



EDSFair2011 Nov. Exhibitor

- A** F-18 AET, INC.
- F-10** Aldec-Japan K.K.
- F-22** Applistar Corporation
- The DINI Group
- ECA-003** A-R-Tec Corp.
- Kobe University Nagata Lab.
- Hiroshima University Yoshida Lab.
- J-007** Artgraphics
- J-001** ASTRON, Inc.
- F-13** AT DESIGN LINKS CORPORATION
- Accelion Technologies, Inc.
- F-11** ATE Service Corporation
- F-24** AtopTech Co., Ltd
- F-31** Atrenta KK
- F-26** AWR Japan Co., Ltd.
- ECA-006** Berkeley Design Automation, Inc.
- ECA-005** Blue Pearl Software, Inc.
- F-29** CALYPTO DESIGN SYSTEMS, K.K.
- F-09** Carbon Design Systems Japan K.K.
- ECA-008** CircuitSutra Technologies Pvt Ltd
- F-05** CM Engineering Co., Ltd
- F-17** CYBERNET SYSTEMS Co., Ltd.
- F-25** CyberTec Inc.
- D** **ECA-005** Jasper Design Automation
- DOCEA POWER
- HD Lab
- F-12** Dorado Design Automation, Inc.
- F-21** FORTE DESIGN SYSTEMS
- F-08** FUJITSU LIMITED
- G** **J-006** Gem Design Technologies, Inc.
- F-30** GLOBALFOUNDRIES
- UI-011** Graduate School of IPS, WASEDA Univ.
- UI-010** Higami and Takahashi Laboratory, Ehime University
- UI-012** Hiroshima University, Laboratory of Algorithm Engineering
- F-33** IBIS QualityFramework EDA Standard WG
- F-36** INNOTECH CORPORATION
- Arteris Inc.
- Calypto Design Systems, Inc.
- Duolog Technologies Ltd.
- KERNELON SILICON Incorporated
- Menta S.A.S.
- MoDeCh Inc.
- Target Compiler Technologies N.V.
- TowerJazz (Tower Semiconductor Ltd. Jazz Semiconductor Inc.)
- Transwitch Corporation
- F-01** IVIS Co., Ltd.
- ECA-007** Japan Circuit Co., Ltd.
- J-008** Jedat Inc.
- K** **F-04** KANEMATSU ELECTRONICS LTD.
- J-003** Keirex Technology Inc.
- Trigenex Semiconductor, Inc.
- UI-013** Kyushu Institute of Technology, Nakamura Laboratory
- ECA-004** Magilem Design Services
- J-005** Mathematical Systems Inc.
- ECA-010** MathWorks Japan
- F-37** MENTOR GRAPHICS JAPAN CO., LTD.
- ECA-009** Methodics, Inc.
- F-19** MunEDA GmbH
- F-20** NANGATE

ET2011 Exhibitor

- F-35** Nihon EVE K.K.
- F-15** Nihon Synopsys G.K.
- F-06** NIMBIC, INC. (Formerly PHYSWARE INC)
- F-07** ProPlus Design Solutions KK
- J-002** PROTyping Japan Corp.
- KAISeMI, Inc.
- IRIS Technologies, Inc.
- CredDist, Inc.
- ASIP Solutions, Inc.
- WIZnet Co. LTD.
- F-02** Pulsic Japan Limited
- F-27** Real Intent, Inc.
- F-34** Semiconductor Technology Academic Research Center
- F-24** AtopTech Co., Ltd
- F-31** Atrenta KK
- F-26** AWR Japan Co., Ltd.
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- A-02** Axell Corporation
- B-11** BRYCEN CO., LTD.
- B-33** BUFFALO INC.
- D-18** By Three Projects Co., Ltd.
- A-04** CANON SOFTWARE INC.
- B-51** CATS CO., LTD.
- C-12** CCBNET (Chugoku-region Cloud-Business Promotional Network)
- E-21** City of Niigata
- D-16** CM Engineering Co., Ltd.
- F-05** Cognovo Limited
- E-26** Communication Technology Inc.
- B-30** COMPUTEX CO., LTD.
- B-22** CORE CORPORATION
- B-32** COSMO CO., LTD.
- B-21** Coverity, Inc.
- E-24** CQ Publishing Co., Ltd.
- V-003** CRI Middleware Co., Ltd.
- D-27** Cyber Com Co., Ltd.
- C-01** Cypress Semiconductor
- D-09** DAINIPPON SCREEN MFG. CO., LTD.
- B-24** Data Technology Inc.
- E-05** DEMPMA PUBLICATIONS, INC.
- D-47** Digi International K.K.
- D-08** DNV Business Assurance, Japan
- D-11** dSPACE Japan K.K.
- B-45** Dyna Comware Corporation
- E** **V-007** Embeck Co., Ltd.
- V-010** EMPRESS DATA SYSTEMS INC.
- C-17** eSOL Co., Ltd.
- V-002** eSOL embex Inc.
- D-25** EvoTech Inc.
- E-27** Flash Support Group, Inc.
- B-29** Flataok Co., Ltd.
- C-07** Fontworks Inc.
- D-36** Fujitsu Corp.
- D-32** FUJITSU Group
- FUJITSU SEMICONDUCTOR LIMITED
- FUJITSU SOFTWARE TECHNOLOGIES LIMITED
- FUJITSU MIDDLEWARE LIMITED
- G** **D-33** GRAPE SYSTEMS INC.
- H** **E-15** Hagiwara Electric Co., Ltd.
- A-12** Hagiwara Solutions Co., Ltd.
- A-14** HCL JAPAN LTD.
- D-38** Heartland. Data Co., Ltd.
- D-28** HIGHTECHSYSTEMS Co., Ltd.
- E-12** Hitachi Advanced Digital, Inc.
- D-34** Hitachi Information & Communication Engineering, Ltd.
- E-08** Hitachi Solutions, Ltd.
- E-16** Hitachi ULSI Systems Co., Ltd.

- C-10** Hitachi Zosen Corporation
- V-011** Hybrid Recognition Technologies Ltd.
- I** **D-04** IGEEL CO., Ltd.
- D-35** Imagination Technologies KK
- B-14** INCOM Co., Ltd.
- E-31** INFORMATION-TECHNOLOGY PROMOTION AGENCY, JAPAN
- A-15** INNOTECH CORPORATION
- A-01** Intel K.K.
- Advantech Co., Ltd.
- American Megatrends Inc.
- ASAHI ELECTRONICS CO., LTD.
- Axell Corporation
- DUX Inc.
- Emerson Japan, Ltd.
- INNOTECH CORPORATION
- Interface Corporation
- LinX Corporation
- McAfee Co., Ltd.
- Microsoft Japan Co., Ltd.
- Okaya Electronics Corp.
- OMRON Corporation
- PFI LIMITED
- Phoenix Technologies Ltd.
- Protech Japan Co., Ltd.
- ROHM Co., Ltd.
- Ryojo Electro Corporation
- TOKYO ELECTRON DEVICE LTD.
- UNIDUX INC.
- VITEC Co., Ltd.
- B-16** INTERFACE CO., LTD.
- C-23** Interface Corporation
- C-11** Irrepid Control Systems Japan, KK
- B-34** IT Verification Industry Association
- E-37** IAccess Co., Ltd.
- B-29** ITEM Publications
- C-06** IWATA CORPORATION
- E-09** Japan Android Group
- B-49** Japan Electronics Packaging and Circuits Association
- B-07** Murata Manufacturing Co., Ltd.
- D-12** Japan Kyastem Co., Ltd.
- A-13** JAPAN NOVA SYSTEMS CO., LTD.
- B-25** Japan Novel Corporation
- C-14** Japan Science and Technology Agency, DEOS Project
- C-15** Japan Science and Technology Agency, Research Area for dependable VLSI
- B-03** JEPCO
- C-22** The Powerful Companies of Embedded System from Kansai
- D-31** KDDI CORPORATION
- Ecomott Inc.
- Sanden Corporation
- Seiko Instruments Inc.
- YASKAWA INFORMATION SYSTEMS Corporation
- D-03** Kyoto Microcomputer Co., Ltd.
- D-07** Kyushu Pavilion
- Embedded System Association of Kyushu
- FUKUOKA CITY
- B-10** Lauterbach Japan, Ltd.
- B-26** LeCroy Japan Corporation
- B-13** LETHCO Co., Ltd.
- E-11** LIM Corporation
- D-09** Kyushu Pavilion
- D-08** Kyoto Microcomputer

- E-01** Lineo Solutions, Inc.
- A-08** LinX Corporation
- A-12** Logitec INA Solutions Co., Ltd.
- D-43** Marubeni Information Systems Co., Ltd.
- B-20** MARUBUN CORPORATION
- B-41** Matsubara Corporation
- F-37** MENTOR GRAPHICS JAPAN CO., LTD.
- A-07** Micrel Semiconductor Japan, KK
- D-44** MICROCHIP TECHNOLOGY Japan K.K.
- B-23** MicroSoft Japan Co., Ltd.
- AKITA ELECTRONICS SYSTEMS CO., LTD.
- AVALDATA CORPORATION
- COMRADE Corp.
- Dell Japan Inc.
- Digi International K.K.
- FUJITSU SOFTWARE TECHNOLOGIES LIMITED
- Interface Corporation
- OKAYA ELECTRONICS CORP.
- OMRON Corporation
- Renesas Electronics Corporation
- Ricoh Company, Ltd.
- Ryojo Electro Corporation
- SATORI ELECTRIC CO., LTD.
- Something Precious, Inc.
- TOKYO ELECTRON DEVICE LIMITED
- Unidux Inc.
- YASKAWA INFORMATION SYSTEMS Corporation
- Yokogawa Digital Computer Corporation
- D-46** MITSUBISHI ELECTRONIC ENGINEERING CO., LTD.
- A-19** MONTA VISTA Software Japan, Inc.
- CSI, Inc.
- Ctec, Inc.
- TECHNOPRO ENGINEERING, Inc.
- C-07** Monotype Imaging K.K.
- E-13** MontaVista Software Japan, Inc.
- C-08** Morisawa Inc.
- B-39** MOTOYA CO., LTD.
- B-32** Murata Manufacturing Co., Ltd.
- E-18** Nagano Japan Radio Co., Ltd.
- B-12** Nagoya Municipal Industrial Research Institute
- V-009** NALTEC, INC.
- nanoconnect, Inc.
- D-23** NEC Software Tohoku, Ltd.
- A-10** NIHON DATA SYSTEMS, INC.
- F-15** Nihon Synopsys G.K.
- D-16** Niigata Industrial Creation Organization (NICO)
- City of Niigata
- B-19** Nikkei Business Publications, Inc.
- E-06** NIPPON PRIMEX INC.
- A-06** Nissin Systems Co., Ltd.
- Lantronix Japan Co., Ltd.
- A-11** NMR Corporation
- D-13** NTT Electronics Corporation
- C-02** NXP Semiconductors Japan Ltd.
- C-12** OmniVision Technologies, Inc.
- E-36** Open Embedded Software Foundation
- ALPHA SYSTEMS INC.
- Atmark Techno, Inc.
- GIOT
- ISB Corporation
- IT Access Co., Ltd.

- D-21** P&A Technologies Inc.
- E-14** Panasonic Corporation
- A-09** PFI LIMITED
- B-04** Plum Systems Inc.
- V-001** Portwell Japan, Inc.
- R** **V-004** Reactive Systems Inc.
- B-52** Renesas Electronics Corporation
- D-22** Renesas Northern Japan Semiconductor, Inc.
- B-31** Research Group of Embedded Technology, IEC, CPITC
- E-30** REVSONIC Corporation
- B-38** RICOH COMPANY, LTD.
- B-18** Royal Danish Embassy
- E-25** Sangyo Times, Inc.
- A-16** Sanritz Automation Co., Ltd.
- A-18** SATORI ELECTRIC CO., LTD.
- E-10** SGS Japan Inc.
- B-02** Shikino High-Tech Co., Ltd.
- B-40** SHOSHIN CORPORATION
- D-28** Sigma Designs Japan, KK
- E-39** Silicon Image, Inc.
- E-20** Silicon Linux Co., Ltd.
- D-29** SJC Co., Ltd.
- B-07** Skills Management Association
- B-44** Skyley Networks, Inc.
- C-19** Sophia Systems Co., Ltd.
- Sohwa Corporation Ltd.
- D-40** SparxSystems Japan Co., Ltd.
- D-41** SPINNAKER SYSTEMS INC.
- F-14** SPRINGSOFT K.K.
- D-09** StarBridge, Inc.
- C-05** STMicroelectronics
- C-03** Taiwan Pavilion
- Taipei Computer Association
- BOLYMIN, INC.
- IBASE TECHNOLOGY INC.
- ICOP I.T.G. INC.
- InnoDisk Corporation
- LEX Computech Co., Ltd.
- NuvoTon Technology Corporation
- B-09** TDK group
- B-50** TechMatrix Corporation
- D-37** Techno Mathematical Co., Ltd.
- D-45** T-Engine Forum
- D-20** TEPCO UQUEST, LTD.
- C-18** Texas Instruments Japan Limited
- ADWIN CORPORATION
- Animo Limited
- Brains Corporation
- Chip One Stop, Inc.
- Computex Co., Ltd.
- eForce Co., Ltd.
- eSOL Co., Ltd.
- Hosiden Corporation
- IAR Systems K.K.
- LOSTEKA, Inc.
- Oki Information Systems Co., Ltd.

- D-19** Tohto C-tech Corporation
- D-14** TOKAI-SOFT Co., Ltd.
- D-06** TokushuDenshikairo Inc.
- B-48** TOKYO KEIKI INC.
- B-06** Tokyo Metropolitan Industrial Technology Research Institute
- F-16** TOPPERS/SESSAME Pavilion
- TOPPERS
- Society of Embedded Software Skill Acquisition for Managers and Engineers
- Afrel Co., Ltd.
- A.I. Corporation
- BACKSLASH DESIGN CO., LTD.
- ESP-Planning Corporation
- NEC Communication Systems, LTD
- Sunny Giken Inc.
- TOKAI-SOFT Co., Ltd.
- Toshiba System Technology Corporation
- witz corporation
- V-005** TOPS Systems Corp.
- E-34** TOSHIBA Group
- Toshiba Semiconductor & Storage Products Company
- TOSHIBA INFORMATION SYSTEMS (JAPAN) CORPORATION
- TOSHIBA PERSONAL COMPUTER SYSTEM CORPORATION
- TOSHIBA DIGITAL MEDIA ENGINEERING CORPORATION
- B-26** TOYO Corporation Protocol Solution Group
- E-03** TOYO Corporation Software Solution
- D-20** Tripod Works Co., Ltd.
- E-35** Ubiquitous Corporation
- D-15** ULTRA-X ASIA PACIFIC INC.
- E-04** Wave Technology Co., Ltd.
- F-32** Xilinx K.K.
- TOKYO ELECTRON DEVICE LTD.
- Avnet Japan Co., Ltd.
- FUJITSU ELECTRONICS INC.
- PALTEK CORPORATION
- NXP Semiconductors Japan Ltd.
- Smart Japan Alliance
- TEPCO UQUEST, LTD.

- D-24** YASKAWA INFORMATION SYSTEMS Corporation
- A-20** YOKOHAMA PAVILION
- C-21** YOKOHAMA PAVILION
- AR'S CO., LTD.
- Balance, Inc.
- Falcon Denshi K.K.
- FUJITSU Microelectronics Solutions Limited
- Genesys Corp./Yokohama India Centre
- H&L Engineering Inc.
- HD Lab, Inc.
- Inter Mind Inc.
- JFP, Inc.
- K-Engineering Co., Ltd.
- NEC Embedded Products, Ltd.
- Network21, Inc.
- SAXA System Engineering, Inc.
- Sunrise Advanced Engineering Co., Ltd.
- YAMAGATA-CHINO Corporation
- D-30** ZUKEN ELMIC, INC.

Industry-Academia Collaboration Promotion Pavilion

- UI-003** Center for Embedded Computing Systems, Nagoya University
- UI-001** EDAMIHIRO Laboratory and TAKADA Laboratory, Graduate School of Information Science, Nagoya University
- UI-009** Imai and Takeuchi Laboratory Graduate School of Information Science and Technology Osaka University
- UI-005** Iwate Prefectural University Iwate-Monodukuni Software/Combined Technology Center
- UI-002** Japan Advanced Institute of Science and Technology (JAIST)
- UI-008** Kyushu Institute of Technology
- UI-004** Nihon University, Nakamura and Takahashi Laboratory Mochizuki Laboratory
- UI-007** Sendai National College of Technology
- UI-006** Signal Processing Application Laboratory, Kanagawa Institute of Technology

Smart Energy & Embedded Technology

- E-Event Organizer Corner**
- Mazda Motor Corporation
- Toyota Gas Co., Ltd.
- Project Corner**
- City of Kitakyushu
- Fukuoka Smart House Consortium
- Keihanna Eco City
- Toyota City Low-Carbon Society Verification Promotion Council
- YOKOHAMA CLIMATE CHANGE PREVENTION YOKOHAMA SMART COMMUNITY
- Exhibitor Corner**
- Advant Inc.
- City of Fukuoka
- Data Technology Inc.
- KYOEI ELECTRONICS CO., LTD.
- MCM Japan Ltd.
- NXP Semiconductors Japan Ltd.
- Smart Japan Alliance
- TEPCO UQUEST, LTD.

11.16
[wed]

Invited Lecture	
L-1	10:00 - 11:00 Conference Center 5F[501+502]
From Data To Knowledge, and To Business Opportunity - Collaborating For An Intelligent Age -	
Ton Steenman Vice President, Intel Architecture Group General Manager, Intelligent Systems Group Intel Corporation	
Keynote Session	
K-1	12:30-13:30 Conference Center 5F[501+502]
Model-based Development: An enabler of the birth of SKYACTIV Technology	
Yasuhiro Harada Program Manager Powertrain Development Div. Mazda Motor Corporation	
Special Lecture	
S-1	16:00-17:00 Annex Hall[F205+F206]
Issues and Policy Development on Embedded System Industry	
Jun Takahashi Director of Information Services Industry Division Commerce and Information Policy Bureau Ministry of Economy, Trade and Industry	

Panel Session	
P-1	14:00-16:00 Conference Center 5F[501+502]
PGA design technology for the 28nm age based on ultrafast transceiver and ARM core -What is needed to make use of FPGA, which is being advanced for high-speed transmission and SoC? - [Moderator] Shun-ichi Nakayama [Executive Director, Crossmedia Dept., CQ Publishing Co. Ltd.] [Panelists] Yukihiko Tachibana [Marketing Manager, Marketing Div, Xilinx K.K.] Nobuo Horuchi [Director, Marketing, Altera Japan Ltd.] Tomonori Asada [Specialist, Modality Core Group Hardware Engineering Department, Toshiba Medical Systems Engineering Co.,Ltd.] Masahiko Yoshizawa [Director, Communication System Dept.1., Hitachi Information & Communication Engineering, Ltd.] Koichi Sato [System Solution Technology R&D Lab, KONICA MINOLTA TECHNOLOGY CENTER,INC.]	
Anniversary Session	
A-1	13:00-15:00 Annex Hall[F205+F206]
Commemorative speech for 10th anniversary of ET held in Yokohama -Advanced strategy for a smart grid in Yokohama - • 13:00-13:25 IT business development policy of Yokohama City Seiji Murozono [Director, Economic Affairs Bureau Growth Strategy Promotion Department, City of Yokohama] • 13:25-13:50 Yokohama Smart City Project (YSCP) Naoshi Nagura [Manager, Climate Change Policy Headquarters, City of Yokohama] • 13:50-14:15 Approach of Nissan Motor Co., Ltd. for Yokohama Smart City Project (YSCP) Haruhiko Kondo [Senior Manager, Technology Planning Department, Planning and Advanced Engineering Development Division, Nissan Motor Co., Ltd.] • 14:15-14:40 Verification of demand side management using energy storage Akiyo Ueda [Manager, Corporate Division For Promoting Systems & Equipment Business, Panasonic Corporation] • 14:40-15:00 Participation of small and medium-sized enterprises in Yokohama Smart City Project Tadahito Takahashi [Chairman of the Board, President, PALTEX Corporation]	
Technical Session	
TS-1	10:00-11:30 Conference Center 4F[416+417]
How to Use USB3.0 Yoshi Tsuji [Manager, Technical Division, LeCroy Japan Corporation]	
TS-2	12:00-13:30 Conference Center 4F[416+417]
Increased Applications of GPU with GPGPU Kazuaki Murakami [Professor, Graduate School of Information Science and Electrical Engineering, Kyushu University]	

TS-3	
14:00-15:30 Conference Center 4F[416+417]	
How to apply software engineering in the development field - Development process and quality quantification trial Masayuki Hirayama [Professor, College of Science and Technology, Nihon University]	
Design and Validator Track	
DVT-1	10:00-10:45 Annex Hall[F204]
"Embedded system developer and Drucker's ..." - Innovation that makes projects successful - Meika Sugimoto [Manager, Electronics division, FujitsuSubi Corp.]	
DVT-2	11:00-11:45 Annex Hall[F204]
To what extent can modeling be expressed? - Future modeling expression using Argo Embetics - Hideyuki Sugawara [Technical Manager, Argo Solutions Co.,Ltd.]	
DVT-3	12:00-12:45 Annex Hall[F204]
UML for beginners: a practical idea - Starting the bottom-up and top-down approach with existing C/C++ code analysis - Takeshi Kouno [CEO, Spansystems Japan Co.,Ltd.]	
DVT-4	13:00-13:45 Annex Hall[F204]
Applying Cloud Technology to Improve Efficiency of Software Development - Improve efficiency, optimize, and automate for high-quality software development - David Rosen [Product Evangelist, Marketing, Electric Cloud, Inc.]	
DVT-5	14:00-14:45 Annex Hall[F204]
Model Based Development for EV, HEV and Smart Energy - Application of MBDD to develop motors, batteries and digital power supplies - Takashi Miyano [Director, Engineering Department, dSPACE Japan K.K.]	
DVT-6	15:00-15:45 Annex Hall[F204]
Strategic embedded software modeling - Using a model for software life cycles - Masahiko Watanabe [CTO, CATS Co., LTD.]	
DVT-7	16:00-16:45 Annex Hall[F204]
Verification of System Specifications using Model Based Development - Introduction of Modeling and Simulation Techniques - Masami Yamashita [APAC Business Development Manager, System Software Division-SSG, Intel Corporation]	

DSP Track	
D-1	10:00-12:00 Annex Hall[F202]
Software Development Tools Fundamentals - Software development using Code Composer Studio v5.1 - Tsutomu Furuse [Engineering Leader, Central Application, Marketing & Application, Sales & Marketing, Texas Instruments Japan Limited]	
D-2	13:00-13:45 Annex Hall[F202]
TI DSP product lineup and development support environment Takeshi Izaki [Manager, Marketing & Application Sales & Marketing, Texas Instruments Japan Limited]	
D-3	14:00-14:45 Annex Hall[F202]
Introduction to controlling smart energy systems using DSP - Development techniques utilizing a model base - Soichiro Nakamura [Technical Manager, Smart Energy Laboratory]	
D-4	15:00-15:45 Annex Hall[F202]
Digital Power Supply Development Using dsPIC® DSC Yuichi Ishihama [Field Applications Engineer, Microchip Technology Japan KK]	
Special Session	
S-1	10:00-12:00 Annex Hall[F205+F206]
Human Centered Design Form 2011 - Usability and Case study for Embedded Software - • 10:00-10:25 HCD Case Study of JVC KENWOOD: How to describe the user's utilization status Rika Waida [Instructor, Design, Brand strategy Operation, Strategic Marketing Planning Division, JVCKENWOOD corporation] • 10:25-10:50 HCD in Advanced Design Akira Hatta [President, softdrive inc.] • 10:50-11:15 HCD approach for mobile phone development Hiroyuki Takekawa [Director, Business Development, Media Cute Corp.] • 11:15-11:40 Rico's HCD practice - Case study on teleconference system development Ryuichi Shimamura [Specialist, Corporate Design Center, Ricoh Company, LTD.] • 11:40-12:00 Future Human Centered Design Approach Kazuhiko Yamazaki [Professor, Department of Design, Faculty of Engineering, Chiba Institute of Technology]	

C-2	
10:00-12:15 Conference Center 5F[503]	
Android Stage - Android Blasts Off! On Stage - [Moderator] Kazuhiko Iwai [Coordinator, Marketing Working Group, Open Embedded Software Foundation]	
Masataka Miura [Chairman, Open Embedded Software Foundation] Norisuna Imamura [Chief Technical Officer, OSEF Open Laboratory, Open Embedded Software Foundation] Tsuechi Mitsuoka [Coordinator, Education Working Group, Open Embedded Software Foundation] Ren Egawa [Coordinator, Smart House Working Group, Open Embedded Software Foundation] Daikoku Ito [Coordinator, Test & Certification Working Group, Open Embedded Software Foundation] Tatsuki Sekine [Executive Director, International Operations, Open Embedded Software Foundation]	
C-3	
12:30-14:45 Conference Center 5F[503]	
Android has changed the future of Japanese industry • 12:30-12:50 The present and future of Android Tomoto Watanabe [Embedded System Architect, Tonchitdot corporation] • 12:50-13:10 Introduction of a radiation observation system using an Android device and Cloud computing MicHihiro Imaoka [Imaoca Engineering Office] • 13:20-13:40 AndyLib for Android Robot Control Masafumi Terazono [CEO, Head Office, Re:Koyo-System Co.,Ltd.] • 13:40-14:00 Latest trends of Google TV Akira Sasaki [President, Mobile, GClue, Inc.] • 14:05-14:25 Introduction to Android Tablet Development - What you can do using the Tablet - Masahiro Hidaka [Panasonic AVC Multimedia Software Co., Ltd.] • 14:25-14:45 Impact of Android+NFC Yoshihiko Sugimoto [CEO, BrilliantService]	
C-4	
15:00-17:00 Conference Center 5F[503]	
OSS Licenses - The actual strategies and issues in dispute Toshiaki Ebata [Legal Working Group, Opensoftware Center, IPA / Workbrain Japan KK] Kiyotaka Inaba [Legal Working Group, Opensoftware Center, IPA / Ricoh Company, Ltd.] Hiroshi Kamiyama [Legal Working Group, Opensoftware Center, IPA, Attorney at Law / Patent Attorney, Hibiya Park Law Offices]	

JASA Technological Headquarters Seminar	
JG-1	10:00-10:20 Conference Center 3F[304]
[OSS Utilization Committee] Embedded virtualization technology metrics and interim results on performance evaluation	
JG-2	10:30-11:00 Conference Center 3F[304]
[Platform Research Group] New platform proposal for robot and control system development	
JG-3	11:15-12:00 Conference Center 3F[304]
[State Transition Design Research Group] Introduction of practical guide for SPLÉ using state transition tables	
JG-4	12:15-13:45 Conference Center 3F[304]
[Hardware Research Group] "Explore the future of Japan's embedded system industry" (Five themes to pass on to the next generation) "Embedded system industry" within the overall electronics/electronics system industry -Is "embedded hardware" marketable in the embedded system industry? Strength of Japan's embedded system industry How best to develop embedded hardware engineers Embedded system industry's market potential in the future	
JG-5	14:00-15:00 Conference Center 3F[304]
[Embedded System Quality Improvement Committee] Issues regarding implementation quality of embedded software - Report on the status of tool utilization -	
JG-6	15:15-17:15 Conference Center 3F[304]
[Safety Improvement Research Committee, Product Safety WG] How to deal with ISO26262 and How to use A-SPICE Overview and how-to of ISO26262 and Automotive SPICE Kazunari Buchi [Marketing Director, Consulting Division, BUSINESS CUBE & PARTNERS, INC.] Key points for ISO26262 certificate Masahiko Takachi [Manager, Functional Safety Dept., DNV Business Assurance Japan KK] Established background of Nippon SPICE Network and trends of SPICE community in the world Fumiaki Kono [Manager, Chassis Control Development Dept. Sect. 1, ADVICS Co.,LTD.]	

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Keynote Session	
K-2	10:00-11:00 Conference Center 5F[501+502]
Approach of Tokyo Gas for building Smart Energy Networks - Energy conservation and CO2 reduction realized through integrated control of electric power and thermal networks -	
Hisao Watanabe Senior Executive Officer, Chief Executive of Technology Development Division Tokyo Gas Co., Ltd.	
Special Lecture	
S-2	12:30-13:30 Conference Center 5F[501+502]
Embedded system technology in the fourth generation mobile communication environment	
Ken Sakamura Professor, Interfaculty Initiative in Information Studies Graduate School of Interdisciplinary Information Studies The University of Tokyo	
EDSFair×ET Special Collaborating Session	
W-1	10:00-12:00 Conference Center 5F[503]
Advanced virtual system development and SW development solution changing the world - Seamlessly integrate SW/system/semiconductor development - [Lecturer] Dr. Aart de Geus [Chairman and CEO, Synopsys, Inc.] Mr. Bob N. Ueyama [Executive Vice President, eSOL Co., Ltd.] Mr. Shigeo Suzuki [Senior Staff Engineer, Software Platform Technology Development Div.2., CANON INC.] Mr. Shigeru Kuroyanagi [General Manager, Automotive Software Engineering Div., TOYOTA MOTOR CORPORATION] [Moderator] Mr. Ikutaro Kojima [Senior Editor, Tech-On!, Nikkei Business Publications, Inc.]	

Panel Session	
P-2	14:00-16:00 Conference Center 5F[501+502]
Building a new age business model and embedded system technology to support it - Technology integrated through open innovation and cloud computing - [Moderator] Masahiko Watanabe [CTO, CATS Co., LTD.] [Panelists] Yoshihiko Takeda [Deputy Division Head, Information Systems Division, SOFTBANK BB Corp.] Kichiro Tamaru [Software Engineering Center (SEC), Information-technology Promotion Agency, Japan] Akira Yamagami [Head of Financial Consulting and Global Services, Financial Services Consulting, NTT Data Institute of Management Consulting Inc.] Masaki Yamamoto [Director / Designated Associate Professor, Center for Embedded Computing Systems, Nagoya University, Graduate School of Information Engineering, Department of Information Engineering]	
Technical Session	
TS-4	10:00-11:30 Conference Center 4F[416+417]
Pursuit of Traceability Using XDDP Do you know? The RISK Involved in using of Open Source Software for embedded development. Tadao Yamanouchi [Executive Officer & General Manager, Business Infrastructure Department, AVSYS CORPORATION]	
TS-5	12:00-13:30 Conference Center 4F[416+417]
Analyzing Android from the Linux kernel Tetsuyuki Kobayashi [Riyoto Microcomputer Co.,Ltd.]	
TS-6	14:00-15:30 Conference Center 4F[416+417]
Key to success of embedded product development using Linux - Reducing risk of embedded system development using OSS - Shiro Kiuchi [Director of Engineering, Engineering, MontaVista Software Japan, Inc.]	
Design and Validator Track	
DVT-8	10:00-10:45 Annex Hall[F204]
Do you know? The RISK Involved in using of Open Source Software for embedded development. Takashi Shigeishi [Group Leader, Sales Planning & Marketing Division, Toshiba Infomations systems(JAPAN)corporation]	
DVT-9	11:00-11:45 Annex Hall[F204]
Verification of Automotive Systems Using Virtual HiLS and Functional Safety Solutions Considering Advanced Fault-Injection Methods Kenro Yasuda [Field Application Engineer, System Level Solutions Group, Nihon Synopsys G.K.]	
DVT-10	12:00-12:45 Annex Hall[F204]
Prevent Java Programming Mistakes during Android Application Development Koji Sasaki [WEB SOLUTION TECHNOLOGY SERVICE DIV. DEVELOPMENT BASIS SERVICE DEPT., FUJITSU SOFTWARE TECHNOLOGIES LIMITED]	
DVT-11	13:00-13:45 Annex Hall[F204]
Perfect anatomy! The challenge of platform type software development - The increasingly complex Android system! Tuning the performance of Java/Multicore SMP - Toshiyuki Yamada [General Manager, Embedded Products Business Unit, Yokogawa Digital Computer Corporation]	

DVT-12	
14:00-14:45 Annex Hall[F204]	
The Concept and Practice for Testing Multi-Tasking Real-time Systems Masahiro Shukuguchi [Chief Consultant, Research & Consultation Services, eSOL Co., Ltd.]	
DVT-13	
15:00-15:45 Annex Hall[F204]	
Multicore System Development with Open Source and Performance Analysis Tatsuya Ohigashi [Professional Service Manager, WW Embedded Systems Channel, Mentor Graphics Japan Co.,Ltd.]	
DVT-14	
16:00-16:45 Annex Hall[F204]	
The Most Recent Status of Debugging for Multicore Systems - Evolution of the on-chip debugging functions and OS level debugging - Kunihiko Tsuji [General Manager, TOKYO OFFICE, Kyoto Microcomputer Co.,Ltd.]	
FPGA Track	
FP-1	10:00-10:45 Annex Hall[F202]
No Need to Fear FPGA! Introduction to FPGA Design which you can start right now Ikuo Nakanishi [FAE Manager, Engineering Div, Xilinx K.K.]	
FP-2	11:00-11:45 Annex Hall[F202]
Make full use of the ChipScope Pro XILINX debug tool - Aren't you wasting time without knowing about it? - Satoshi Nakamizo [PLD Dept. PLD Division, TOKYO ELECTRON DEVICE LTD.]	
FP-3	12:00-12:45 Annex Hall[F202]
Importance of FPGA functional verification due to difficulty of debugging Akiyo Mitsuhashi [Director, Marketing, Mentor Graphics Japan Co., Ltd.]	
FP-4	13:00-13:45 Annex Hall[F202]
Introduction of the Altera 28nm FPGA product portfolio - 45-minute guide to the leading-edge 28nm FPGA technology - Eiji Hashizume [Sr. Product Marketing Manager, Marketing Department, Altera Japan.LTD.]	
FP-5	14:00-14:45 Annex Hall[F202]
Industry first! FPGA and Tools that fully support floating-point math.h functions - Exploration and demonstration of devices and tools supporting floating point - Kenji Ikeda [Sr. Technology Specialist FAE, Field Applications Engineering, ALTERA JAPAN, LTD.]	
FP-6	15:00-15:45 Annex Hall[F202]
Detailed case studies of solutions using innovative FPGA as the next-generation SOC devices Shigeto Kawase [Customer Marketing Manager (Industrial), Marketing Department, ALTERA JAPAN, LTD.]	
FP-7	16:00-16:45 Annex Hall[F202]
FullHD Video Image Processing: Reducing development time from 6 months to 1 week - Make better use of FPGA! - Takashi Komata [Sr. Application Consultant, Product Specialist Group, Nihon Synopsys G.K.]	
AnalogDesign Track	
AD-1	10:00-11:00 Annex Hall[F203]
"Smart Lighting" LED lamp using 2.4GHz near field communication Hiroo Maruyama [Group manager, High Performance Mixed Signal, NXP Semiconductors Japan Ltd.] Naoto Nishitani [Group manager, High Performance Mixed Signal, NXP Semiconductors Japan Ltd.]	

AD-2	
11:15-12:15 Annex Hall[F203]	
New debugging approach for next-generation high-speed serial transmission Yoshi Tsuji [LeCroy Japan Corporation]	
AD-3	
13:00-14:00 Annex Hall[F203]	
Integration of discrete analog with analog digital mixed IC - Techniques to integrate existing analog components using a mixed signal controller - Akihiro Furuhi [Field Applications Engineer, Field Applications Engineering, Nihon Cypress K. K.]	
AD-4	
14:15-15:15 Annex Hall[F203]	
Selection points and construction methods for power supply devices to meet the requirements of 28nm/40nm FPGA - What kind of power supply is required in the age of accelerating ultra large-scale integration - Keiji Watanabe [IPAN ELECTRON LTD.] Makoto Yanagisawa [PLD Division PLD Solution Dept, TOKYO ELECTRON DEVICE LTD.]	
AD-5	
15:30-16:30 Annex Hall[F203]	
PCB layout review for RF applications Shinya Kondo [Central Application, Marketing & Application, Sales & Marketing, Texas Instruments Japan Limited]	
Special Session	
SS-1	10:00-12:00 Annex Hall[F206]
Next generation manufacturing pioneered using a model based development Yoshiyuki Ohara [President, Skills Management Association]	
Introduction to SMA activities Shigeyuki Ohara [President, Skills Management Association]	
[Advanced] Model Based Development for Safety and Dependability of Personal Care Robots Yoshihiro Nakabo [Senior Researcher, Intelligent Systems Research Institute, The National Institute of Advanced Industrial Science and Technology (AIST)]	
• 10:25-10:40 [Quality] Quality Improvement based on Model Based Development Masaru Ogino [Managing Officer, Measurement & Instrumentation Engineering, Toyota Technical Development Corporation]	
• 10:40-10:55 [Environment] Smart House Daisuke Maekawa [General Manager, Smart Grid Division, PALTEX Corporation]	
• 10:55-11:10 Initiative to educate engineers using model based development Takahiro Mitsu [Chief secretary, Skills Management Association]	
• 11:10-12:00 Next generation manufacturing pioneered using a model based development [Moderator] Hitoshi Arima [Working Coordination Group Sub Chairman, Skills Management Association]	

C-6	
14:00-17:00 Annex Hall[F206]	
TOPPERS Session • 14:00-14:30 Overview and Recent Achievements of the TOPPERS Project Hiroaki Takada [TOPPERS Project / Nagoya Univ.] • 14:30-15:50 People Doing Business Using TOPPERS - Introduction of support services using TOPPERS - TOKAI SOFT CO., LTD. / Witz Corporation / Upwind Technology, Inc. / ESP Co., Ltd. / A.I. Corporation • 16:00-16:30 Testing RTOS for Multi-Processor Systems Shinya Honda [Nagoya Univ.] • 16:30-17:00 Appeal and Prospects of the TOPPERS Developers Conference Kiyoshi Ogawa [Nagoya Municipal Industrial Research Institute]	
JASA Special Seminar	
JS	13:30-16:30 Conference Center 5F[503]
What went wrong in Fukushima Ritsuo Yoshioka [President, Japan Functional Safety Laboratory]	
• 10:00-10:10 • 15:15-16:30 Axiom of Failure Masayuki Nakao [Professor, Department of Engineering Synthesis, The University of Tokyo, Faculty of Engineering]	
JASA Global Forum	
JF	13:00-16:30 Conference Center 3F[304]
JASA Global Forum 2011 - Toward collaboration of Chinese and Indian Companies - • 13:00-13:15 Toward collaboration of Chinese and Indian Companies Toru Naoi [Director of the board, COO, Aplix Corporation] • 13:15-14:00 [日中合作 - Ni'Chu Ga'saku -] Collaborations in China Kentaro Kutsuzawa [Executive Adviser, Alpine Electronics, Inc.] • 14:00-14:30 Offshore Software Development in China today Takao Shinkawa [Technical Advisor, Systems Division 1, NEUSOF Japan Co.,Ltd.] • 14:50-15:20 India and its Software Power Now Yukio Nishiyama [President, Genesys Corporation] • 15:20-15:50 The designing in the India design company Toshiko Taketa [President, Nazomi Corporation] • 16:00-16:30 Networking	

IPA Seminar	
IPA-1	10:00-12:00 Conference Center 3F[303]
Part 1 • 10:00-11:00 New Challenges for Dependability of Software-intensive Systems in Forthcoming Cyber-Physical Era Joji Tateishi [Deputy Director/Joint Project Leader, Software Engineering Center, Information-technology Promotion Agency, Japan] • 11:00-12:00 Improving Expressiveness for Quality of System Products based on Independent Verification and Validation Kichiro Tamaru [Software Engineering Center (SEC), Information-technology Promotion Agency, Japan]	
IPA-2	13:00-13:55 Conference Center 3F[303]
Part 2 The Case of practically Applicable Formal Methods Hideaki Tsukamoto [Manager, Research and Development Headquarters, NTT DATA CORPORATION]	
IPA-3	14:10-15:35 Conference Center 3F[303]
Part 3 How to get a project planning method for embedded software development Mitsuhiro Matsuda [Embedded Software Project Resercher, Software Engineering Center (SEC), Information-technology Promotion Agency, Japan]	
IPA-4	15:50-16:50 Conference Center 3F[303]
Security countermeasures for embedded systems Chisato Konno [Laboratory Director, Security Engineering Laboratory, IT Security Center, Information-technology Promotion Agency, Japan]	
9th Workshop on Critical Software System (WCSS)	
WCSS-1	10:00-16:00 Conference Center 4F[411+412]
Formal & Model-based Method session (Oral Speech)	
WCSS-2	10:00-16:00 Conference Center 4F[413]
Reliability & Safety session (Oral Speech)	



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Keynote Session	
K-3	10:00-11:00 Conference Center 5F[501+502]
"Hayabusa" - What supported the operation during its 7-year return to earth covering 6 billion kilometers, and a new development - Results realized by never-say-die spirit -	
Junichiro Kawaguchi Program Director, JSPCE (JAXA Space Exploration Center) Professor, ISAS (Inst. of Space and Astronautical Science) JAXA(Japan Aerospace Exploration Agency)	
Special Lecture	
S-3	12:30-13:30 Conference Center 5F[501+502]
SIM Drive for popularizing electric vehicles through open source	
Hiroshi Shimizu Professor, Keio University President, SIM-Drive Corporation	

Panel Session	
P-3	14:00-16:00 Conference Center 5F[501+502]
How Smart Phones Will Revive Japanese Industry - Can Japan regain vitality? - [Moderator] Naoki Asami [Operating Officer, Publisher of Nikkei Business, Business Group, Nikkei Business Publications, Inc.] [Panelists] Tetsuya Yamashita [Director, Smart Communication Service Department, NTT DOCOMO, Inc.] Naoki Shiraiishi [Chief, G-Project Team, Global Software Development Center, Communication Systems Group, SHARP Corporation] Jun Yamada [Sr VP & President, Qualcomm Japan] Akira Minamikawa [Vice President and Principal Analyst of Japan Research, IHS (Suppli)]	
Technical Session	
TS-7	10:00-11:30 Conference Center 4F[416+417]
Quantitative Evaluation and Improvement of Software Quality using Metrics Hironori Washizaki [Associate Professor, Global Software Engineering Laboratory, Waseda University]	
TS-8	12:00-13:30 Conference Center 4F[416+417]
Functional Safety and Safety System Technology Hiroaki Takada [Professor, Graduate School of Information Science, Nagoya University]	
TS-9	14:00-15:30 Conference Center 4F[416+417]
ISO 26262 software development process Akihisa Morikawa [Manager, Functional Safety Development Sect., Embedded & Control System R&D Dept., WITZ Corporation]	
Smart Energy Special Seminar	
SE-1	11:00-11:45 Conference Center 3F[301]
Embassy of Denmark Green energy policy and smart grid projects in Denmark, environmentally-advanced country. Kensuke Nakajima [Investment Manager, Invest in Denmark, Embassy of Denmark]	
SE-2	13:00-13:45 Conference Center 3F[301]
Toyota City Low-carbon society created by the local community and next generation mobility - Toyota City's Low-carbon society system verification project - Masayuki Kawamoto [Project General Manager, R&D Management Division, Toyota Motor Corporation]	
SE-3	14:00-14:45 Conference Center 3F[301]
Kitakyushu City Striving to Samater City "The Kitakyushu Smart Community Creation Project" Keiji Aramaki [Project Executive (for Kitakyushu Smart Community Creation Project), Environment Bureau, City of Kitakyushu]	
SE-4	15:00-15:45 Conference Center 3F[301]
Fukuoka Smart House Consortium Energy control of Inside Technology of Fukuoka Smart House Consortium and its development method Hitoshi Arima [President, dSPACE Japan K.K.]	

SE-5	
11:00-11:45 Conference Center 3F[301]	
MITSUBISHI ELECTRIC CORPORATION Overview of Mitsubishi Electric's Technology Development for Smart House Namihei Suzuki [Senior Manager, Smart Community Project Group, MITSUBISHI ELECTRIC CORPORATION]	
Design and Validator Track	
DVT-15	10:00-10:45 Annex Hall[F204]
Accelerating	