ESL, CAE, CAD/CAM Wallcharts and **What To See at DAC 2012**
will be available at each event.

Gary Smith EDA Sunday Night at DAC
Sunday June 3
Time: 7:00-8:00 pm
Location: Marriott Hotel, Salon 6

Right next door to the EDAC reception Salon 7.
Come hear the 24th annual update on the state of
EDA by Gary.

How to Achieve 44% Design Cost Reduction
Gary Smith and Sharon Tan
This year's talk will focus on multi-platform designs
and how these platforms are dramatically cutting the
cost of design.

No refreshments will be served. No need to register.

*Learn more in **Gary's video***

DAC Pavillion Panel
Gary Smith on EDA:
Trends and What's Hot at DAC
Monday June 4
Time: 9:15-10:15 am
Location: Booth #310, DAC Pavillion Theatre
Introduction by Bob Gardner, EDAC Executive
Director

Longtime EDA analyst Gary Smith of Gary Smith EDA
will give us his take on the EDA's hottest technology
trends. How will the dramatic changes in EDA, the
semiconductor market and the design community
affect you? What are the hot 'must sees' at this
year's conference? Find out here!

This year's panel will start with some blues music
by **The Full Disclosure Blues Band Revisited** with
Gary, Bob Gardner (EDAC), Carten Elgert (Evatronix),
and Mike Santarini (Xilinx) and Kevin Steptoe.
Kick start your Monday at DAC!

*Learn more in **Gary and Bob's video***

Design and IP Management Symposium

Monday June 4
Time: 1:30-2:30 pm
Location: DAC conference room #200

Panelists will discuss development goals, the
Design and IP Management methodologies and
best practices they use to support those goals,
and the results achieved. Topics to include
productivity improvements, bug management,
and multi-site data exchange and collaboration.
Audience Q&A to follow panel discussion.

Panelists:
Gary Smith - *Chief Analyst, Gary Smith EDA*
Shiv Sikand - *VP, IC Manage*
Doug Quist - *Director, NVIDIA*
Jacob Rael - *Director, Broadcom*
Vincent Ross - *CAD Architect, AMD*
DAC info | **Please register here**

Cooley's Troublemaker Panel
Monday June 4
Time: 3:00-4:00 pm
Location: DAC conference room #256

Come watch EDA vendors squirm as they answer
no-holds-barred, edgy, user-submitted questions
about their businesses and tools (that Synopsys
and Cadence chickened out on answering!) It's
an old style open Q&A from the days before
corporate marketing took over every aspect of
EDA company images.

Moderator:
John Cooley - *DeepChip.com founder*
Panelists:
Doug Aitelli - *CEO, Calypto*
Joe Sawicki - *GM, Mentor*
Lauro Rizzatti - *GM, EVE-USA*
Ravi Subramanian - *CEO, Berkeley DA*
Yunshan Zhu - *CEO, NextOp*
Jim Hogan - *Investor, Vista Ventures LLC*
Gary Smith - *Chief Analyst, Gary Smith EDA*

DAC info | **Please register here**

Designer Panel – Interactive Keynote
Q & A Session
Wednesday June 6
Time: 1:30-3:00 pm
Location: DAC conference room #106

This special session is an interactive follow-up to the morning keynotes by Joshua Friedrich (IBM) and Brad Heaney (Intel). Senior leaders from both design teams will sit for a moderated Q/A panel session with the audience. The first half of the session will be with the IBM team; the second half will be with the Intel team. Take advantage of this unusual opportunity!

Moderator:
Gary Smith - *Chief Analyst, Gary Smith EDA*

Panelists:
Joshua Friedrich - *Sr Member Technical Staff,*
   IBM Server and Technology Group
Viresh Paruthi - *IBM Server and Technology Group*
Stephen Shuma - *IBM Server and Technology Group*
Brad Heaney - *Architecture Group Project Manager, Intel*
Madhu Ponnada - *Intel*
Rama Ramakrishnan - *Intel*
Artour Levin - *Intel*
Omar Malik - *Intel*

DAC info