



EMBEDDED SYSTEMS IS BIG AT DAC!

Embedded systems buyers (attendees) will receive an unprecedented amount of embedded content at DAC 2011. Over 30% of the conference is dedicated to embedded systems and software including:

- A major Keynote Address
- A major panel and special session
- An embedded systems track in the User Track including poster session
- The 'Embedded/SoC Management Day'
- Tutorials and workshops



Plus, more than 50 technical research papers covering the following embedded topics will be presented:

Embedded System Specification and Software Engineering

- E1.1 Domain-specific programming languages
- E1.2 Software architectures and software engineering
- E1.3 Model- and component-based embedded software design
- E1.4 Software frameworks
- E1.5 Hardware/software co-specification

Embedded Software and Tools

- E2.1 Real-time operating systems and middleware
- E2.2 Virtual machines
- E2.3 Hardware/software co-design
- E2.4 Software for multicore, GPU, and novel embedded architectures
- E2.5 Retargetable compilation for embedded architectures
- E2.6 Worst-case execution time analysis
- E2.7 Hardware-dependent software
- E2.8 Customized interfaces and protocols
- E2.9 Tools for managing embedded I/O: device drivers, timers, etc.

Architectures for Embedded Systems

- E3.1 Many- and multi-core embedded architectures
- E3.2 Application-specific embedded processor (ASIP) design and tools
- E3.3 Run-time and design time reconfigurable processors
- E3.4 On-chip memory architectures and management: scratchpads, compiler controlled memories, etc.
- E3.5 Custom storage organizations: flash, etc.
- E3.6 Custom communication design

Embedded System Validation, Verification, Security

- E4.1 Formal verification
- E4.2 System validation
- E4.3 Testing and regression analysis
- E4.4 Hardware/software co-validation
- E4.5 Hardware and software security

Embedded Systems Platforms, Design Methodologies and Case Studies

- E5.1 Platforms for domain-specific applications
- E5.2 IP-based design
- E5.3 Rapid prototyping
- E5.4 Packaging issues
- E5.5 Design methodologies and design flows
- E5.6 Case studies

Design Space Exploration and Optimization

- E6.1 Modeling embedded constraints: reliability, power, security, etc.
- E6.2 Early estimation and co-simulation
- E6.3 Multiple-constraint-driven embedded system synthesis and optimization
- E6.4 Distributed embedded systems, end-to-end QoS management, performance analysis

Sponsored by:



In technical cooperation with:





EMBEDDED SYSTEMS AND SOFTWARE ZONE



WHY THE ESS ZONE?

The ESS Zone is a special area on the DAC exhibit floor dedicated to embedded systems and software vendors. It provides you with opportunities to meet an audience of designers who play a critical role in system-level design and implementation.

The ESS Zone is designed to allow maximum exposure to the entire DAC audience while providing a focused area on the exhibit floor for attendees to view your exhibit.

This focused area also features Android-based product teardowns in the ESS Zone theater.

The ESS Zone is also being promoted heavily to attract local Southern California embedded engineers who attend as a result of DAC's embedded technical program.



ESS ZONE DETAILS:

As an exhibitor in the DAC Embedded Systems and Software Zone, you will experience these benefits:

1. 30 minute presentation slot on the ESS Zone stage for every 100 sq. ft. (10x10) of exhibit space.
2. A pre-designed "Turn-key" booth package. Exhibitors need only to supply booth graphics and promotional materials (both 10x10 and 20x20 configurations)
3. Special benefits available only to exhibitors in the ESS Zone, as part of DAC's overall publicity efforts for the ESS Zone, including:
 - a. A page on the DAC website detailing the ESS program and listing participating companies
 - b. Highlighted ESS Pavilion on the "You Are Here" boards, Map Guide, and in the Final Program/Exhibit Guide
 - c. Attendee Promotion: To ensure a high attendee turnout, DAC heavily promotes the ESS segment of the conference and Pavilion via industry media, advertising, SEO/SEM, e-mail, full-page ads in the Final Program/Exhibit Guide, and more
4. Additional benefits if needed, and at no extra cost:
 - a. DAC provided staff to collect leads and direct attendees to displays
 - b. Participating companies will receive all leads collected by the booth staff
5. Cost to participate: \$5000 (10x10 booth)

For more details, please contact:

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