PANEL: THE EDA YEAR IN REVIEW:
CEO’S, THE PRESS, AND USERS

Chair: John Cooley - USE/DA, Holliston, MA
Organizer: John Cooley - USE/DA, Holliston, MA

Day in and day out, as a design engineer, you use EDA tools provided by distant software companies. DAC is the one time of year where you can ask the head honchos of the EDA companies and industry pundits the whys and wherefores of the EDA industry.

How will the change from pricey UNIX workstation to relatively inexpensive PC’s change the way EDA tools are bought, sold and maintained? Have the Verilog/VHDL Wars taught us anything? Are EDA Vendors also becoming merchants of on-site EDA consulting a threat to career engineers? Is HW/SW co-design the real wave of the future or just another trendy industry buzzword? Are independent benchmarks a good thing for EDA customers yet a bad thing for EDA vendors? What effect are lawsuits and threats of lawsuits having on the EDA industry as a whole? Is the Internet and WWW changing the way we do business in a positive way or just a cheap substitute for live, in-person field and phone support of customers in trouble?

Joining the highly interactive age that’s been brought about in the engineering community by the Internet, this year’s DAC CEO Panel will be directly addressing questions taken straight from EDA customers via Internet polling and from requests in EE Times made by the Users Society of Electronic Design Automation (USE/DA) and the DAC Organizing Committee. The attending audience will also be encouraged to ask questions. The idea this year is to make this DAC CEO Panel the most user-driven it’s ever been.

Panel Members:
Joe Costello - Cadence Design Systems, Inc., San Jose, CA
Aart de Geus - Synopsys, Inc., Mountain View, CA
Richard Goering - EE Times, Felton, CA
Alain Hanover - Viewlogic, Marlboro, MA
Wally Rhines - Mentor Graphics Corp., Wilsonville, OR
Gary Smith - Dataquest, San Jose, CA