

## ***NEWS RELEASE***



For more information, contact:

Nanette Collins  
Public Relations for the ESD Alliance  
(617) 437-1822  
[nanette@nvc.com](mailto:nanette@nvc.com)

Rick Vogelei  
Business Development for Semico Research  
(602) 997-0337  
[rickv@semico.com](mailto:rickv@semico.com)

**ESD Alliance, Semico Research Sign Marketing Partnership Agreement**  
*Agreement Offers Access to Semico Reports, Conference for ESD Alliance Members*

**SAN JOSE, CALIF., and PHOENIX, ARIZ. — April 19, 2016 —** The [Electronic System Design \(ESD\) Alliance](#) (formerly the EDA Consortium) and [Semico Research](#) today announced that they have entered into a cooperative marketing partnership to work together on several business initiatives in support of the semiconductor design ecosystem.

The partnership will enable the ESD Alliance and Semico, a semiconductor marketing and consulting research company noted for its coverage of the intellectual property (IP) market, to promote their common business goals. Semico will assist the ESD Alliance in broadening its reach into the IP community, a large part of the semiconductor design ecosystem, by promoting it at Semico events, on its website and through promotional emails.

Additionally, Semico will provide a discount to ESD Alliance members for purchase of individual research reports, offer enterprise-wide access to its IPI Monthly Report and extend admission discounts to Semico conference events.

In exchange, Semico has become an associate member of the ESD Alliance, an international association of companies providing goods and services throughout the

semiconductor design ecosystem. The ESD Alliance will post availability of new Semico research reports and provide a link to its website for Semico blogs and articles.

“Semico is connected to and understands the needs of IP community,” says Bob Smith, the ESD Alliance’s executive director. “Our new mission is focused on representing the design ecosystem and IP is a key component. We will rely on its Semico’s expertise as we expand our presence and showcase our benefits to IP vendors and suppliers.”

“The ESD Alliance recognizes that the IP community is an important element of the semiconductor design ecosystem and one that will benefit from its newly expanded charter and ongoing initiatives,” notes Jim Feldham, president of Semico. “We look forward to working with the ESD Alliance to raise the visibility of the importance of the IP market.”

For more information on other aspects of the ESD Alliance and Semico partnership, visit: [www.esd-alliance.org](http://www.esd-alliance.org) or [www.semico.com](http://www.semico.com)

### **About Semico Research**

[Semico Research](http://www.semico.com), founded in 1994 by semiconductor industry experts, is a semiconductor marketing and consulting research company located in Phoenix, Ariz. It offers custom consulting, portfolio packages, individual market research studies and premier industry conferences, improving the validity of semiconductor product forecasts via technology roadmaps in end-use markets. For more information, visit: [www.semico.com](http://www.semico.com)

### **About the Electronic System Design Alliance**

The [Electronic System Design \(ESD\) Alliance](http://www.esd-alliance.org), an international association of companies providing goods and services throughout the semiconductor design ecosystem, is a forum to address technical, marketing, economic and legislative issues affecting the entire industry. It acts as the central voice to communicate and promote the value of the semiconductor design industry

as a vital component of the global electronics industry. For more information about the ESD Alliance, visit <http://www.esd-alliance.org>

###

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