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**43rd Design Automation Conference Features Leading-Edge Theme on Multimedia,  
Entertainment and Gaming**

**BOULDER, Colo.** —June 05, 2006 — The 43<sup>rd</sup> Design Automation Conference (DAC), the electronic design automation (EDA) industry's premier event, will feature many demonstrations of the themes of multimedia, entertainment and games, dubbed "MEGa" by the DAC leadership. The majority of events and talks related to the design technology requirements of MEGa will occur on Wednesday, July 26. Additional Pavilion Panels include a panel on "Inside the iPod and PSP," a panel on technology requirements for 3-D graphics in feature films and a panel on the Xbox 360 design challenges as seen by an independent observer.

"There are rapid advancements in home networking, digital-mobile TV, mobile-digital convergence, and many other consumer-centric design areas," said Andrew Kahng, DAC New Initiatives Chair. "Our 2006 MEGa theme is going to offer a great chance for the DAC audience to hear about the roadmap for applications, design challenges, and CAD challenges."

Wednesday's MEGa theme program kicks off with a special session highlighting the best papers from the International Solid-State Circuits Conference in the multimedia area, with presentations from Renesas/DoCoMo, MediaTek, National Chiao-Tung University and Samsung. It continues with two complementary events: an invited session on CAD challenges for leading-edge multimedia designs followed by a panel on design challenges for next

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generation multimedia, games and entertainment platforms. These two sessions include experts from STMicroelectronics, IBM, nVidia, PixelWorks, Samsung and Intel. Finally, a regular paper session has the best submitted papers organized around the theme of power-constrained design for multimedia.

The 2006 MEGa theme will also see discussions of design enablement—compilers, programming models, and so forth—plus coverage of design for reuse.

**Registration**

To register for DAC visit <http://www.dac.com> or call 1-800-321-4573 in the U.S. to request registration materials. The advance conference registration discount deadline is June 26.

**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 250 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

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Consortium (EDA Consortium). More details about DAC are available at:

[www.dac.com](http://www.dac.com).

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