



For Immediate Release

ISQED Addresses Electronic Design Challenges, Trends, and Proven Methodologies, March 22-24, 2010, San Jose, California

11th Annual Symposium offers 100 Technical Presentations, 7 Keynote Speeches, 9 Tutorials and Exhibits by Quality Leaders

SAN JOSE, Calif., – March 3, 2010 – The [11th annual International Symposium on Quality Electronic Design](#) (ISQED) today announced its keynote speakers. Industry leaders from Cadence Design Systems, Denali, eBeam Initiative, HelloSoft, Inphi, Mentor Graphics, and Synopsys are slated to discuss challenging issues about quality in electronic design. The conference is being held on March 22-24, 2010 at the DoubleTree Hotel in San Jose, CA, USA.

The Keynoters offer comprehensive perspectives about design, process, and tool methodologies. The Keynote speeches are on Tuesday, March 23 and Wednesday, March 24 from 8:30 to 10:30am. The speakers and topics are:

Test of the Future - Some Thoughts for the Next Decade

Antun Domic, Senior VP & GM - [Synopsys](#)

Design for eBeam: Getting the Best Wafers without the Exploding Mask Cost

Aki Fujimura, CEO - D2S & [eBeam Initiative](#)

Cost-Aware System LSI Design

Steve Glaser – VP Strategy & Planning - [Cadence Design Systems](#)

Beyond Endless Verification: Delivering High Quality at Low Expense

Mark Gogolewski, CTO & CFO - [Denali Software](#)

The New Challenges of Advanced SoC Implementation

Shankar Krishnamoorthy, CTO - [Mentor Graphics](#)

High Reliability by Design - Creating Enterprise Class Memories

Ramanan Thiagarajah, Sr. Director of Product and Test Engineering - [Inphi](#)

Mobile Convergence (4G/WiFi/Celluar) - Myths and realities

Krishna Yarlagadda, President & CEO - [HelloSoft](#)

[ISQED](#) media sponsors include [EDACafe](#), [Chip Design Magazine](#), and [SCDSsource](#). The conference is held with technical sponsorship of the [IEEE Electron Devices Society](#), and [IEEE CASS](#), and in cooperation with [IEEE Reliability Society](#), and [ACM/SigDA](#). ISQED is produced and sponsored by the [International Society for Quality Electronic Design](#).

ISQED Registration and Program Info

The ISQED program features 22 technical sessions with over 100 papers on various challenging topics related to design, design for manufacturability and quality, panel discussions, tutorials and exhibits.

ISQED takes place March 22-24, 2010, at the Doubletree Hotel, San Jose, Calif. ISQED Exhibit and Keynote Speeches are open and free. The Exhibit day is Tuesday, March 23 from 1 to 6pm.

The complete ISQED program is at http://www.isqed.org/English/Archives/2010/Program_At-a-Glance.html.

To register for ISQED, please visit <http://www.isqed.org/English/Conference/Registration.html>.

[Multiple interactive tutorials](#) are available for those who desire in-depth, interactive, and focused insight into the various aspects of electronic design.

Recipients of the event's ISQED Quality (IQ) Award and Best Paper Awards will be announced during the luncheon ceremony, sponsored by [Synopsys](#), on Tuesday, March 23rd. The IQ Award is sponsored by [Mentor Graphics](#). The ISQED Best Paper Awards are sponsored by [Synopsys](#). The ISQED Plenary sessions are sponsored by [Mentor Graphics](#).

About the International Symposium on Quality Electronic Design

The International Symposium on Quality Electronic Design (ISQED) is a premier Design & Design Automation conference, aimed at bridging the gap between and integration of, electronic design tools and processes, integrated circuit technologies, processes and manufacturing, to achieve design quality. ISQED is the pioneer and leading conference dealing with design for manufacturability and quality issues, front to back. The conference provides a forum to present and exchange ideas and to promote 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's goal is to accelerate cooperation among the IC Design, EDA, and semiconductor process technology and manufacturing communities. Further information about ISQED can be found at <http://www.isqed.org>.

The conference is produced and sponsored by the International Society for Quality Electronic Design. For more information please visit: www.isqed.org.

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