



Press Contacts:
Paul Cohen. paul@edac.org, 978-769-2106

EDA CONSORTIUM OUTLINES CEO FORECAST & INDUSTRY VISION EVENT ON FEBRUARY 29, 2012

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

Simon Segars
ARM

Ravi Subramanian
Berkeley Design Automation

SAN JOSE, California, February 16, 2012—The EDA Consortium (EDAC) announced the panel of distinguished industry executives who will participate in the EDAC Annual CEO Forecast and Industry Vision panel on Wednesday, February 29, 2012. Ed Sperling, Editor in Chief of System Level Design, will moderate this year's event. Panelists, who will discuss trends affecting the EDA industry and offer insights on growth for the upcoming year, are:

- Edmund Cheng, President and CEO of Gradient Design Automation
- Aart de Geus, Chairman and CEO of Synopsys
- Walden C. Rhines, Chairman and CEO of Mentor Graphics Corporation
- Simon Segars, EVP and General Manager, Physical IP Division of ARM
- Lip-Bu Tan, President and CEO of Cadence Design Systems

Robert Gardner, Executive Director of the EDA Consortium said, "EDAC is proud to once again present the industry's leading executives for an evening of insightful and lively discussion. The annual assembly of these seasoned CEOs speaks both to their commitment to participate in furthering industry growth, and to their pride in overseeing the work that EDAC facilitates."

Moderator Ed Sperling added, "With the industry facing unparalleled demand for more complex designs with a shorter time to market, the goal this year is to compare notes between the EDA industry and the industry's leaders to see where they're in sync, where they differ, and to drill down into where the industry is heading."

Reserve your seat soon by registering online at:

<http://www.edac.org/events12/ceoForecast/index.jsp>

The event details are as follows:

When: Wednesday, February 29, 2012

Where: Silicon Valley Bank
3005 Tasman Dr.
Santa Clara, California 95054

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 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.