

September 28-29, 2010

electronic design automation Forum



**edaForum10**

Pullmann Hotel Schweizerhof  
Berlin, Germany

[www.edacentrum.de/edaforum](http://www.edacentrum.de/edaforum)



## edaForum10

### edaForum – Seven years of success

Since its inception in 2002, edacentrum's annual edaForum event has brought together decision makers from the semiconductor and EDA industries, with top-rated speakers from all over the world. The edaForum's unique approach of combining business sessions with technical sessions, focusing on emerging business opportunities and crucial technical requirements spurred by market demand, provides executives with that mix of information they need for shaping their future business. This year we face a disruptive situation and, in response, the edaForum event will change.

### 2010 – Year of strategic decisions:

In 2010, the microelectronics industry and its applications face severe challenges to their traditional value chains. Following Moore's law is no longer the major guideline for the semiconductor industry. More than Moore approaches are generating new semiconductor markets in automotive, medical and control applications. Extensive and well-coordinated R&D initiatives are urgently required to focus resources and provide leadership to master new challenges. This requires a common understanding among major players in industry, research, and in politics, too.

In order to tackle these challenges, edaForum10 will cooperate with another event organized by the two leading German professional associations, VDE (Association for Electrical, Electronic & Information Technologies) and ZVEI (German Electrical and Electronic Manufacturers' Association). As the capital, Berlin is the perfect venue for these strategic events.

### VDE/ZVEI-Symposium Mikroelektronik, September 27-28, 2010, Berlin

With their VDE/ZVEI-Symposium Mikroelektronik, VDE and ZVEI will host an event that has the potential to shape the future of the electronics industry in both Germany and Europe. The program includes contributions from top-level decision makers from politics, the financial sector, research & development organisations, the semiconductor industry, and application industries.

### edaForum10, September 28-29, 2010, Berlin

Directly following the VDE/ZVEI-Symposium Mikroelektronik and taking place at the same venue, edaForum10 will take the output of the VDE/ZVEI-Symposium Mikroelektronik, and immediately discuss approaches and solutions.

### edaForum10 – A Successful event in a new shape

Competence in designing electronic circuits and systems, including design methodology, processes and design automation tools, is of vital importance to hold a competitive position – not only for each individual company, but also for the whole economy in Germany and Europe, too. Fundamental innovations are required to

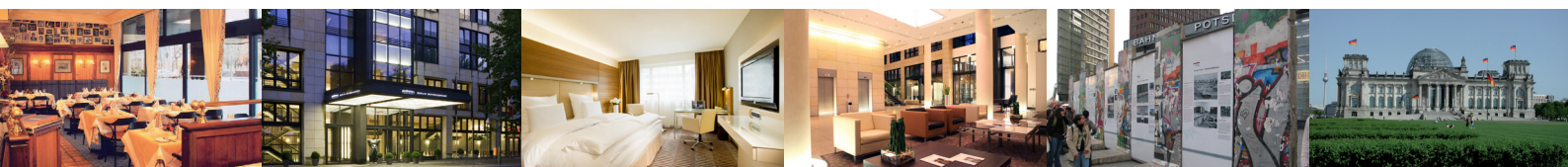
- » meet the challenges and realize the potential of new technologies and more than Moore approaches,
- » application specific design methodologies, development processes and tools and
- » new value and supply chains.

edaForum10 will tackle the consequences for innovation processes and R&D initiatives.

The program will start in the early evening of September 28, 2010 with a get-together of top-level decision makers, including the presentation of results and the discussion of issues arising from the VDE/ZVEI-Symposium Mikroelektronik, and a dinner banquet.

On September 29, 2010, edaForum will have presentations from world-class speakers on EDA research, innovation strategies, EDA tools and design methodology. Working groups will discuss and develop conclusions, and recommend proposals and action plans for R&D initiatives. Keynotes from market-leading executives (electronics, semiconductors, EDA), politics and analysts will provide stimulation and guidance, concluding with a panel discussion by top-level executives from the semiconductor, electronics, automotive and automation industries. As a primary deliverable, edaForum will release common position statements with strategic recommendations for both industry and politics. Finally, edacentrum and edaForum will publish a position paper on recommended measures and topics for the required R&D initiatives.

Bring your particular problem to edaForum and meet with outstanding experts and executives from the EDA, system and microelectronics industries. Discuss with us the opportunities and possibilities of EDA. The edacentrum cordially invites you to the eighth edaForum, offering lots of discussion and networking opportunities in a relaxed atmosphere!





edacentrum e.V.  
Eine EDA-Initiative der deutschen Mikroelektronikindustrie

edacentrum is an institution dedicated to promote electronic design automation (EDA) research and development funded by the BMBF (Federal Ministry of Education and Research). Its main role is to initiate, evaluate and supervise EDA R&D projects. Further by encouraging EDA-Cluster Research projects and EDA networks, it bundles and reinforces the EDA expertise of the German research community. The edacentrum actively engages in public relations in order to sensitize higher management levels, the public and the political arena about the central importance of design automation in microelectronics.

At present, 47 companies are member of the edacentrum. As an association, the edacentrum e.V. is open to all persons and legal entities.

#### Strategic goals

- » The edacentrum coordinates research and suggests new research topics.
- » The edacentrum channels expertise into effective action and creates new and innovative networks.
- » The edacentrum motivates and consults companies and research institutes in their use of new design methods.
- » The edacentrum secures the processing and steady use of new design tools by assisting in EDA software commercialization.
- » The edacentrum strengthens the market through international cooperation and standardization.

#### Contact

edacentrum

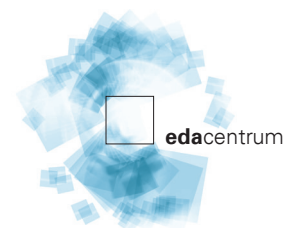
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