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edaForum04 - Preface

This year Ron Collett, well known President and CEO of Numetrics Management Systems Inc., wrote for the Fabless Forum: 85% of IC projects (ASIC and ASSP) miss their target schedule. The average overrun is 53%. A primary reason for schedule misses is due to under-estimating the complexity of the design and over-estimating the productivity of the development team. Are you among the lucky 15% that have never faced this problem (if they exist at all!)? Or do you believe like me, that complexity and productivity are amongst the most important challenges for success in microelectronics? If so, you should seriously consider to attend edaForum04!

In 2004 edaForum goes into its third year and it has developed into a remarkable and unique event. Its objective is to bring together decision makers from industry and top-rated speakers from all over the world. With its dual focus on technical issues and business aspects it has established a new culture of discussion within and about Electronic Design Automation (EDA). EDA is the key to mastering complexity and to drive productivity.

This year we have set a special priority on meeting project schedules. We have invited Tom DeMarco, author of numerous publications on project management, to give us a more general view, enabling us to learn from experience in other industries. We have organized two business sessions focussing on Design and Productivity, Design on Time and Budget, and two technical sessions reviewing Design for Manufacturing and Yield as well as Design for Verification and Test. Discuss with us the challenges of chip design and EDA. We provide you with pleasant opportunities not only to listen to invited talks given by true experts but also to discuss your problems and views. Visit the EDA Lounge, relax during our special social evening event and join one of the excursions. And if you still hesitate: Dresden is a beautiful place to go with so many more possibilities to spend a weekend, when edaForum04 closes.

On behalf of the edacentrum I cordially invite you to the third edaForum.



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