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**THE EDA CONSORTIUM EXECUTIVE RECEPTION, CO-SPONSORED BY
EDN WORLDWIDE AND THE TSMC DESIGN ECOSYSTEM, WILL KICK-OFF
THE 44th DESIGN AUTOMATION CONFERENCE (DAC)**

*PANEL DISCUSSION ENTITLED "DESIGN CHALLENGES: A REAL-TIME REALITY CHECK"
WILL HIGHLIGHT THE EVENING*

- Who:** EDA Consortium (EDAC) will host the industry reception, co-sponsored by *EDN Worldwide* and the TSMC design ecosystem. Ron Wilson, executive editor *EDN Magazine* and Ed Sperling, editor-in-chief *Electronic News* will moderate the panel discussion.
- What:** This popular kick-off reception will be an industry-wide welcome to DAC and will provide an opportunity to reconnect with a diverse group of colleagues in the EDA industry. The evening will feature a head-to-head discussion between two industry panels — a customer panel and a vendor panel – and will reflect attendees' input. One panel will consist of executives from companies designing advanced chips, and the other of technical executives from companies in the TSMC design ecosystem — providers of EDA design tools, libraries and IP, and design services. Entitled "Design Challenges: A Real-time Reality Check", the panels will focus on the different categories of new chip design challenges to be encountered over the next two years. It promises to be a lively and entertaining evening that should provoke further discussion.
- When:** The event will be held on Sunday June 3, 2007, 5:00 p.m. - 7:00 p.m. The reception will begin at 5:00 p.m. and the panel discussion at 5:45 p.m.
- Where:** San Diego Marriott Hotel, Marina Ballroom, 333 West Harbor Drive, San Diego, Calif.
- Register:** Registration for all is complimentary. To register, please go to http://www.edac.org/invites/dac_reception_07.htm.

About EDN Worldwide:

EDN.com, the internet home of *EDN*, *Electronic News*, and *Electronic Business*, delivers a three-dimensional view of the electronics industry via in-depth technical engineering content, breaking news coverage, and strategic business information. This site is the essential online resource for the full spectrum of information needed by design engineers, engineering managers, and upper management through each phase of the design cycle, from product-concept development to manufacturing.

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About TSMC

TSMC is the world's largest dedicated semiconductor foundry, providing the industry's leading process technology and the foundry industry's largest portfolio of process-proven libraries, IP, design tools and reference flows. The company's total managed capacity in 2006 exceeded seven million (8-inch equivalent) wafers, including capacity from two advanced 12-inch GigaFabs, four eight-inch fabs, one six-inch fab, as well as TSMC's wholly owned subsidiaries, WaferTech and TSMC (Shanghai), and its joint venture fab, SSMC. TSMC is the first foundry to provide 65nm production capabilities. Its corporate headquarters are in Hsinchu, Taiwan. For more information about TSMC please visit <http://www.tsmc.com>.

About the EDA Consortium (EDAC)

The EDA Consortium (EDAC) is the international association of companies that provide tools and services that enable engineers to create the world's electronic products. EDA is the critical technology used to design electronics for the communications, computer, space technology, medical and industrial equipment and consumer electronics markets among others. For more information about EDAC visit <http://www.edac.org>.

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