

Electronic Design and Solution Fair 2006

with FPGA/PLD Design Conference

Touch the 65 Nano-World

06

Exhibition Outline

Period : Thursday, January 26 - Friday, January 27, 2006

Place : Pacifico Yokohama

Japan Electronics and Information Technology Industries Association **JEITA**

www.edsfair.com



On the Announcement of the Electronic Design and Solution Fair 2006



Tadashi Okamura

Chairman
Japan Electronic and
Information Technology
Industries Association (JEITA)

Semiconductors are an indispensable part of modern society. Without progress in semiconductor technology, we would not have such conveniences as digital communications, the Internet or digital home electronic equipment. Technological advances in these areas are having a major impact on our society, culture and lifestyles. And the ubiquitous society—in which people can communicate anywhere, at any time—is now becoming a reality.

In their constant pursuit of new technologies, semiconductor device manufacturers continue to deliver new products to underpin the digitally networked society. In this context, the semiconductor industry will become more and more important to Japan.

Meanwhile, the environment surrounding the semiconductor industry is changing dramatically, and the industry must overcome various challenges in order to make further progress. An increasing number of these challenges are best tackled via cooperation between Japan, the United States and countries in Europe and Asia, rather than being embraced by Japan alone.

In its sixth year, the Electronic Design and Solution Fair 2006 (EDSFair 2006) will be held on January 26 and 27, 2006, at Pacifico Yokohama. The aim of the fair is to promote the dissemination of information about the latest design solutions, design and EDA technologies. These are crucial to advances in the functions, performance and design simplicity of electronic systems and semiconductor devices for equipment that will form the core of the information-intensive ubiquitous society.

Since 2001, when a cooperative partnership was launched with the Electronic Design Automation Consortium (EDAC) of the United States, EDSFair has risen to prominence as an international convention on a par with the Design Automation Conference (DAC) in America and Design, Automation and Test in Europe (DATE). EDSFair has also won strong acclaim as an Asian exhibition providing a forum for useful information exchange, and we expect the event to help further rejuvenate the electronics market.

Exhibition Outline

- **Name:** Electronic Design and Solution Fair 2006 (EDSFair 2006)
- **Objectives:** The age of chips with millions of gates is at hand, and advanced development to upgrade device performance, reduce risks, costs and power consumption, and embed software is proceeding at an unprecedented pace around the world. Reflecting this trend, EDSFair assembles specialized information on advanced device technologies, such as EDA, ASICs (Application Specific Integrated Circuits), FPGA/PLDs (Field Programmable Gate Array/Programmable Logic Devices), IP re-usage, embedded software and design services. Also featured are the latest trends and targets for further development of electronics technologies.
- **Schedule:** Thursday, January 26, & Friday, January 27, 2006
10:00 a.m. to 6:00 p.m.
- **Location:** Pacifico Yokohama (Exhibition Hall, Annex Hall)
1-1-1, Minato Mirai, Nishi-ku, Yokohama 220-0012
- **Admission:** Exhibition: Free (registration required at show entrance)
Conferences: Fees will be charged for some conferences
- **Sponsor:** Japan Electronics and Information Technology Industries Association (JEITA)
- **Cooperation:** Electronic Design Automation Consortium (EDAC)
- **Support: (expected)** Ministry of the Economy, Trade and Industry, Japan (METI)
Embassy of the United States of America in Japan
Distributors Association of Foreign Semiconductors (DAFS)
City of Yokohama
- **Assistance: (expected)** Institute of Electronics, Information and Communication Engineers (IEICE)
Information Processing Society of Japan (IPSJ)
Japan Printed Circuit Association (JPCA)
- **Simultaneous event:** ASP-DAC 2006
(Asia and South Pacific Design Automation Conference 2006)
- **Management:** Japan Electronics Show Association (JESA)

Visitor Trends at EDSFair 2005

Many visitors to the last event, EDSFair 2005, cited "access to the latest product information" as the reason for their visit. Indeed, visitors spent an average of between four and five hours at the fair, enthusiastically looking at booths and attending numerous seminars and conferences. At EDSFair 2006, we will provide even higher-value information to meet visitors' expectations.



Number of Visitors

Date	Weather	Number	Total
Jan, 27 (Thu)	Clear	5,066	—
Jan, 28 (Fri)	Clear	6,087	11,153

*Number of exhibitors: 119 Number of booths: 336

Electronic Design and Solution Fair 2005 Visitor Data

Business

Equipment mfg.	31.3%
Computer-related equipment	8.8%
Network-related equipment	3.0%
General consumer electronics	6.3%
Image-processing equipment	2.9%
Medical equipment	0.6%
Amusement	0.6%
Autos/Transportation equipment	1.5%
Machinery and precision equipment	3.5%
Other	4.1%

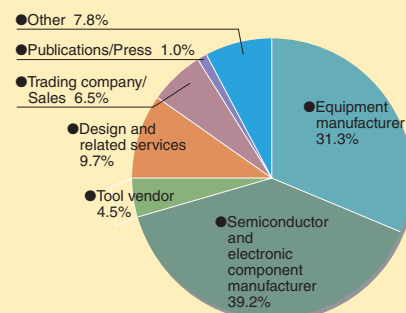
Semiconductor/Electronic component mfg.	39.2%
System LSI, ASIC, microcomputers, memories	33.7%
FPGAs, PLDs	1.0%
Displays	0.6%
Electronic components	0.9%
Printed circuit boards	0.6%
Other	2.4%

Tool vendor	4.5%
Function and logic design	0.8%
LSI design	2.1%
Printed circuit board design	0.5%
Microcomputer design	0.2%
Hardware/Board equipment	0.3%
Other	0.6%

Design and related services	9.7%
Design house	4.8%
IP provider	0.5%
IP distribution service	0.2%
Network environment	0.1%
Education/Consulting	0.7%
Software development	2.2%
Other	1.2%

Trading/Sales	6.5%
Electronic equipment	0.8%
Semiconductors	4.1%
Electronic components	0.5%
Tools	0.5%
Other	0.6%

Publications/Press	1.0%
Other	7.8%



Effective Use of Electronic Design and Solution Fair 2006

EDSFair 2006 will provide an opportunity for the industry as a whole to exhibit the latest hardware and software design solutions for advanced electronic systems and semiconductors. Exhibitors will benefit from the following advantages

Convergence of beneficial information and information on the latest trends

Transmission of information to the industry

Forum for effective communication within the industry

■ Premier Event for the Semiconductor and System Design Solutions Industry

EDSFair offers an opportunity for providers of semiconductor and system design solutions to promote their offerings directly to relevant people in the industry. In the business sense, it is a highly efficient two-day period, during which new clients can be cultivated and communications with existing clients can be enhanced.

■ Dedicated Exhibition Representing the Industry

Last year, EDSFair 2005 hosted displays by 119 exhibitors and attracted 11,153 visitors. By bringing key industry people together under one roof, EDSFair provides a forum offering numerous business opportunities.

Diverse Promotional Tools: Synergistic Benefits for Exhibitors

■ Exhibitor Seminars

These seminars provide exhibitors with opportunities to identify potential customers by maximizing synergies with booth displays. The seminars enable exhibitors to make effective presentations of their technologies and products. The content of such presentations are printed beforehand in the exhibition program, which is distributed to visitors and available on the EDSFair website.

■ Suite Demonstration Booths

These booths serve as executive-style meeting rooms, allowing exhibitors to communicate with small groups of special customers in a relaxed atmosphere. Feel free to use these booths to introduce strategic or yet-to-be-announced products to a limited audience.

■ Guidebook

All visitors to the Fair will receive, free of charge, a guidebook full of information about the event.

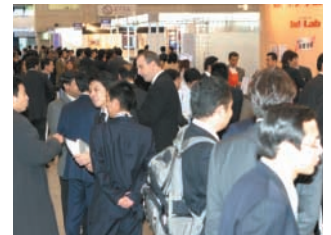
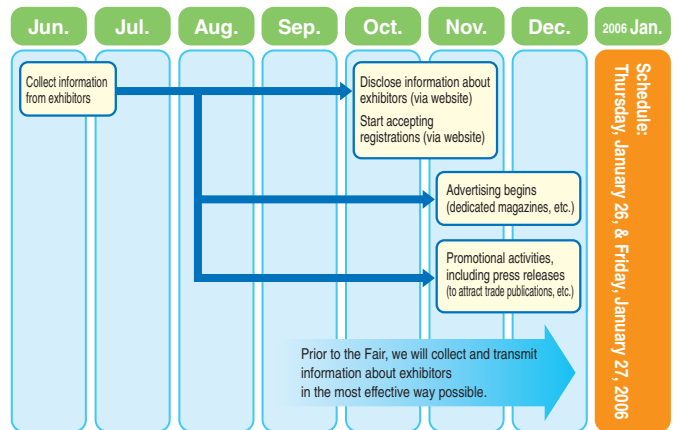
■ Official Website

The official EDSFair 2006 website contains the latest information about the Fair and its exhibitors. It also provides links to the sites of exhibitors, who thus benefit from increased business opportunities.

■ Mailings of Event and Exhibitor Information

Two months prior to the start of EDSFair 2006, information about the event and its exhibitors will be mailed to a targeted visitor audience.

■ Promotional Schedule



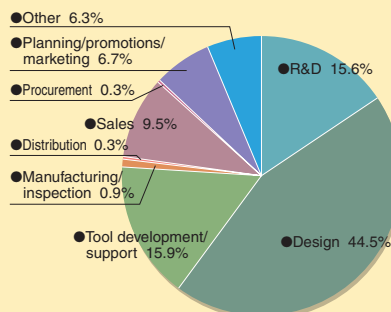
■ Occupation

R&D	15.8%
Information/EDA	9.8%
Physics/physical properties	0.9%
Applied electronics	2.9%
Other	2.0%

Tool development/support	15.9%
System design	3.2%
LSI design	8.9%
FPGA/PLD support	0.9%
Printed board design	0.8%
Microcomputer tools	0.2%
IP distribution	0.3%
ASP/network environments	0.1%
Education	0.3%
Other	1.2%

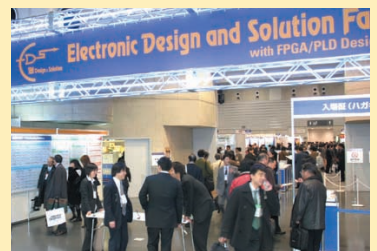
Mfg./Inspection	0.9%
Distribution	0.3%
Sales	9.5%
Procurement	0.3%
Planning/Promotions/Marketing	6.7%
Other	6.3%

Design	44.5%
System-level design/Verification	13.3%
Function (RTL) design/Verification	8.7%
Logic (Gate-level) design/Verification	2.5%
Digital IC Design	3.8%
Analog IC Design	2.7%
Test technology	1.4%
Custom IC design	1.7%
Layout verification	1.6%
FPGA/PLD design	1.9%
PCB design	1.0%
IC Package design	0.2%
SIP design	0.1%
Lithography/Mask/Process/Manufacture	0.6%
Macro IP	0.6%
Device packaging	0.3%
Software/Firmware design	2.1%
Other	2.0%



■ Objective of Visit (multiple response)

Exhibition	88.5%
Seminars/Conference	11.5%



Transportation Guide

PACIFICO YOKOHAMA & Vicinity
 1-1-1 Minatomirai, Nishi-ku, Yokohama
 200-0012, Japan
 General Information 045-221-2155
 Access Information 045-221-2166
 URL: <http://www.pacifico.co.jp>



By Train	From	Line	Time	Transfer	From	Time	Notes
By Train	Shinjuku Sta.	Tokyo Tokaido Line : Limited Express	27min.		Minato Mirai Line	3min.	
		(Connecting to Minato Mirai Line)					
By Train & Subway	Shinjuku Sta.	JR Shonan Shinjuku Line	29min.		Minato Mirai Line	3min.	From Queen's Square Yokohama Exit. Go up to 2nd floor with red escalator.
	Tokyo Sta.	JR Tokaido Line	25min.		Minato Mirai Line	3min.	From Queen's Square Yokohama Exit. Go up to 2nd floor with red escalator.
By Train & Subway	Shinagawa Sta.	Keiyo Express : Limited Express	15min.		Minato Mirai Line	3min.	From tax pool at 2nd basement of Porta shopping mall on the east exit.
		JR Yokohama Line	3min.		Minato Mirai Line	3min.	
		Tokyo Line	6min.		Minato Mirai Line	3min.	
By Train & Subway	Shin Yokohama Sta.	JR Yokohama Line	15min.		Minato Mirai Line	3min.	
		Yokohama Subway	15min.		Minato Mirai Line	3min.	

By Air	From	Line	Time	Transfer	From	Time	Notes
By Air	Narita Airport	JR Narita Express	90min.		Minato Mirai Line	3min.	
		Airport Limousine Bus	90min.		Minato Mirai Line	3min.	From Queen's Square Yokohama Exit. Go up to 2nd floor with red escalator.
By Air	Haneda Airport	Keiyo Express	24min.		Minato Mirai Line	3min.	
		Airport Limousine Bus	30min.		Minato Mirai Line	3min.	From tax pool at 2nd basement of Porta shopping mall on the east exit.

Driving To Pacifico
 (From Tokyo)

Metropolitan Expressway	Toward Yokohama Park, Yokohane Route	Minato Mirai Ramp, 3min.
	Toward Yokohama (over Bay bridge), Wangan Route	Minato Mirai Ramp, 3min.

(From Kansai or Chubu)

Tomei Expressway Yokohama Machida IC	Hodogaya Bypass, 20min. → Kariba IC	Toward Yokohama, Metropolitan Expressway, Kariba Route, 10min. → Minato Mirai Ramp, 3min.
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Parking Lot

Minato Mirai Public Parking Lot #045-221-1301	Capacity: 1,200 (Standard-sized cars only)	Open 24 hours	Rates: Standard-sized car ¥260/30min. (¥1,300 for max. 15hours between 8 and 23 on weekdays.)
Bus/Large Vehicles Parking Lot #045-221-1302	Capacity: 40	Open 24 hours	Rates: Large vehicle ¥500/30min.

EDSFair2005 Exhibitors List

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|-------------------------------------|---|---|
| Actel Japan K.K. | IPCORE Technologies | RYOYO ELECTRO CORPORATION |
| AET Japan, Inc. | Artlogic Inc. | Semiconductor Technology Academic Research Center |
| Agilent Technologies Japan, Ltd. | ISHIZUE Design Automation Corp. | Advanced SoC Platform Corporation |
| Altima Corp. | ITOCHU TECHNO-SCIENCE Corporation | Sequence Design KK |
| Altium Japan K.K. | Network Appliance Japan KK | Sierra Design Automation KK |
| Ansoft Japan K.K. | Sun Microsystems K.K. | SILICON DESIGN SYSTEMS, INC. |
| Applied Simulation Technology, Ltd. | IVIS Co., Ltd. | Silicon Integration Initiative (SI2) |
| Applistar Corporation | Japan Novel Corporation | SiliCon sortium, Ltd. |
| ARM KK | ACE Associated Compiler Experts by | Digian Technology Inc. |
| ASTRON, Inc. | Jasper Design Automation, Inc. | Steady Design Co., Ltd. |
| Cadence Design Systems, Japan | Jedat Inc. | Test Research Laboratories Inc. |
| Innotech Corporation | K.K.ROCKY | Silvaco Japan Inc. |
| CATS Co., Ltd. | Kanematsu Electronics Ltd. | SK-Electronics Co., Ltd. |
| Celoxica Japan K.K. | KeyBridge, Inc. | SOLITON SYSTEMS K.K. |
| CoWare K.K. | Lattice Semiconductor KK | StarCore LLC |
| CQ Publishing Co., Ltd. | Library Technologies, Inc. | Sumisho Electronics Co., Ltd. |
| CYBERNET SYSTEMS CO., LTD. | LSI Logic K.K. | AmmoCore Technology, Inc. |
| DAIHEN Corporation | Macnica Networks Corp. | Aprio Technologies |
| CAST Inc. | Magma Design Automation Co., Ltd. | Averant Inc. |
| DAIKIN INDUSTRIES, LTD. | Marubeni Solutions Corp. | Carbon Design Systems |
| D-CLUE Technologies CO., Ltd. | MatrixOne K.K. | FishTail Design Automation Inc. |
| Dempa Publications, Inc. | NS Solutions Corporation | Pulsic Limited |
| Denali Software K.K. | Mentor Graphics Japan Co., Ltd. | Xpedion Design Systems, Inc. |
| Forte Design Systems K.K. | MISH International Co., Ltd. | Summit Design Japan Co., Ltd. |
| FUJITSU LIMITED | MITSUBISHI ELECTRIC ENGINEERING COMPANY LIMITED | Synplicity K.K. |
| Fulhua Microelectronics Corp. | NEC Electronics Corporation | System Fabrication Technologies, Inc. |
| GAIO TECHNOLOGY CO., LTD. | Nihon Eve K.K. | Takumi Technology KK |
| Golden Gate Technology | Nihon Synopsys Co., Ltd. | Tanner Research Japan K.K. |
| GRAPHIN CO., LTD. | Nihon Tera Systems, K.K. | TATENO DENNOU, INC. |
| hd Lab, Inc. | NIHON TransEDA KK | Catalyst Enterprises, Inc. |
| Innotech Corporation | Nikkei Business Publications, Inc. | GIDEL, LTD. |
| BindKey Technologies, Inc. | NIPPON SYSTEMWARE CO., LTD. | Tenison EDA |
| ChipVision Design Systems Inc. | Novafrow, Inc. | Tensilica K.K. |
| Jazz Semiconductor | Novas Software, Inc. | TOKYO ELECTRON DEVICE LTD. |
| Oridus Inc. | Silicon Canvas, Inc. | TOOL CORPORATION |
| PDF Solutions, Inc. | NTT Advanced Technology Corporation | TOSHIBA CORPORATION Semiconductor Company |
| Sagantec | Oki Network LSI Co., Ltd. | VeriSilicon, Inc. |
| Sonics, Inc. | Platform Computing KK | Verisity Design K.K. |
| Target Compiler Technologies | PROTOTYPING Japan Corp. | ZUKEN Inc. |
| TriCN, Inc. | Reed Business Information Japan K.K. | |

Sponsor: Japan Electronics and Information Technology Industries Association (JEITA)

Mitsui Sumitomo Kaijo Bldg. Annex
 11, Kanda-Surugadai 3-chome, Chiyoda-Ku, Tokyo 101-0062, Japan

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To protect the environment, this booklet is printed on 100% recycled paper with non-VOC inks (containing no Volatile Organic Compounds), by a waterless printing method that generates no harmful wastewater.