BOULDER, Colo. – May 27, 2008 – The 45th Design Automation Conference (DAC) will feature a wireless theme this year, providing attendees an array of informative sessions on wireless design issues. DAC will be held June 8-13, 2008 at the Anaheim Convention Center, Anaheim Calif.

“The proliferation of wireless technology and the increasing functionality of consumer wireless devices create an ongoing challenge for chip and system designers,” said Limor Fix, 45th DAC general chair. “DAC attendees will have an opportunity to hear from leaders in wireless technology on the latest design solutions and insights on business issues as well.”

As part of the wireless theme, two keynote addresses and eight other presentations, panels and sessions will address a variety of topics geared toward wireless designers, covering an assortment of issues such as time to market, popular trends in wireless consumer products and advanced wireless design.

Justin R. Rattner, Chief Technology Officer, Intel and an Intel Senior Fellow, will deliver the opening keynote on Tuesday, June 9 on “EDA for Digital, Programmable, Multi-Radios.” Rattner will predict the impact of the industry's move toward the ubiquitous use of wireless communications and the challenges that this very high level of integration will have on design

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automation from architecture to manufacturing. He will address how the combination of new radio architectures and mostly digital implementations will drive a new generation of design tools, and how design techniques will evolve, by necessity, to satisfy the demands of reconfigurable hardware and software programmability.

On Wednesday, June 10, Dr. Sanjay K. Jha, Chief Operating Officer and President, Qualcomm CDMA Technologies Group will make his keynote presentation on “Challenges on Design Complexities for Advanced Wireless Silicon Systems.” Jha will address the impact the accelerating demand for 3G technology is having on the global wireless landscape. In this keynote, he will elaborate on these present and future trends and reveal how collaborative business models are changing the game in chipset design.

From Monday to Wednesday, panels and sessions will serve as the foundation for the wireless theme, kicking off Monday, June 9 with the panel “EDA Heritage Series: Maxwell’s Legacy.” The fascinating, hour long panel will provide a look into the equations and life of James Clerk Maxwell, presented by James C. Rautio of Sonnet Software, Inc.

Andrew Change, Media Tek, Inc, Atul Jain, Texas Instruments, Inc. and T.W. Williams, Synopsys, Inc. will present “Quality Versus Time to Market: The Unmentionable Tradeoff,” Tuesday, June 10 to address issues surrounding product quality in relation to time to market, turn around time and time to results.

On Weds. morning a panel especially designed for designers will cover “Next Generation Wireless Multimedia Devices - Who is up for the Challenge?” will be chaired by Jan Rabaey of Univ. of California Berkeley, and featuring representatives from Qualcomm, Inc., Renesas Tech., Nokia, Texas Instruments, Inc. and Cadence Design Systems, Inc.

To conclude the wireless theme, the special session “Wireless: Business Meets Technology” will address wireless market trends in three parts, with speakers such as Jon Erensen, Gartner, Inc., Tero Rissa and Risto Savolainen of Nokia, and Matt Nowak, Riko Radojcic, Christopher Chun and Jose Corleto of Qualcomm, Inc, on Wednesday, June 11 from 4:30 to 6:00 p.m.
Registration
To register for DAC, visit www.dac.com or call 1-800-321-4573 in the U.S. to request registration materials.

About DAC
The Design Automation Conference (DAC) is recognized as the premier event for the design of electronic circuits and systems, and for Electronic Design Automation (EDA) and silicon solutions. A diverse worldwide community representing more than 1,500 organizations attends each year, from system designers and architects, logic and circuit designers, validation engineers, CAD managers, senior managers and executives to researchers and academicians from leading universities. Close to 60 technical sessions selected by a committee of electronic design experts offer information on recent developments and trends, management practices and new products, methodologies and technologies. A highlight is its Exhibition and Suite area with approximately 250 of the leading and emerging EDA, silicon and IP providers. The conference is sponsored by the Association for Computing Machinery’s Special Interest Group on Design Automation (ACM/SIGDA), the Circuits and Systems Society and Council on Electronic Design Automation of the Institute of Electrical and Electronics Engineers (IEEE/CASS/CEDA) and the Electronic Design Automation Consortium (EDA Consortium). More details are available at: www.dac.com.

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