

As the four events before, the edaForum06 brings together decision makers from industry and top-rated speakers from all over the world. It is organized by the edacentrum as part of its mission to overcome the design gap by collaborative actions of system and semiconductor companies, EDA vendors and research institutes.

## Join edaForum06, November 16–17 in Berlin!

The edacentrum cordially invites you to the fifth edaForum offering lots of opportunities in a relaxed atmosphere!

At the 65 nm node Moore's Law has driven us to logic chips with 1 billion transistors operating at a clock frequency of 5 GHz. The design of these chips requires a kind of squaring of the circle: In order to guarantee time-to-market, function, yield and robustness, an extended use of higher abstraction levels and, at the same time, a more detailed analysis of electrical and physical behavior is necessary.

Do we have to change our design methodologies in order to solve this contradiction between system and silicon design? Can we or do we have to convey the laws of large numbers of transistors to the design and how does this affect the higher abstraction levels? What alternatives to CMOS do we have when Moore's Law is no longer applicable?

Beyond these new technical challenges the economic progress demands new partnerships and strategic alliances. Are we able to draw a line between chip and system business or should we rather consider one being part of the other, so that system vendors directly design and manufacture their own chips? Will we see an increase in software as well as in hardware from

the same manufacturer? Does the fabless model hold under the DfM regime? Do we also have to change the development process? What does that mean for the EDA industry? What is the reality of the EDA companies, the economics of large companies versus small, the financial and technical impact of the innovation/acquisition cycle within EDA?

If you are interested in finding answers to all of these questions, you should attend the edaForum, especially this year. After four successful events the concept of the edaForum has proven its value. Whereas most workshops are purely technical, edaForum addresses business-related problems as well, in order to constantly optimize the return on EDA investment.

Bring your special problem to the edaForum and meet with outstanding experts. Discuss with us the chances and possibilities of EDA. The edacentrum cordially invites you to the edaForum06, offering lots of opportunities in a relaxed atmosphere.

I hope to see you all in Berlin.

*Wolfgang Rosenstiel, Chairman edacentrum*



**General Keynote**  
November 16, 2006, 1:30 – 2:30 pm

**Aldo Romano**  
President & CEO,  
ST Microelectronics S.r.l

**"The Innovation Process in the Semiconductor Industry: The Example of ST Microelectronics"**

The presentation describes the strong need of the semiconductor industry to continuously innovate. Taking the example of the history of ST Microelectronics the need of a new approach to innovation analyzing all the aspects of the process is described. The analysis starts with the considerations of the key prerequisites of the semiconductor industry to lead the innovation process: the basic silicon technology, the geographical global presence and the manufacturing machine. Then the need of a new approach to the market is considered, analyzing the vital role of the strategic alliances as a winning business model. At the end, considering different examples and different applications, it is analyzed how a modern semiconductor industry must change its business model: from customer centric to application centric. The different challenges of this cultural change are considered and the possible answers to the new market requirements are addressed drawing how the semiconductor industry must move in the future to successfully innovate.



**Friday Keynote**  
November 17, 2006, 9:00 – 10:00 am

**Moshe Gavrielov**  
Executive Vice President and General Manager Verification Division  
Cadence Design Systems, Inc.

**"System Verification: THE Enterprise Level Development Problem"**

With the evolution of System within Systems, there has been a lot of talk about the importance of ESL tools for system modeling and early embedded software development. It is true that these areas are important. However, in order for new approaches to deliver the real results for project teams, they must be integrated into the broader enterprise wide process that starts with specification and verification planning, includes block and chip level development and verification, and ultimately full system validation

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