



**Press Contact:**  
Jennifer Cermak  
EDA Consortium  
(408) 283-2121  
Jennifer.Cermak@edac.org



**Press Contact:**  
Carol Betts  
EDN Worldwide  
408.345.4451  
carol.betts@reedbusiness.com

### **EDA Consortium hosts “Marketing to EDA Engineers in Turbulent Times”**

SAN JOSE, CA – November 20, 2007; The EDA Consortium today announced that Reed Business Information’s EDN Worldwide group will address its members at a meeting to be held December 5, 2007.

Electronics has changed forever. The design process has changed, largely due to chip and system complexity, necessitating changes in the optimal time and ways vendors market to design engineers. EDN’s Publisher Alan Robinson, Editorial Director Maury Wright, Executive Editor Ron Wilson, and Senior Editor Michael Santarini will explain how EDN has adapted to this new world, and suggest how EDA vendors can also reach their target market. A question and answer session will follow.

The event will be held at the Techmart, 5201 Great America Parkway in Santa Clara, California, December 5, with a reception at 6:00 and presentation at 7:00. Space is limited; to register, go to: [www.edac.org/invites/EDN\\_2007.htm](http://www.edac.org/invites/EDN_2007.htm)

#### **About the EDA Consortium**

The EDA Consortium is the international association of companies that provide design tools and services that enable engineers to create the world’s electronic products used for communications, computer, space technology, medical, automotive, industrial equipment, and consumer electronics markets among others. For more information about the EDA Consortium, located in San Jose, CA, contact 408-287-3322 or visit [www.edac.org](http://www.edac.org).

#### **About EDN and EDN.com**

*EDN* serves the vital information needs of design engineers and engineering managers worldwide. EDN.com delivers a three-dimensional view of the electronics industry via news coverage, strategic business information, and in-depth technical content. ([www.edn.com](http://www.edn.com))

*EDN* is published by Reed Business Information ([www.reedbusiness.com/us](http://www.reedbusiness.com/us)), the largest business-to-business publisher in the U.S. and a member of the Reed Elsevier Group plc (NYSE: RUK and ENL) – a world-leading publisher and information provider.