

# EDA Trends You Can't Ignore

## How Short Product Cycles Are Stirring the EDA Industry

Sponsored by:

**EDA**  
CONSORTIUM  
Emerging Companies  
Committee



**Silicon Valley Bank**

&

**D^Side Advisors**

# Organizers

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- **Steve Pollock, Chairman of the EDAC Emerging Companies Committee**
- **Charles DiLisio, President, D-Side Advisors**
- **Jim Hori, Vice President, Silicon Valley Bank**
- **EDAC staff**

# EDA Customer Trends

- **Redefining design investment in software vs. hardware tools**
- **Leveraging open source software to reduce product development cost**
- **Reducing EDA tool integration costs through tool interoperability**
- **Changing EDA valuations, both venture and acquisition**

# Panel

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- **Greg Spirakis**  
VP, Technology & Manufacturing Group and  
Director of Design Technology (DT)
- **Robert Payne**  
SVP and GM, Philips Semiconductor
- **Kevin Morgan**  
Vice President, Engineering, MontaVista
- **Charles Welch**  
Managing Director, SVB Alliant