



NEWS RELEASE

For more information, contact:

Annette Bley
Public Relations for DVCon Europe
+44 (0)20 7482 4800
annette@annettebleypr.com

Nanette Collins
Public Relations for the ESD Alliance
(617) 437-1822
nanette@nvc.com

ESD Alliance's Bob Smith to Present Keynote Address at DVCon Europe Gala Dinner *Will Offer Look at Transitioning from Chip-Centric Design to System-Level Design*

MUNICH, GERMANY — October 13, 2016 — Bob Smith, executive director of the [Electronic System Design Alliance](#) (ESD Alliance), will be the keynote speaker during the gala dinner hosted by the [Design and Verification Conference \(DVCon\) & Exhibition Europe](#).

Smith's dinner presentation, "Moore's Law and the Transition from Chip-Centric Design to System-Level Design," will be held Wednesday, October 19, at the Holiday Inn Munich City Center, in Munich, Germany, where DVCon Europe will take place October 19-20.

In his keynote speech, Smith will offer a perspective on how the semiconductor design ecosystem is evolving from a chip-centric focus to a system-centric worldview. According to the ESD Alliance's analysis, while systems on chip (SoCs) and other complex semiconductor devices remain as critical building blocks, the design emphasis is shifting to system design.

While Moore's Law remains a key driver, it is clear that the industry is beginning a transition from integration at the transistor level to integration at the functional or block level.

Smith will explain how the Electronic System Design Alliance upgraded its mission to recognize the breadth of activity across the entire design ecosystem and affect changes throughout the semiconductor industry.

As Executive Director of the ESD Alliance, formerly the EDA Consortium, Smith is responsible for the management and operations of the ESD Alliance, an international association of companies providing goods and services throughout the semiconductor design ecosystem. Smith began his career in high tech as an analog design engineer working at Hewlett Packard. Since then, he has spent more than 30 years in various roles in marketing, business development and executive management primarily working with startup and early stage companies. These companies include IKOS Systems, Synopsys, LogicVision, and Magma Design Automation. He was a member of the IPO teams that took Synopsys public in 1992 and Magma public in 2001.

Smith received a Bachelor of Science degree in Electrical Engineering from the University of California at Davis and a Master of Science degree in Electrical Engineering from Stanford University.

About DVCon

[DVCon Europe](#) is the leading European event covering the application of languages, tools and IP for the design and verification of electronic systems and integrated circuits. Sponsored by Accellera Systems Initiative, it brings together chip architects, design and verification engineers, and IP integrators to learn about new methodologies, techniques, applications and demonstrations for the practical use of EDA solutions for electronic design. Its

technical program includes 15 paper sessions, 16 tutorials, a vendor exhibition and keynote presentations. Details are found at: www.dvcon-europe.org

About Accellera

[Accellera Systems Initiative](http://www.accelera.org) (Accellera) is an independent, not-for profit organization dedicated to create, support, promote and advance system-level design, modeling and verification standards for use by the worldwide electronics industry. The organization accelerates standards development and, as part of its ongoing partnership with the IEEE, its standards are contributed to the IEEE Standards Association for formal standardization and ongoing change control. For more information, visit www.accelera.org For membership information, send email to: membership@accelera.org Follow @accelera on Twitter or to comment, use #accelera.

Accellera Global Sponsors are: Cadence, Mentor Graphics and Synopsys.

###

Accellera Systems Initiative and DVCon are trademarks of Accellera Systems Initiative Inc. All other trademarks and trade names are the property of their respective owners.