CEO PANEL: EDA: This is Serious Business

Chair
A. Richard Newton,
Univ. of California, Berkeley, CA

Organizers
Bob Dahlberg, Kurt Keutzer

Ray Bingham
Cadence Design Systems, Inc.
San Jose, CA

Aart De Geus
Synopsys, Inc.
Mountain View, CA

Walden C. Rhines
Mentor Graphics Corp.
Wilsonville, OR

Abstract
Over the last 20 years, electronic design has grown to annual revenues of $3B per year and dominates the Technical and Systems Sector of the Software Industry. Cadence and Synopsys are among the top 20 independent software vendors when ranked by market capitalization. In short, the EDA industry has come of age, but the future of the industry is far from certain.

The panel participants are the three CEOs from the three largest EDA companies: Ray Bingham, Cadence Design Systems, Inc.; Aart de Geus, Synopsys, Inc.; and Walden C. Rhines, Mentor Graphics Corp.. The panel will open with each of the CEOs sharing their outlook for the industry as a whole and their visions to foster growth of their respective companies.

After the opening statements by the CEOs, Professor A. Richard Newton, University of California at Berkeley, will moderate a series of questions posed by a panel of six questioners:

- Gary Banta, Stretch, Inc.
- Richard Goering, EE Times
- Jennifer Jordan, Wells Fargo Bank, NA
- Mark Papermaster, IBM Corp.
- Sunil Shenoy, Intel Corp., Inc.
- Gary Smith, Gartner Dataquest

Enquiring minds want to know:
- If the number of IC designs is decreasing, what will fuel industry revenue growth?
- Is the industry duopoly/triopoly secure? Will there ever be another "next great EDA company"?
- What are you doing to improve customer satisfaction?
- What are the trends in software licensing?
- What are the next big technical trends in EDA?
- What are the next "choke points" for high-complexity design?
- What will be the "hot" design metric in five years?
- What is going on with tool interoperability?