



“Lifting the Lid on Product Design” System-Level Chip Design & IC Package Network

Book the Date: Tue 25th May 2010

Location: TWI (McClintock Building), Great Abington, Cambridge, CB21 6AL

Introduction

NMI is delighted to introduce a combined IC Package / System-Level Chip Design Network event on the theme “Lifting the Lid on Product Design“. This will be a unique opportunity to learn about the challenges and enabling solutions being implemented from Chip to Package to Product in today's highly complex technologies.

In addition to our line up of exciting talks we invite you to get your questions ready for an exciting **Panel Debate** on the topic “The Perfect Product ?”

Don't miss this opportunity to learn about the future of Product Design and how Engineering teams are evolving to meet the needs of the Consumer.

For On-line Registration :

www.nmi.org.uk/events/nmi-events

For Table Top & Sponsorship availability Contact Sophie Ericson

Call :+44 1506 401210 Email : sophie.ericson@nmi.org.uk

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**Agenda: 25th May “Lifting the Lid on Product Design”
From Chip to Package to Product**

09:00	Registration & Coffee – Networking and Sponsor Tabletops	
9:30	Introduction and Welcome address	Robin Kennedy/Paul Jarvie, NMI
9:45	Everything Including the Chip	Jonathan Edwards, ST-Ericsson
10:15	One Foot on Sea, and One on Shore	Paul Freeman, Icera Semiconductor
10:45	Reducing Development Schedule by Rapid Prototyping	Doug Amos, Synopsys
11:05	Break	
11:30	Sounds Good? Audio solutions to connect the real world to the digital world.	Eddie Sinnott, Wolfson Microelectronics
12:00	Improving Workflow in Embedded CE Audio Processing	John Richards, Oxford Digital
12:30	Lunch	
13:30	From Concept to Production	Azmi Mohd Isa & Brian Morris, Unisem
14:00	Using Standards & Designing for Compliance	Alan Powell, Wemtech
14:30	System Design has Evolved	Adrian Harper, Mentor Graphics
14:50	Break	
15:10	Strategy for Integrated Passives	Andy Whittaker, TWI
15:40	New approaches to solving chip-package-co-design challenges	Janez Jaklic, Cadence
16:00	Panel and Q&A Session: “The Perfect Product... ?”	
16:30	Close & Further Networking	

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About the NMI...

The NMI is a leading Trade Association for the UK Electronics industry. Our mission is

to lead the development of a world-class sustainable UK-based microelectronics Systems Design, Device and Manufacturing community providing a compelling value-proposition for our members

The NMI is a not-for-profit organisation funded by its members and includes leading companies, universities and stakeholder organisations across the diverse electronics community within the UK & Ireland.

Key work streams include:

- Encouraging innovation, communication and business collaboration through sector networks.
- Supply chain efficiencies through benchmarking and best practice.
- Information provision.
- Representation to government, policy makers and regulators.
- Skills development, education and training.

See www.nmi.org.uk and click on events for full schedule and latest information

Venue:

See map below for directions to the event venue being held at “McClintock Building”
Please note that all delegates should park in the Riverside Car Park

