



Event Agenda

Tuesday, March 2, 2010
 Doubletree Hotel, San Jose, CA

7:30am – 8:15am	Registration and Continental Breakfast
8:15am – 8:45am	Welcome & Outlook – <i>Jim Feldhan, President, Semico Research Corp.</i>
8:45am – 9:15am	Keynote – <i>Tsugio Makimoto, Chairman, Society of Semiconductor Industry Seniors</i>
9:15am – 9:45am	Keynote – <i>Ana Hunter, Vice President Foundry Services, Samsung Semiconductor</i>
9:45 am – 10:15am	Break – <i>Sponsored by Quartics</i>
10:15am – 11:45am	Panel 1: Technology for the Masses <i>Jay Cormier, Vice President & GM, Teridian</i> <i>James Kahle, IBM Fellow</i> <i>Michael Noonan, Senior Vice President, NXP</i>
11:45am – 1:00pm	Lunch – <i>Sponsored by Mentor Graphics</i>
1:00pm – 1:30pm	Keynote – <i>Jack Harding, Chairman, President and CEO, eSilicon</i>
1:30pm – 2:00pm	Keynote – <i>Bradley Howe, Vice President of IC Engineering, Altera</i>
2:00pm – 2:50pm	Panel 2: Infrastructure is the Key Moderator: <i>Hugh Durdan, Chief Operating Officer, eSilicon</i> <i>Bradley Howe, Vice President of IC Engineering, Altera</i> <i>Young K. Sohn, President and CEO, Inphi</i> <i>Lisa Su, Sr. Vice President & GM, Freescale</i>
2:50pm – 3:15pm	Break
3:15pm – 3:45pm	Keynote – <i>Walden Rhines, Chairman & CEO, Mentor Graphics</i>
3:45pm – 5:00pm	Panel 3: Technology Everywhere, All The Time Moderator: <i>Ed Sperling, Editor in Chief, System Level Design</i> <i>Bart Ladd, General Manager, NEC Electronics America</i> <i>Derek Meyer, Executive Vice President, Quartics</i> <i>Alex Shubat, President and CEO, Virage Logic</i>
5:00pm – 6:00pm	Reception – <i>Sponsored by Samsung Semiconductor</i>