



From Wireless to Aerospace: Challenging DfM Conventions

Book the Date: Thu 12th November 2009
Venue: STMicroelectronics , Bristol

Introduction:

Conventionally DfM has been associated with the flows and tools that allow chip designers to achieve yielding silicon. Today Engineers are however confronted with ever increasing challenges in the design and manufacturing process of highly integrated Semiconductor devices and systems, often containing large amounts of embedded software - clearly convention is being challenged.

The end Application can have a major impact on the demands for device performance and reliability (e.g. Mobile, Medical , Automotive, Wireless Communications, Aerospace applications). Telefonica O2's Device Platform Manager, Neil Warren, will provide insight into these demands for the rapidly expanding Communications Market, explaining Customer trends and technology priorities in Mobile Applications and Networks.

Our Speakers and Panel Guests will then explore these and other challenges and possible Solutions of reaching Target performance through DfM Tools / Methodology in today's increasingly complex Integrated Circuits and systems.

Who should attend?

Aimed at both Technology and Business Managers developing products for demanding applications and markets looking to find innovative solutions beyond the conventional views of DfM.

Special thanks to our sponsors



Agenda

12th Nov 2009 STMicroelectronics / ST-Ericsson, Bristol

08:45 Registration & Refreshments

Session : Wireless Applications

- 09:30 Welcome and introduction Paul Jarvie, **NMI**
09:45 Keynote: Mobile Technologies & Customer Usability Neil Warren, **Telefonica O2 UK**
10:45 Everything including the Chip DfM Challenges and Advanced Packaging Technologies
Andy Lunness / Jonathan Edwards, **STMicroelectronics / ST-Ericsson**
11:15 *Coffee & Networking*
11:35 **Panel session:** The Philosophy of DfM – Significantly more than tools!
Chairman : Jonathan Edwards , **ST-Ericsson**
Ian Clifford **Cadence**
Andy Lunness **STMicroelectronics**
Neil Warren **Telefonica O2**

12:20 LUNCH & Networking with Supplier Table Top Exhibition

Session : And More Matters of Application

- 13:30 What DfM means to Hi-Reliability Applications Paul Hill, **CMAC**
14:00 tbc Marco Casale-Rossi, **Synopsys**
14:30 **Coffee & Networking**
14:50 More Moore – Managing Variation Barry Byford, **Mentor Graphics**
15:20 **Panel session:** It's DfM, but not as we know it !
Chairman : Barry Byford , **Mentor Graphics**
Paul Hill **C-MAC**
Andrew Appleby **NXP Semiconductors**
Marco Casale-Rossi **Synopsys**

16:00 Close

TABLE TOP EXHIBITORS:

Supplier Table tops opportunities are available at this event.
Contact Paul Jarvie (paul.jarvie@nmi.org.uk) for further details.

EVENT REGISTRATION:

For on line registration please go to NMI web site home page (www.nmi.org.uk)

EVENT SPONSORSHIP:

For Sponsor opportunities please contact Paul Jarvie (paul.jarvie@nmi.org.uk)

Maps & Directions

STEricsson
R&D and design centre
BRISTOL
STMicroelectronics (R&D) Ltd
1000 Aztec West - Almondsbury
BRISTOL, BS32 4SQ - UK
Tel: +44 1454 616 616

<http://www.st.com/stonline/address/mfg/bristol.pdf>

Parking:

Parking is available at 300 Aztec West which is only a few minutes walk from the venue.

Security / Arrival instructions:

Please report to the main security desk on arrival where you will be escorted by ST Staff to the meeting rooms.

