

NOT FOR RELEASE UNTIL 9:00 a.m. PT NOVEMBER 30, 2004

For more information, please contact:

Hayley Luz

Weber Shandwick

503.552.3726

hluz@webershandwick..com

**Submissions Now Accepted for
DAC- ISSCC-Sponsored Student Design Contest**
*Electronic Companies Encouraged to Lend Financial Support for
Program to Promote Excellence in Electronic Systems Design*

BOULDER, Colo. □ **Nov. 30, 2004** □ Submissions are being accepted through Dec. 7 for the annual Student Design Contest, jointly sponsored by the Design Automation Conference (DAC) and the International Solid State Circuits Conference (ISSCC). Corporate sponsors are being solicited to help provide financial support.

Chairs David Greenhill, distinguished engineer from Sun Microsystems, and Alan Mantooth, professor of Electrical Engineering at the University of Arkansas, note that the contest promotes excellence in electronic systems design.

The contest provides competition between graduate and undergraduate students at universities and colleges worldwide, and accepts designs for analog, digital or programmable circuits and systems. Submissions can be embodied as integrated circuits (ICs), reconfigurable processors, systems on chips (SoCs), platform-based or embedded systems designs.

Criteria for Entering, Awards and Honors

Submissions are invited from full-time graduate and undergraduate students in two categories □ operational, which means that a design was built and tested, or conceptual, where a project was designed and simulated. The design must be part of the students'

course or research work at the university and must have been completed within 18 months prior to the submission deadline.

The total prize money is expected to be close to \$15,000, shared between first, second and third place winners in each category. Winners will be notified prior to the 42nd DAC and offered travel assistance to attend. An award ceremony will be held during DAC, the electronic design automation (EDA) industry's premier event, to be held June 13-17, 2005, at the Anaheim Convention Center in Anaheim, Calif.

Winning submissions will be displayed as posters at the DAC University Booth on the exhibit floor. Selected winning entries may be included in the Technical Program, at the discretion of the Technical Program Committee. Winners will also be invited to present at a special poster session at ISSCC 2005 to be held February in San Francisco, Calif.

In 2004, the Student Design Contest had 59 submissions from six countries and 20 schools.

Corporate Sponsorships Available

Professor Mantooh is actively soliciting electronics companies for \$2,000 contributions to support the contest. As a sponsor, company representatives serve as judges and are able to get first access to all design projects.

To date, this year's sponsors include Association of Computing Machinery (ACM) Special Interest Group on Design Automation (SIGDA), Cadence Design Systems, the Electronic Design Automation Consortium, the IEEE Circuits and Systems Society, Microelectronics Advanced Research Corporation (MARCO) and Semiconductor Research Corporation® (SRC).

Student Design Contest, Sponsorship Opportunity Details

For more details on the Student Design Contest, visit the Design Automation Conference Web site, found at: http://www.dac.com/42nd/PDFs/sdcs submission_guide.pdf. To find

out more about sponsorship opportunities, contact Alan Mantooth at (479) 575 3005 or via email at mantooth@engr.uark.edu.

About DAC

DAC is the premier forum for the electronic design industry to exchange information on products, methodologies and processes. Attended by more than 10,000 developers, designers, researchers, managers and engineers from leading electronics companies and universities around the world, DAC includes more than 200 exhibitors and offers a robust technical program covering the electronics industry's hottest trends to bring people to the event.

The conference is sponsored by the Association for Computing Machinery's Special Interest Group on Design Automation (ACM/SIGDA), the Circuits and Systems Society and Computer Aided Network Design Technical Committee of the Institute of Electrical and Electronics Engineers (IEEE/CASS/CANDE), and the Electronic Design Automation Consortium (EDA Consortium). More details about DAC are found at: www.dac.com.

###