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Business Editors/High-Tech Writers

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**INTERNATIONAL SYMPOSIUM ON QUALITY ELECTRONIC DESIGN
(ISQED) SHOWCASES REAL SOC DESIGN METHODOLOGIES &
CHALLENGES**

*Latest Quality Design Techniques & Issues Shared By Industry Leaders and
Academia*

SAN JOSE, Calif., – March 5, 2003 – The fourth annual International Symposium on Quality Electronic Design (ISQED) today announced keynote speeches by industry leaders from Cadence, Intel, Magma, Philips, RubiCAD, and Toshiba who will discuss critical issues surrounding quality in electronic design.

In addition, announced was a total of three high-power panel discussion sessions, where many leading experts, address the important issue of quality design. These panels would focus on the following topics:

- **Hidden Quality, Crouching Customer - How much does the Quality of EDA Tools Impact Electronic Design?** (Moderated by Tets Maniwa, Editor in Chief, Netronics Magazine)
- **Is Quality a Design Constraint for Sub 100nm Designs?** (Moderated by Steven Ohr, EETimes)
- **The IC & Package Co-Design Challenges** (Moderated by Richard Goering, EETimes)

Multiple interactive tutorials will also be available for those who desire in-depth, interactive, and focused insight into the various aspects of electronic design. The conference is being held on March 24-26, 2003 at the DoubleTree Hotel in San Jose, CA.

"The ISQED conference is an integral part of establishing a communication link between all semiconductor disciplines – design, manufacturing, and test," said Bob Payne, CTO and senior vice president, Philips Semiconductors and ISQED keynote speaker. "The ISQED focus is on the current challenges in achieving quality of design and design methodologies and provides insight into future trends and related issues."

Powerful Keynotes Headline 2003 Conference

The list of plenary keynoters will offer comprehensive perspective from design, process, and tool methodologies. Keynoters include:

- Bob Payne, US CTO and senior vice president, Philips Semiconductor
- Susumu Kohyama, Corporate senior vice president, Toshiba Corporation
- Ted Vucurevich, CTO and senior vice president, Cadence Design Systems
- Rajeev Madhavan, Chairman and CEO, Magma Design Automation
- Shehkar Borkar, Intel Corporation
- Michael Reinhardt, president and CEO, RUBICAD Corporation

“ISQED continues to address ideas, techniques, and methodologies to solve real world quality design problems,” said Susumu Kohyama, corporate senior vice president, Toshiba Corporation. “This venue will help lead to new design methodologies that will ultimately provide best of breed design tools to further improve the quality of SoC designs.”

ISQED 2003 media and corporate sponsors and support include Synopsys, AmmoCore, Ascend Design Automation, EE Times, ISD Magazine, Dolphin Technology, Intel, Magma Design Automation, Nassda, Numerical Technologies, RubiCAD, Advanced Packaging/PennWell, and EDAToolsCafe/IBSystems.

ABOUT ISQED

International Symposium on Quality Electronic Design, is a premier Design and Design Automation conference, aimed at bridging the gap between an integration of, electronic design tools and processes, integrated circuit technologies, processes & manufacturing, to achieve design quality. The conference provides a design forum to present and exchange ideas and to promote the research, development, and application of design techniques and methods, design processes, and EDA design methodologies and tools that address issues which impact the quality of the realization of designs into physical integrated circuits.

ISQED 2003 is held in technical sponsorship of IEEE EDS, IEEE CPMT, and in cooperation with ACM/SigDA, IEEE TTTC, and FSA. The conference is produced and sponsored by the International Society for Quality Electronic Design.

Please refer to www.isqed.org for more information regarding the tutorials, conference, workshops, and hotel registration.