



DESIGN AUTOMATION CONFERENCE

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**46th Design Automation Conference to Feature Special Plenary Panel on
Green Technology**
Will Kick Off Half-Day Focus on Green Topics at DAC on Thurs. July 30

LOUISVILLE, Colo. – July 14, 2009 – Attendees of the 46th Design Automation Conference (DAC) will have the opportunity to explore ‘green’ technology during a special plenary panel titled [“How Green is My Silicon Valley.”](#) on Thursday, July 30, from noon to 1:45 p.m. Moderated by Walden C. Rhines, chairman and CEO, Mentor Graphics Corp. and EDA Consortium chair, the panelists will explore the implications of green technology innovation for the electronic design industry. The [46th DAC](#) will be held July 26 – 31 at the Moscone Center in San Francisco.

“Environmentally friendly technology is a topic of great significance to the electronic design automation industry,” said Andrew B. Kahng, general chair, 46th DAC Executive Committee. “This special plenary panel will give DAC attendees a place to discuss the latest ‘green’ technology from low-power chip design to new methods of lowering our carbon footprint and how these developments may shape the future of our industry.”

“How Green is My Silicon Valley,” a special plenary panel, will examine green technology, and consider its implications on system design, public policy and the EDA industry. Panel members from leading technology companies, government agencies, venture capital firms and startup

press release

companies will give their views on the potential value and effect of ‘green’ technology in the EDA industry.

The panel will kick off a half-day focus in the conference on all things green. Following the plenary panel, the technical conference will take a more in-depth look at power efficient design in the Session 43 panel “[From Milliwatts to Megawatts: The System-Level Power Challenge.](#)” Technical experts drawn from Nokia, IBM, EDA companies and the university realm will discuss power optimization at the system level. The green concentration will continue with a special session from 4:30 to 6 p.m. called “[Technologies for Green Data Centers.](#)” Session 50 will describe the latest in computing, storage, and networking technologies as well as data center design and operation for different classes of industrial applications. The emphasis will be on building blocks and architecture of future green data centers, as well as technical approaches for improving energy efficiency (and thereby reducing total cost of ownership) of data centers while meeting thermal and power delivery constraints and service level agreements. The speakers from Hewlett Packard, IBM and University of California Berkeley will discuss how our community can help tackle some of the key design and management challenges facing the current and next generation of data centers.

“How Green is My Silicon Valley” Panelists

The following notable experts will participate in the special plenary panel:

John A. “Skip” Laitner – Director, Economic and Social Analysis for American Council for an Energy-Efficiency Economy (ACEEE), Washington DC

Thomas Jacoby – Director, California Clean Energy Fund, Cupertino, Calif.

Peter Williams, CTO, IBM's Big Green Innovation, San Francisco, Calif.

Dennis Buss – Chief Scientist, Texas Instruments, Dallas, Texas

Ian Wright – CEO, Wrightspeed, Inc., San Francisco, Calif.

Registration

Attendance to the special plenary panel is included with both the Full Conference and Exhibit-Only registration options. For more details on DAC’s full program, and to register, please visit www.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 1,000 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 (ACM), the Electronic Design Automation Consortium (EDA Consortium), and the Institute of Electrical and Electronics Engineers (IEEE), and is supported by ACM's Special Interest Group on Design Automation (SIGDA) and IEEE's Council on Electronic Design Automation (CEDA), Circuits and Systems Society (CASS), and Computer-Aided Network Design (CANDE) Committee. More details are available at: www.dac.com.

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