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## edaForum10 - Program

At this web page you find the programme of the edaForum10. You may expand the programme for each session by clicking on the session title. You will find the detailed timetable, presentation titles and author names. If additional information like an abstract, curriculum vitae or (for attendees of the edaForum10 only) slides is available, a link below the presentation title is displayed.

You may [download](#) the programme as PDF file (1.36 MB).

### Tuesday, September 28, 2010

**18:00 - 23:00**

#### Abendveranstaltung

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18:00 **Treffen im Hotelfoyer**

**Dinner:**

19:00 **Dinner in der geteilten Stadt**

[Further Information](#)

**Ergebnisse des VDE/ZVEI-Symposiums Mikroelektronik**

19:00 Thomas Hötzel (Atmel)

[Abstract and Curriculum Vitae](#)

### Wednesday, September 29, 2010

**08:45 - 10:30**

#### Session 2

Moderator: Wolfgang Rosenstiel (edacentrum, D)

#### DAVOS I/II

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08:45 **Welcome**

**The Chip Industry's Future, Opportunities & Challenges**

09:00 Malcom Penn (Future Horizons)

[Abstract and Curriculum Vitae](#)

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**Challenges in the Electronic Design Eco-System: Collaboration Is Key**

09:30 Deirdre Hanford (Synopsys)

[Abstract and Curriculum Vitae](#)

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**Sophisticated System on Chip Integration Enabling Leading Edge Energy Efficiency in Automotive**

10:00 Hartmut Hiller (Infineon, D)

[Abstract and Curriculum Vitae](#)

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10:30 - 11:00  
Coffee Break

## 11:00 - 12:30

### Session 3

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#### **Electronic Design Automation: Application Dependent or Cross-Sectional Design Technology?**

11:00 Wolfgang Rosenstiel (edacentrum, D)  
[Abstract and Curriculum Vitae](#)  
[Download Presentation](#)

#### **Delivering 10X Design Improvements**

11:30 Jean-Marie Saint-Paul (Mentor)  
[Abstract and Curriculum Vitae](#)  
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12:00 **Discussion**  
Wolfgang Rosenstiel (edacentrum, D)

12:30 - 13:45  
Mittagspause

## 13:45 - 14:45

### Podiumsdiskussion

Moderator: Erich Barke (edacentrum)

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#### **Podiumsdiskussion:**

13:45 **"Wenn Clausewitz Entwickler wäre" oder "Haben wir die richtige Strategie für den Entwurf?"**  
Erich Barke (edacentrum)  
[Abstract and Curriculum Vitae](#)

14:45 - 15:00  
Kaffeepause

## 15:00 - 16:30

### Keynote

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#### **Keynote:**

15:00 **Die Zukunft der Mikroelektronik in Deutschland**  
Hans-Joachim Otto (BMW)  
[Abstract and Curriculum Vitae](#)

16:00 **Ergebniszusammenfassung Vorstellung eDesign**  
[Abstract and Curriculum Vitae](#)

## 16:30 - 17:00

### Kaffeepause

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17:00 **Ende der Veranstaltung**

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