

About the past events

With the first three edaForum events (Hannover 2002, Stuttgart 2003, Dresden 2004), edacentrum established an unique event for decision makers. The feedback from attendees emphasizes the outstanding networking opportunities, the top class speakers and the special focus:

**Tom DeMarco, Principal of The Atlantic Systems Guild:**  
“The 2004 edaForum was the first I’ve attended, and I came away very impressed. The quality of the networking at this event was unmatched. The interaction among attendees was frank and extremely useful. Of the many conferences I regularly attend, I can’t think of any which surpasses edaForum in establishing an active and sharing community of interest.”

**Ronald Collett, Numetrics Management Systems, Inc.:**  
“The edaForum04’s program and the high caliber of individuals that attend make it a premier conference in the industry. Not only is the technical program world class, there is ample time allotted for informal discussions with peers representing companies throughout the semiconductor and electronics industries.”

**Lambert van den Hoven, Philips Semiconductors:**  
„Going to edaforum04 really surpassed my expectations. It is not only listing to top class speakers and discussing the most urgent problems of the design community, it is this fascinating mixture of technical and business issues that makes it unique and attracts most interesting people. And it is an excellent place to meet with other executives facing the same challenges that I do.“



speakers at the edaForum05



**Alberto L. Sangiovanni-Vincentelli**  
Chair of EECS  
University of California at Berkeley

**"Quo Vadis, EDA? Reasoning about the Trends and Challenges of Engineering Design Automation"**



**Hermann Eul**  
Member of the Management Board  
Head of Communication Business Group  
Infineon Technologies AG

**"Design Challenges for Mobile Devices"**



**Wolfgang Nebel**  
Chief Technical Advisor  
ChipVision Design Systems AG



**Ruchir Puri**  
Manager, Logic & Physical Synthesis  
IBM Th. J. Watson Research Center



**Knut Just**  
Principal, Digital Design Methodology  
Infineon Technologies AG



**Claus Schmidt**  
Senior Vice President Engineering  
Robert Bosch GmbH



**Silvia Melitta Müller**  
STSM, Microprocessor Development  
IBM Böblingen



**Mitch Mastellone**  
Chief Technology Officer, VP of Strategy,  
Electronics Business Unit at MatrixOne



**Jay N. Greenberg**  
Senior Vice President, Marketing  
Synopsys, Inc.



**Shekhar Borkar**  
Director of Microprocessor Research  
Intel Corporation



**Chandu Visweswariah**  
Manager, Circuit & Interconnect Analysis  
IBM Thomas J. Watson Research Center



**Lou Scheffer**  
Fellow  
Cadence Design Systems



**Ulf Schlichtmann**  
Technische Universität München  
Institute for Electronic Design Automation



**Daya Nadamuni**  
Chief Analyst and Research VP  
Gartner Dataquest



**Heinz Schützeneder**  
Vice President of European Field Operations  
Infineon Technologies AG



**Cesar Martin-Perez**  
Vice President of European Field Operations  
MIPS Technologies, Inc.



**Anton Ossner**  
Director Business Development Europe  
Chartered Semiconductor Europe Ltd.

electronic design automation Forum05



Outstanding EDA Experts

Meet outstanding EDA experts and enjoy discussing your favoured topics!

Keynotes

Listen to keynotes of Alberto Sangiovanni-Vincentelli, Hermann Eul, Wolfgang Nebel, Shekhar Borkar, Claus Schmidt and Daya Nadamuni.

Key Questions

- Find answers to key questions like
- “Is chip design a management problem?”
- “EDA - Waste of money or key to success?”
- “Are fabs the only way to make money in the nanoelectronics era?”
- “Is low power a key question in chip design?”
- “Design productivity - measure or die?”

Company Presentations

See new solutions at various company presentations!

Social Event

Enjoy the exclusive social event with an extraordinary show.

Trips and Tours

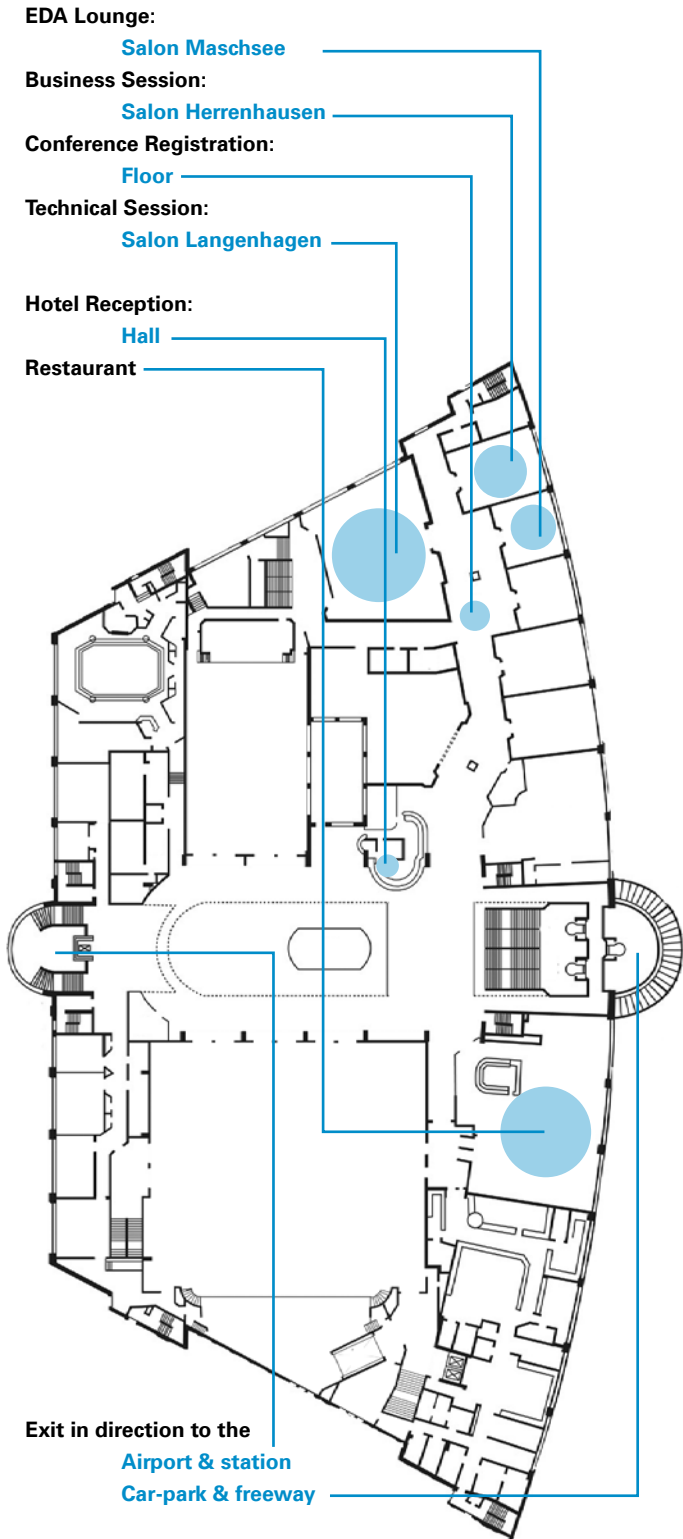
Be guided to the RF and microphone specialist Sennheiser, which equipped worldwide the Live8-events with wireless microphone and monitoring technology.



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Floor Plan  
Maritim Airport Hotel, Hannover



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8:30 am	<b>Come Together</b>	Salon Herrenhausen
9:00 am	<b>Company Presentations</b> Chairman: Jürgen Haase Synopsys, Inc.: "EDA Tools and Methodologies: A Synopsys Perspective" Cadence Design Systems, Inc.: "Reducing Verification Risk to Increase overall profitability" Mentor Graphics Corp.: "Hot spots in IC Nanometer Design" Magma Design Automation, Inc.: "Yield & Manufacturability: the 4th Dimension in Design Optimization"	
Coffee-break: 10:20 – 10:40 am		
12:00 pm	<b>Lunch</b>	
1:00 pm	<b>Welcome Address</b> Wolfgang Rosenstiel, Vice chairman edacentrum	Salon Langenhagen
1:15 pm	<b>General Keynote</b> Alberto L. Sangiovanni-Vincentelli, EECS Berkeley: "Quo Vadis, EDA? Reasoning about the Trends and Challenges of Engineering Design Automation"	Salon Langenhagen
2:15 pm	<b>Break</b>	
	<b>Technical Session I</b> "I'VE GOT THE POWER" The Power of Low Power Design Chairman: Wolfgang Rosenstiel	<b>Business Session I</b> "LET'S WORK TOGETHER" Chip Design Is A Management Problem Chairman: Albert Stritter
2:30 pm	<b>Keynote</b> Salon Langenhagen Wolfgang Nebel, Chipvision: "Green Chips – Design for Low Energy"	<b>Keynote</b> Salon Herrenhausen Claus Schmidt, Bosch: "Automotive Electronics: A Walk on the Ridge between Innovation and Quality"
3:15 pm	<b>Coffee Break</b>	
3:45 pm	Ruchir Puri, IBM: "Keeping Hot Chips Cool"	Silvia Melitta Müller, IBM: "The CELL Microprocessor"
4:15 pm	Knut Just, Infineon: "Multi-Mode Power Reduction for Mobile Application Chips"	Mitch Mastellone, MatrixOne: "A useful way to view SoC 'platforms'"
4:45 pm		Jay Greenberg, Synopsys: "Chip Design: It's Not Just for Techno-Nerds Anymore"
5:15 pm	<b>Break</b>	
5:30 pm	<b>Panel Discussion</b> Chairman: Wolfgang Rosenstiel	Salon Langenhagen
6:15 pm	<b>Break</b>	
7:00 pm	<b>Social Event</b> Comedy & Melody Dinner Conferment of edacentrum's EDA Achievement Award	Meeting Point - Hotel Reception

<b>Friday Keynote</b> Hermann Eul, Infineon: "Design Challenges for Mobile Devices"	Salon Langenhagen	8:30 am
<b>Break</b>		9:15 pm
<b>Technical Session II</b> "SOLID AS A ROCK" Designing Robust Systems under Uncertain Conditions Chairman: Erich Barke	<b>Business Session II</b> "MÄNNER" Wise Men Buy EDA – Real Men Build Fabs Chairman: Peter van Staa	
<b>Keynote</b> Salon Langenhagen Shekhar Borkar, Intel: "Designing Reliable Systems with Unreliable Components"	<b>Keynote</b> Salon Herrenhausen Daya Nadamuni, Gartner Dataquest: "Competitive Re-Aggregation: Opportunities for EDA"	9:30 am
Chandu Visweswariah, IBM: "Statistical Analysis and Design of Digital Integrated Circuits"	Heinz Schützeneder, Infineon: "Collaborative Engineering and Outstanding Expertise as Key Differentiators for 65 nm Success"	10:15 am
<b>Coffee Break</b>		10:45 am
Lou Scheffer, Cadence: "Statistical Design – an Incomplete Solution"	Cesar Martin-Perez, MIPS: "If Wise Men Buy EDA, and Real Men Build Fabs – then Successful Men Are Absolutely Fabless"	11:15 am
Ulf Schlichtmann, TU Munich: "Analog Circuits: What is your Worst Case?"	Anton Ossner, Chartered Semiconductors: "Design Enablement for 90nm and Beyond - The New Paradigm in the Semiconductor Industry"	11:45 am
<b>Break</b>		12:15 pm
<b>Panel Discussion</b> Chairman: Erich Barke	Salon Langenhagen	12:30 pm
<b>Lunch</b>		1:15 pm
<b>Trips &amp; Tours</b> Field Trip to Sennheiser electronic GmbH & Co. KG (Sightseeing Tours)		2:00 pm – 4:00 pm
<b>Registration Opening Time</b>	Floor	1st day: 8:30 am – 4:00 pm 2nd day: 8:30 am – 12:30 pm & 2:00 pm – 4:00 pm
<b>EDA Lounge</b> Aiming to create an area for communication in a relaxed atmosphere, the EDA Lounge will be a meeting place inviting to sit down and talk to colleagues, partners and company representatives. The EDA Lounge will accompany the whole event.	Salon Maschsee	1st day: 8:30 am – 6:00 pm 2nd day: 8:30 am – 12:00 pm