track. Despite this, I found few new companies that I had not heard of before at the conference. This just goes to show that there are still undiscovered companies in the area and start-ups continue to up. Some of the companies had more than powerpoint and brochures to show and that is a right strategy at this point for a start-up to come out of stealth mode.

**Meta Discusses AI Hardware and Co-packaged Optics**  
Nvidia is Playing A Different Ball Game

Meta's Alexis Biorlin (VP of Infrastructure Hardware) discussed AI model scaling, training clusters, and co-packaged optics at the AI Hardware Summit today in Santa Clara. The presentation she gave was interesting not just because of the peek it gave into Meta's infrastructure but also because of the commentary on future AI systems. In our opinion, this presentation also demonstrated that Nvidia is playing an entirely different ball game than most AI startups.

A common trend that we have discussed is the issue of DRAM scaling and network scaling. Both these trends are sides of the same coin. FLOPs are growing faster than we can get data in and out of a chip/package every generation. This isn't a new phenomenon, but combating the mismatch is becoming more and more difficult.

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**SIFive Powers Google TPU, NASA, Tenstorrent, Renesas, Microchip, and More**

SIFive has a portfolio of CPU core IP that has had solid traction in edge, IoT, and AI Chips with significant wins from various companies such as Google, NASA, Tenstorrent, Renesas, Microchip, Kinvo, and more. More diverse RISC-V for its lack of software ecosystem as a significant roadblock for datacenter and client adoption, but RISC-V is quickly becoming the standard everywhere that isn't exposed to the CIP. For example, Apple's M1 Pro more than a dozen Arm-based CPU cores distributed across the die for top but non-user-facing functions. SemiAnalysis can confirm that these cores are actively being converted to RISC-V in future generations of hardware.

**SambaNova Shows Accelerated AI for Foundation Models @ AI HW Summit**

Jean Bozman  
President at Cloud Architects Advisors Inc  
Published Sep 26, 2022

By Jean S. Bozman

SambaNova Systems announced its next-generation systems for scalable AI analytics, deep learning, and AI for high-performance scientific computing. The Palo Alto-based AI company is taking a combined hardware-and-software approach to delivering AI acceleration to its customers in industry, research, and academic institutions.

SambaNova's new SN30 DataScale systems hardware solutions, and its Dataflow as-a-Service software for delivering AI processing to customers, were demonstrated at

**AI Hardware Summit**  
September 13 - September 15

The AI Hardware Summit is the premier commercial event focused on systems-first machine learning. Our community's goal is to reduce time-to-value in the ML lifecycle, and to unlock new possibilities for AI development. This involves a full-stack effort of efficient computation/acceleration of AI in the cloud.

**BrainChip Presents at Edge AI Summit and AI Hardware Summit - 8th Sep 2022, 11:00pm**

LAGUNA HILLS, CA / ACCESSWIRE / September 8, 2022 BrainChip Holdings Ltd (NASDAQ:TCOQ)(BRCHP)(BRCHPY), the world's first commercial producer of ultra low power neuromorphic AI IP, is exhibiting at both Edge AI Summit and AI Hardware Summit, which are being held concurrently at the Santa Clara Marriott in Santa Clara, Calif. September 13-15. BrainChip will be demonstrating its Aida technology live during both events with company executives delivering presentations at each event.

Edge AI ...

Read more: Media Alert: BrainChip Presents at Edge AI Summit and AI Hardware Summit

**Recap of the 2022 AI Hardware Summit Conference**  
Fine-tuning innovations from many vendors

One of the many sessions of the 2022 AI Hardware Summit held in Santa Clara, CA. Photo by the author.

This week I attended the AI Hardware Summit in Santa Clara, California. This blog will recap key machine-learning (ML) and graph hardware acceleration trends. I will also talk about some unexpected findings.

Nothing in this blog should be considered an endorsement of any vendor or product. All opinions are my own.

**Focus of the AI Hardware Summit Conference**  
This conference is for anyone working on ML and graph accelerators for


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**INTERESTED IN A MEDIA PARTNERSHIP OR PRESS PASS FOR FUTURE EVENT?**  
Contact Priya Khosla, Senior Marketing Manager, AI & Tech Portfolio priya.khosla@kisacoresearch.com




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# AI HARDWARE & SYSTEMS EVENTS CALENDAR



**SCALING AI  
SUMMIT**

NOVEMBER 30-DECEMBER 1, 2022  
SILICON VALLEY

MITIGATING RISK  
AND ENSURING  
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**MEMCON**

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SILICON VALLEY

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SUMMIT** | **EDGE AI  
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12-14 SEPTEMBER, 2023  
SANTA CLARA

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**RETURN SEPTEMBER  
2023**

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# SAVE THE DATE IN 2023

September 12 – 14, 2023  
Santa Clara, CA

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We're taking on board your feedback and will be working hard to further enhance AI Hardware and Edge AI Summit in 2023.

You can expect...

-  Further networking and engagement with industry peers
-  More live demonstrations and chances to get hands on with the latest product
-  Same quality high-level and senior audience
-  Deeper learning and knowledge sharing in different formats
-  Additional insight from hyperscalers and tip-of-the-spear enterprises
-  The latest industry announcements and on-site product launches