



Press Contacts:

Jennifer Cermak, Senior Project Manager, EDA Consortium, 408-283-2121, Jennifer.Cermak@edac.org
Daniel Nenni, Industry Blogger, Silicon Valley Blog, 408-857-7203, dnenni@yahoo.com

EDA CONSORTIUM OUTLINES

BOARD OF DIRECTORS

CHAIRMAN:

Walden C. Rhines

Mentor Graphics Corporation

VICE CHAIRMEN:

Kathryn Kranen

Jasper Design Automation

Lip-Bu Tan

Cadence Design Systems

DIRECTORS:

Edmund Cheng

Gradient Design Automation

Dane Collins

AWR Corporation

Aart de Geus

Synopsys

John Kibarian

PDF Solutions

Ravi Subramanian

Berkeley Design Automation

CEO FORECAST & INDUSTRY VISION EVENT ON JANUARY 5, 2011

Industry blogger Daniel Nenni to moderate the discussion

SAN JOSE, California, November 30, 2010—The EDA Consortium (EDAC) today announced that Daniel Nenni, of Silicon Valley Blog, will moderate the industry's annual CEO Forecast & Industry Vision panel on January 5, 2011. During this major industry event four corporate level executives will discuss trends affecting the EDA industry and offer insights on growth for the upcoming year. This distinguished panel will include the following executives:

- Aart de Geus, Chairman and CEO of Synopsys, Inc.
- Charlie Huang, Senior Vice President & CSO of Cadence Design Systems
- Walden C. Rhines, Chairman and CEO of Mentor Graphics Corporation
- Ravi Subramanian, CEO & President of Berkeley Design Automation

Traditionally moderated by an industry financial analyst, this year, Daniel Nenni of the Silicon Valley Blog, will lend a blogger's perspective on the EDA industry together with the voice of social media communities who self-examine, judge, and make predictions about the industry year round. "In addition to the rapidly changing technology landscape, EDA is also facing the demands of new media, which is impacting the way business is done," says Daniel Nenni, internationally recognized industry blogger of Silicon Valley Blog. "New media no longer affects only our personal lives, but now profoundly impacts our professional lives and the industries where we work. I look forward to addressing these realities with this panel, and how it may shape where the EDA industry is headed in 2011 and beyond. "

Robert Gardner, Executive Director of the EDA Consortium shares, "Dan has a strong background in EDA, in addition to his relationship with the semiconductor/foundry/design areas. As such, we anticipate the 2011 panel will benefit from a frank discussion inspired by not only the wisdom of our panelists, but from the candid input of the community we support."

Reserve your seat soon by registering online at:

<http://www.edac.org/events11/ceoForecast/index.jsp>

The event details are as follows:

When: Wednesday, January 5, 2011

Where: Doubletree Hotel
2050 Gateway Place
San Jose, California 95110

Agenda: Reception 6 PM
Panel 7 PM
Q&A (30 Min.) 8 PM

Cost: No charge for EDA Consortium members, OCP-IP members, and the press.
Admission is \$50 for non-members, payable at the door or online.

About Daniel Nenni

Daniel Nenni is a Silicon Valley veteran, with 25+ years of experience working with computer manufacturers, electronic design automation software, and semiconductor intellectual property companies. Currently Daniel is a Strategic Foundry Relationship expert for companies wishing to partner with TSMC, UMC, SMIC, and Global Foundries. He has degrees in computer science and business administration, and is an internationally recognized industry blogger ([Silicon Valley Blog](#)).

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, visit www.edac.org, or call (408) 287-3322.

###

The information supplied by the EDA Consortium is believed to be accurate and reliable, but the EDA Consortium assumes no responsibility for any errors that may appear in this document. All trademarks and registered trademarks are the property of their respective owners.