



For more information, contact:

Jennifer Cermak
Senior Project Manager for EDAC
(408) 287-3322 (EDAC)
Jennifer.Cermak@edac.org

Michelle Clancy
DAC Publicity Chair
(408) 501 8829
press@dac.com

**Design Automation Conference and Electronic Design Automation Consortium Host
DAC 2011 Kick-Off Reception**
IBM Sponsors

SAN JOSE, Calif. — May 25, 2011 — The Executive Committee of the Design Automation Conference (DAC) and the EDA Consortium (EDAC) will host their annual Kick-Off Reception at this year's conference in San Diego, California. The reception will be held at the Omni Hotel at 6:00 p.m. on Sunday, June 5, 2011, and will be sponsored by IBM.

International Business Machines (IBM), a global leader in information technology, turns 100 years old this June, and in this celebratory year IBM is commemorating other companies and organizations that have also made great strides in innovation. "The electronic design automation (EDA) industry has enjoyed a long history of collaboration with IBM as we continue to bring leadership silicon technology to the industry." said Jaga Jagannathan, Director, Microelectronics Marketing & Strategy, IBM. "It is for this partnered ingenuity that we celebrate our EDA colleagues at this year's DAC Kick-Off Reception."

Kathryn Kranen, vice-chairperson of the EDA Consortium shared, "As a representative for the EDA community, I cannot emphasize enough the crucial role EDA plays in aiding the development of the semiconductor industry and the global future of technology. It's an honor to celebrate our accomplishments in innovation with our colleagues at IBM during this monumental year for them."

"The Executive Committee is greatly honored to see the Design Automation Conference and the EDA community recognized by IBM as an innovative force at this year's Kick-Off Reception event." said Leon Stok, General Chair of the 48th DAC. "We thank them for supporting this opening event at DAC which brings customers and EDA vendors together with the goal of continued innovation."

About the Kick-Off Reception:

When: Sunday, June 5, 2011

Where: Omni Hotel
Ballroom CDE
675 L Street

San Diego, Calif., 92101

Agenda: Reception 6 p.m. PDT

Cost: No charge

R.S.V.P.: Must register online at: <http://www.edac.org/events11/dac/execReception.jsp>

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.

About DAC

The Design Automation Conference (DAC) is recognized as the premier event for the design of electronic circuits and systems, and for Electronic Design Automation (EDA) and silicon solutions. A diverse worldwide community representing more than 1,000 organizations attends each year, represented by system designers and architects, logic and circuit designers, validation engineers, CAD managers, senior managers and executives to researchers and academicians from leading universities. Close to 60 technical sessions selected by a committee of electronic design experts offer information on recent developments and trends, management practices and new products, methodologies and technologies. A highlight of DAC is its Exhibition and Suite area with approximately 200 of the leading and emerging EDA, silicon, IP and design services providers. The conference is sponsored by the Association of Computing Machinery/Special Interest Group on Design Automation (ACM/SIGDA), the Electronic Design Automation Consortium (EDA Consortium), and the IEEE Council on Electronic Design Automation (CEDA).

###

All trademarks and registered trademarks are the property of their respective owners.