

FSA Contact:
Erica Schiller
Director of Marketing
(972) 866-7579, ext. 120
eschiller@fsa.org

Public Relations for DAC:
Emily Taylor
Weber Shandwick
503-552-3732
etaylor@webershandwick.com

EDAC contact:
Karla Haley
EDA Consortium,
(408) 857-3903
karla@edac.org

**FSA AND THE EDA CONSORTIUM TO HOST PRODUCTIVITY IMPACT LUNCHEON
FEATURED AT the 44th DESIGN AUTOMATION CONFERENCE (DAC)**

- Who:** FSA - the voice of the global fabless business model
Electronic Design Automation (EDA) Consortium
- What:** Productivity Impact Luncheon - *Changing the Dialogue Between Engineers and Management*. This event is held in conjunction with the 44th DAC Management Seminar.
- When:** Tuesday, June 5, 2007, 12:00 PM - 1:30 PM
- Where:** San Diego Convention Center, Ballroom 20D during DAC in San Diego, CA
- Why:** The luncheon program will draw from research and practical examples to examine key factors impacting engineering productivity, including communication pitfalls between engineers and management.

Speakers include:

- Kathryn Kranen - *Jasper Design Automation, Inc, and EDA Consortium Vice Chairperson*, "Working Smarter - Creating and Sustaining Engineering Productivity Improvement"
- Brian Fuller - *EE Times*, "Embattled Engineers – How Productive Can They Be?"
- Lisa Tafoya - FSA, "Benchmarking Productivity and Innovation"

Register: Luncheon is included with the DAC Management Seminar or is \$60, if paid separately online by registering at www.dac.com. Registration for press is complimentary, by emailing Karla Haley at karla@edac.org

About FSA

FSA is the voice of the global fabless business model. Incorporated in 1994, FSA positively impacts the growth and return on invested capital of this business model to enhance the environment for innovation. It provides a platform for meaningful global collaboration between fabless companies and their partners; identifies and articulates opportunities and challenges to enable solutions; and provides research, resources, publications and survey information. Members include fabless companies and their supply chain and service partners, representing more than 21 countries across the globe. www.fsa.org.

About the EDA Consortium

The EDA Consortium is the international association of companies that provide tools and services that enable engineers to create the world's electronic products. EDA is the critical technology used to design electronics for the communications, computer, space technology, medical and industrial equipment and consumer electronics markets among others. For more information about the EDA Consortium (EDAC) visit www.edac.org.

###