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**43rd Design Automation Conference Features Management Day Focused on
Intersection of Business and Technology**

BOULDER, Colo. — June 8, 2006 — The Design Automation Conference (DAC), the electronic design automation (EDA) industry's premier event, will offer a Management Day track again this year, following the success of last year's "Management Day at DAC." The Management Day track, to be held on Tuesday, July 25, helps managers make decisions where the technology and business of IC and system design meet. The 43rd DAC will be held July 24-28, 2006, at the Moscone Center in San Francisco.

"Management Day at DAC" is organized by Yervant Zorian of Virage Logic. The day's events will begin with the general session keynote address by Dr. Hans Stork of Texas Instruments, titled, "Structuring Process and Design for Future Mobile Communication Devices," followed by a morning panel and the 11th Annual EDA Business Forum luncheon. The afternoon of the Management Day track will include two presentation sessions and will conclude with an evening cocktail reception. The panel and sessions will feature managers representing the entire community of IP and EDA tool users, from systems companies and fabless companies to independent device manufacturers (IDMs).

"Executives and managers participate in the Management Day track each year to meet with peers and to discuss how to make smart business and technology decisions in the electronic design industry," said Ellen Sentovich, 43rd DAC general chair. "Once again, this year's track provides participants with valuable and informative presentations to help them make those decisions."

The morning panel will be chaired by Don Clark of The Wall Street Journal and is titled, “How Will the Fabless Model Survive?” It will feature a discussion on the challenges of the fabless model due to the requirement of intimate co-optimization of design and manufacturing, as well as how companies are planning to address these challenges. Speakers include:

- Thomas Hartung, X-FAB Semiconductor Foundries AG
- Ana Hunter, Samsung Semiconductor, Inc.
- Felicia James, Cadence Design Systems, Inc.
- Jim Kupec, eSilicon Corporation
- Brad Paulsen, TSMC NA
- Nick Yu, Qualcomm Incorporated

The first afternoon presentation session, chaired by Ron Wilson of EDN, is titled, “Decision-Making for Complex SoCs in Consumer Electronics Products.” Managers will discuss the need to adopt emerging solutions to meet requirements for the optimization of consumer electronics chips and analyze the economic impact of those solutions. Topics and speakers include:

- “Qualcomm Lessons Learned at the 65nm Node,” by Charlie Matar and Riko Radojcic, Qualcomm CDMA Technologies
- “Low Power Challenges in Wireless ICs,” by Rene Delgado, Freescale Semiconductor, Inc.
- “Consumer Electronics Development Tradeoffs in the High-Tech Startup,” by Dawn Fitzgerald, JAM Technologies, Inc.
- “Architecture Planning Criteria for a System-in-Package Portable Multimedia Platform,” by Mario Manninger, austriamicrosystems AG

A second presentation session, chaired by Nic Mokhoff of EE Times is titled, “Tradeoffs and Choices for Emerging SoCs in High-End Applications.” It will provide an overview of changing needs and corresponding management decision criteria to make the right choice of flows and implementation technologies. Topics and speakers include:

- “Assessing Process Nodes and IP for SoC Development,” by Ken Wagner, PMC-Sierra, Inc.
- “Open-IP: How Your Selection of IP Drives Your ASIC Success,” by Rajesh Shah, Open-Silicon, Inc.
- “Yield, Manufacturability and Test: The Criteria to Judge the Right Design Investment,” by Rajesh Galivanche and Kee Sup Kim, Intel Corporation

The registration fee for “Management Day at DAC” is \$75 and includes the luncheon and evening cocktail reception. To register for the track, visit the DAC Web site:

www.dac.com.

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

www.dac.com.

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