



DESIGN AUTOMATION CONFERENCE

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46th Design Automation Conference Management Day Provides Timely Insights and Valuable Interaction with Industry Peers

Presenters from Infineon, Intel, Freescale, Texas Instruments and Others to Address Business and Technology Issues in Creation of Complex SoCs

LOUISVILLE, Colo. – June 29, 2009 – The Design Automation Conference (DAC) will once again offer a special Management Day Tuesday, July 28 to provide managers with timely information to help them make decisions where business and technology intersect. [Management Day](#), which this year is sponsored by Cadence Design Systems, Inc., will be organized into three sessions focused on the business and technology criteria managers need to consider as they deal with the development of today's complex SoCs. Two sessions will feature managers from leading independent device manufacturers (IDMs), fab-light ASIC providers and fabless companies, while the final session will be an interactive panel discussion and brainstorming session about the emerging solutions discussed and their economic impact. A cocktail reception will end the day. The [46th DAC](#) will be held July 26 – 31 at the Moscone Center in San Francisco.

“Managers in the electronics industry face increasing challenges as they navigate the complex technology and business landscape,” said Yervant Zorian, Virage Logic Corp. and EDA Industry Chair, DAC Executive Committee and the organizer of Management Day. “Management Day at DAC will give participants the opportunity to hear from peers in the industry and learn how their teams are addressing these challenges and exchange ideas on potential solutions.”

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press release

Management Day will begin at 10:30 a.m. with “Trade-Offs and Choices for Emerging SOCs,” chaired by Nic Mokhoff, of EE Times/TechInsights. Rani Borkar, Vice President Digital Enterprise Group, Intel Corp.; Philippe Magarshack, Vice President Central R&D, STMicroelectronics; and Don Friedberg, Director, Network & Storage Products Group, LSI Logic Corp. will each address challenges surrounding today’s most complex nanometer chips.

After lunch, the second session, “Decision Making for Complex SOCs,” from 2 – 4 p.m. will be chaired by Ed Sperling of System Level Design and feature presentations by Alan Nakamoto, Vice President Engineering & Founder, PMC-Sierra, Inc.; Pierre Garnier, Vice President & General Manager Worldwide Wireless Baseband, Texas Instruments, Inc.; Christoph Heer, Vice President Digital IP & Re-Use, Infineon Technologies AG; and Ed Nuckolls, Austin IC R&D, Freescale Semiconductor, Inc. The session will cover the challenges of complex SOC design and present corresponding management decision criteria that allow managers to make the right choices from a pool of alternate options.

The final session, from 4:30 – 5:30 p.m., will be a panel discussion on “Making Critical Decisions for Emerging SOC Development,” moderated by Peggy Aycinena, EDA Confidential. Albert Li, Director, Global Unichip Corp. will begin the session with his presentation, “Trade-Off Analysis in Complex SOC Designs”. Then, all of the day’s presenters will participate in this interactive panel discussion that will be the culmination of the ideas presented and exchanged throughout the day.

Registration

The registration fee for Management Day is \$95 and includes coffee breaks and cocktail reception. The advance conference registration discount deadline for the 46th DAC is June 29, 2009. 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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