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**News Release**

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**44th Design Automation Conference Announces Impressive Slate of Keynote Speakers**

*Dr. Lawrence D. Burns of General Motors, Dr. Oh-Hyun Kwon of Samsung Semiconductor Business and Dr. Jan Rabaey of University of California at Berkeley to Speak*

**BOULDER, Colo., March 23, 2007** — The Design Automation Conference (DAC), the electronic design automation (EDA) industry's premier event, today announced three distinguished keynote speakers for the 44th annual DAC, which will be held in San Diego Calif., at the San Diego Convention Center, June 4 – 8, 2007. Lawrence D. Burns, Ph.D., vice president of R&D and Strategic Planning for General Motors Corp., will deliver a Monday automotive theme keynote address on June 4 titled, "Designing a New Automotive DNA." Oh-Hyun Kwon, Ph.D., president of the System LSI Division of Samsung Semiconductor Business, will present the opening session keynote address on Tuesday, June 5, on the challenges facing the semiconductor industry and his vision for future solutions. On Thursday, June 7, Dr. Jan M. Rabaey, the Donald O. Pederson Distinguished Professor in the Department of Electrical Engineering and Computer Sciences at the University of California at Berkeley will deliver a special keynote, "Design without Borders —A Tribute to the Legacy of A. Richard Newton."

"This year's keynote speakers exemplify the impact of EDA on advancements in so many fields, from semiconductors to automobiles and even biology," said Steve Levitan, general chair of the

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43rd annual DAC. “We are delighted to offer our attendees such a distinguished and diverse group of presenters for this year's conference.”

In his talk, Dr. Burns will discuss the DNA of the reinvented automobile that exchanges the internal combustion engine, petroleum, and mechanical linkages for fuel cells and batteries, hydrogen and electricity, and electronic systems and controls. He will highlight why the new automotive DNA will be a paradigm shift for the industry and address the design challenges and opportunities presented by the requirement for new electrical and electronics-based architectures, systems, and software for our vehicles.

Dr. Kwon will present a keynote address titled, “Perspectives on the Future of the Semiconductor Industry: Challenges and Solutions.” He will outline the complex technology and business challenges facing the semiconductor industry in this era of declining chip prices and soaring R&D costs and offer insights on the kinds of innovations that will be required to overcome them, including new collaborations and partnerships, as well as new technological breakthroughs.

Dr. Jan M. Rabaey will deliver a special tribute to the late Richard Newton that promises to be an exciting glimpse into the emerging and future applications for EDA design techniques. These techniques, originally developed in the silicon era, are now beginning to be applied to the nano- and bio-constructions that physicists, chemists and biologists are working with. Dr. Rabaey's keynote will show that design methodology is a legacy that will live long after Moore's law has finally come to a halt. To quote Richard Newton, “The Future is BDA (Bio Design Automation).”

### **Keynote Speaker Biographies**

Dr. Lawrence Burns is vice president of General Motors Research & Development and Strategic Planning, overseeing GM's advanced technology, innovation programs, and corporate strategy. In addition to driving innovation in today's vehicles, Dr. Burns is championing GM's "reinvention" of the automobile around advanced propulsion, electronics, telematics, and materials technologies.

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He began his career in 1969 as a member of the research & development staff, where his research focused on transportation, logistics, and production system and subsequently held executive positions in several GM divisions in the areas of product program management, quality, production control, industrial engineering, and product and business planning. In May 1998, he was named a vice president of General Motors, with responsibility for R&D and Planning.

Dr. Burns holds a Ph.D. in civil engineering from the University of California at Berkeley. He also has a master's degree in engineering/public policy from the University of Michigan and a bachelor's degree in mechanical engineering from General Motors Institute (now Kettering University).

Dr. Oh-Hyun Kwon was appointed president of the System LSI division at Samsung Electronics in 2004. Before joining the System LSI division of Samsung Electronics in 1997, he led the team that developed the industry's first 64M DRAM in 1992 and he was also in charge of various memory technology developments, such as DRAM, SRAM, and flash memory.

Dr. Kwon has a Ph.D. in electrical engineering from Stanford University. He received his master's degree in electrical engineering from the Korea Advanced Institute of Science and Technology and a bachelor's degree in electrical engineering from Seoul National University.

Dr. Jan M. Rabaey is the Donald O. Pederson Distinguished Professor in the Department of Electrical Engineering and Computer Sciences at the University of California at Berkeley and his current research interests include the conception and implementation of next-generation integrated wireless systems.

He has been a visiting professor at the University of Pavia (Italy), Waseda University (Japan), Technical University Delft (Netherlands), Victoria Technical University and the University of New South Wales (Australia). He was the Associate Chair (EE) of the EECS Dept. at Berkeley from 1999 to 2002, and is currently the scientific co-director of the Berkeley Wireless Research Center (BWRC), as well as the director of the GigaScale Systems Research Center (GSRC).

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Previously, Dr. Rabaey was a research manager at IMEC, Belgium and prior to that, he was a visiting research engineer the University of California, Berkeley.

Dr. Rabaey received his EE and Ph.D. degrees in applied sciences from the Katholieke Universiteit Leuven, Belgium.

### **About DAC**

The Design Automation Conference (DAC) is the premier educational and networking event for Electronic Design Automation (EDA) and silicon solutions. More than 11,000 designers, developers, researchers, academics and managers from leading electronics companies and universities from around the world attend. DAC features close to 60 technical sessions covering the latest research on design methodologies and technologies, EDA developments and trends selected by a diverse committee of electronic design experts. A highlight is its Exhibition and Suite area with approximately 250 of the leading and emerging EDA, silicon and IP providers. More details are available at: [www.dac.com](http://www.dac.com).

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