



DESIGN AUTOMATION CONFERENCE

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46th Design Automation Conference to Feature IC Design Chain in Exhibit Floorplan

Current and Potential DAC Exhibitors Invited to Meeting November 11

BOULDER – Oct. 27, 2008 – The 46th Design Automation Conference (DAC), to be held July 26-31 at the Moscone Center in San Francisco, will offer a new Integrated Circuit Design Chain (ICDC) area within the DAC exhibit floorplan, to enhance the quality and value of attendee and exhibitor interactions. The ICDC area of the exhibit will serve the complete “design chain” that – along with EDA – enables IC product and design success. This includes pure-play foundry, IP and design services, along with assembly-package, test, and system interconnect companies.

A meeting to discuss the planning for next year’s DAC and to highlight currently available exhibit space is scheduled for Tuesday, November 11, at 1:30 p.m. at the Doubletree Hotel in San Jose, Calif. The meeting is open to all current, former and potential DAC exhibitors.

“This move to better zone the exhibit floor comes as a result of polling DAC attendees who have requested ways to improve their interactions with exhibitors, and who require new mechanisms to quickly identify relevant exhibitors,” said Dr. Yervant Zorian, EDA Industry Chair, 46th DAC Executive Committee. “This is according to an attendee survey conducted during the 45th DAC in Anaheim in June 2008, across an attendee base that includes CAD engineers and managers, hardware design and verification engineers, and academics.”

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press release

IC Design Chain (ICDC) exhibitors have the option of exhibiting and presenting technical product content in the ICDC Theater. Additionally, DAC is making new tools available through its Web site that allow attendees to better identify relevant exhibitors and plan their schedules, while creating more options for attendees to engage exhibitors prior to, during and after the show.

For more information about DAC, the IC Design Chain and the 2009 exhibit floorplan, or current exhibitors, go to www.dac.com or contact Susie Horn, Director of Exhibit Operations, at +1-303-530-4333 or susie@dac.com.

About DAC

The Design Automation Conference (DAC) is recognized as the premier event for the design of electronic circuits and systems, and for Electronic Design Automation (EDA) and silicon solutions. A diverse worldwide community representing more than 1,500 organizations attends each year, from system designers and architects, logic and circuit designers, validation engineers, CAD managers, senior managers and executives to researchers and academicians from leading universities. Close to 60 technical sessions selected by a committee of electronic design experts offer information on recent developments and trends, management practices and new products, methodologies and technologies. A highlight of DAC is its Exhibition and Suite area with approximately 200 of the leading and emerging EDA, silicon, IP, and design services providers. 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 Council on Electronic Design Automation of the Institute of Electrical and Electronics Engineers (IEEE/CASS/CEDA) and the Electronic Design Automation Consortium (EDA Consortium). More details are available at: www.dac.com.

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