

DATE 2010 in Dresden turned out to be a pleasant surprise. Germany's Silicon Valley is a pleasant, easy to get around in venue. The people were friendly, the food was excellent and it was fairly inexpensive. On whole it was a nice addition to the regular European conference sites.

Date 2010 was, as always, a strong technical conference; this year featuring some excellent papers from Asia. That region is now on par with both Europe and the US in quality of their research. Attendance didn't suffer because of the move from Munich, as many expected. The quality of the attendees was, as usual, excellent with its continuing shift to Systems and Embedded engineers. The floor show was small but active.

That brings up a point, "Why was the show floor so poorly attended by the ESL vendors?" Recently EDA companies have been spending millions of dollars acquiring ESL vendors but they don't seem to be able to spend a few thousand dollars to market their products. I'm afraid DATE is just another example of the poor state of marketing in EDA today. If you are relying on the web and blogs you've got a good chance of not taking advantage of the present Semiconductor upturn.