



Technology in the Palm of your Hand

Semico Outlook 2010

March 2nd, 2010

Netbooks, eBooks, telematics, YouTube and social networking are creating a whole new relationship between people and their devices. The semiconductor industry continues to rely on innovation to keep up with the demands of consumers. At the **Semico Outlook Event**, discover the strategies and technology driving the next growth cycle. Experts from leading companies will present their vision of the industry. Speakers include the following:

- Jim Feldhan, President, Semico Research Corp.
- Tsugio Makimoto, President & CEO, TechnoVision
- Jack Harding, Chairman, President and CEO, eSilicon
- Walden Rhines, Chairman & CEO, Mentor Graphics
- Ana Hunter, Vice President, Samsung Semiconductor, Inc.
- Jay Courmier, Vice President, Teridian
- Bradley Howe, Vice President of IC Engineering, Altera
- Young K. Sohn, President and CEO, Inphi
- Lisa Su, Sr. Vice President & GM, Freescale
- Derek Meyer, Executive Vice President, Quartics
- Alex Shubat, President and CEO, Virage Logic
- James Kahle, IBM Fellow
- Michael Noonan, Senior Vice President, NXP
- Bart Ladd, General Manager, NEC Electronics America

Panel Discussion will include the following:

Panel 1: Technology for the Masses

Semiconductor technology has enabled a wide range of consumer devices: cell phones, HDTVs, DVRs, DVDs, Blu-ray, and game consoles, for example. Now that semiconductor sales are on the rise again, what new devices and applications will be the market drivers for new growth: 3D-TV, hybrid and plug in cars, the Smart Grid, others? What is enabling these new applications? Will leading edge technology continue to be a key? What new technologies will be required? What new semiconductors will be needed?

Panel 2: Infrastructure is Key

Smart phones, Wide Area Networks, virtualization, storage, cloud computing and anytime/anywhere computing applications are driving the need for a high performance, support infrastructure. A seemingly insatiable demand for bandwidth is being created. How will this demand be satisfied? This panel will discuss the infrastructure build-out, the new technologies and the semiconductors to provide the required capacity, performance and reliability necessary.

Panel 3: Technology Everywhere, All the Time

We have long sought the technology to be connected everywhere all the time. If you have a smart phone, you're nearly there. But consumers are demanding more features and functions that continue to tax available technology. What are the next steps to connect everyone, everywhere? What applications do people want? What new technologies are popping up? What are the economics at play? Is there a need for a new business model?

These topics and more will be on the agenda at the **Semico Outlook Event: *Technology in the Palm of Your Hand.***

[Reserve your seat now](#) for this 'must attend' event.

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