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**EDA CONSORTIUM HONORS RON ROHRER  
WITH KAUFMAN AWARD**

**SAN JOSE**, California, November 5, 2002--The EDA Consortium today announced it has chosen electronic industry pioneer, entrepreneur, researcher and educator Ron Rohrer as the 2002 recipient of its prestigious Phil Kaufman Award. Dr. Rohrer was selected for his distinguished contributions to the EDA industry. The Consortium will present the Award on Tuesday, November 12, at its annual award ceremony at the Fairmont Hotel in San Jose.

Initiated in 1994, the Phil Kaufman Award honors individuals who have made a substantial, sustainable contribution to the success and advancement of the electronic design automation (EDA) industry that benefits the industry's tools' users-- electronic designers.

"Ron Rohrer's contributions are representative of the spirit behind the Kaufman Award, said Walden C. Rhines, EDA Consortium Chair and Chair and CEO of Mentor Graphics Corporation. "His body of work, entrepreneurial endeavors, technology contributions, and role in many collaborative efforts have led to better design tools and are evidence of how he has helped advance our industry."

"As an educator, as a researcher, an entrepreneur and a mentor to many accomplished leaders in our field, Ron has demonstrated his ability to cause truly transformative changes in our industry time and time again," added Richard Newton, Dean of the College of Engineering at University of California, Berkeley. "His ability to understand and apply basic engineering and mathematical principles in design technology, with an unparalleled appreciation for the tradeoffs needed to maximize the practical impact of a new idea or insight, make Ron's contributions to our field truly unique."

**-more-**

Aart de Geus, chairman and CEO of Synopsys, Inc., and one of the people who nominated Ron Rohrer, noted, "Throughout his career, Ron has always been at the leading edge of circuit simulation R&D. In fact, many concepts that stem from his earliest days have had tremendous impact. For example, the SPICE program, which resulted from a class project that he led, has had widespread, substantial impact on our industry for the past 25 years. For this reason and others like them, Ron is one of the most deserving recipients of the Kaufman award."

Ron Rohrer is an Executive Advisor of Magma Design Automation in Cupertino, Calif., and is Chair of Neoliner in Pittsburgh, PA. He is an entrepreneur, who has been involved with a dozen successful start-up companies and an educator who has taught at leading universities. His career includes research, marketing and management positions in both large and small semiconductor and EDA companies. He has also authored five textbooks and more than one hundred papers, and is a Fellow of the IEEE and a member of the US National Academy of Engineering. He was awarded the IEEE Education Medal in 1993 and the C&C Prize in Japan in 1996.

### **About EDA Consortium**

Where Electronics Begins™ best describes the Electronics Design Automation (EDA) Industry. The EDA Consortium represents this vital industry on a worldwide scale. It is the international association of companies developing design tools and services that enable engineers to create the world's electronic products. EDA provides the critical technology to design electronics that enable the Information Age, including: communications, computers, space technology, medical and industrial equipment and consumer electronics.

For more information about EDA Consortium, or to subscribe to the Market Statistics Service, contact EDA Consortium, 111 West Saint John Street, Suite 220, San Jose, Calif. 95113, USA, office 408-287-3322, fax 408-283-5283, or visit [www.edac.org](http://www.edac.org).

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