

Tanner EDA Today

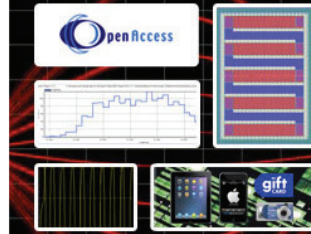
Driving Analog Innovation



From the President:
'Tis the Season of DAC



Hear Us Speak at DAC's Exhibitor Forums,
Tech Panel, and Booth Presentations



What's New in Tanner Tools: See What
We Will Be Unveiling at DAC 2011



F&E Focus: Take Tanner for a Spin at
Booth #2231



Tanner EDA Global Team at DAC:
Who You Can Expect to See in San Diego



We want to know about your design
challenges and EDA tools

From the President: 'Tis the Season of DAC



It is hard to believe it is that time of year again. As the largest industry event in EDA, the Design Automation Conference is a wonderful opportunity to exchange rich information on what has been happening in the past year and what is on the roadmap for the coming year. Today so much of our communication takes place remotely that it is an even more special occasion when in a single venue we can engage face to face with our EDA colleagues, partners, customers, and yes, even our competitors.

We have new features and functionality since the v15.0 release of our tools last year that we will be demoing – come visit us in booth #2231

For us at Tanner EDA, DAC is also the time of year when we bring our worldwide sales team together at our company headquarters in Monrovia, California. We spend two days reviewing the past year, sharing our experiences from region to region, conducting internal training, and unifying the team to carry out the strategy and roadmap ahead of us. Not only does the Tanner EDA global direct sales team come together from as far as Japan and Taiwan, but we invite our distributor partners who this year will be attending both our Global Sales Meeting as well as DAC from Singapore, India, and the UK.

We are looking forward to a productive and exciting DAC once again. We have new features and functionality since the v15.0 release of our tools last year that we will be demoing (come visit us in booth #2231), roadmap topics on which we are enthusiastic to openly discuss, and analog insights we will be sharing as part of our DAC Exhibitor Forum and Pavilion Panel participation.

See you in San Diego!

- Greg Lebsack, President

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Happenings @ Tanner

Tanner EDA Press Releases Since
the Last Issue:

Tanner EDA to Give One-day Hands-on
Training at Workshop on Affordable Design
and Production of Mixed-signal ASICs for
SMEs in Switzerland

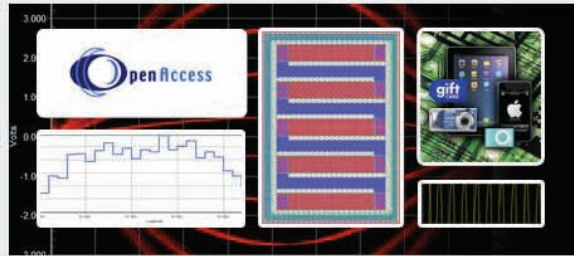
Tanner EDA and Dongbu HiTek Announce
Availability of Foundry-certified 0.18-micron
Analog CMOS PDK

Tanner EDA to Demonstrate Version 15.11 of
Full-flow Analog Design Suite and TowerJazz
PDK at ChipEx 2011

Tanner EDA to Demonstrate Full-flow Analog
Design Suite, Present on PDKs for Analog IC
Design at DATE 2011

Read More on Our Press Page

What's New in Tanner Tools: See What We Will Be Unveiling at DAC 2011



Visit us at booth 2231 for informative and fun activities!

This year, Tanner EDA will be demonstrating a special pre-release version of our full-flow suite of tools for Analog IC and MEMs designers - **HiPer Silicon v16**. Building on Tanner's 23 year legacy of providing industry-leading price-performance and interoperability, this latest version includes full Open Access database compatibility for layout; enabling Designers to share files with colleagues and business partners using Si2 database standards. Larger design teams will appreciate the redesigned multi-user functionality that has been added along with our Open Access functionality.

When you stop by for the demo, be sure and **enter our drawing** for a chance to win an Apple iPad, iPod touch, or many other great prizes. We'll be holding raffle drawings on **Monday, Tuesday and Wednesday at 10:00 am, 1:00 pm and 4:00 pm**. You've got to be present to win - so stop by often and increase your chances of winning!

[Click here](#) to schedule a demo of Tanner tools at DAC

Analog Insights: Come Hear Us and Our Partners Speak at DAC's Exhibitpr Forums, Technical Panel, and Booth Presentations

This year at DAC 2011, joined by our partners, we will be sharing our analog insights in two Exhibitor Forums and a Technical Panel. In addition, throughout the day, we will hold scheduled half-hour presentations from our customer and foundry partners in the Tanner EDA booth (2231). Come here us speak and participate in Q&A on the following topics:

Exhibitor Forums - Monday, June 6, 2011

Location: Exhibit Hall G, Booth #1005

10:40 - 11:15 am - Analog IC Design - Why a Cohesive Tool Flow Drives Productivity

Abstract: As Analog IC Designers strive to keep pace with the rapidly increasing market demands around quicker time-to-market, productivity has become a mandate. This presentation will discuss the productivity advantages afforded by using a cohesive analog design tool suite; comprised of schematic capture, simulation, layout, and physical verification. Findings from a recent survey of Analog IC Designers - touching on the key benefits and challenges they see with using a full-flow design suite - will be presented and discussed.

Speakers: Mass Sivilotti - Chief Scientist, Tanner EDA & John Zuk - VP Marketing & Strategy, Tanner EDA (Both from Monrovia, California)

3:00 - 3:35 pm - Analog IC Design at the Edge: A New Twist for Nanoscale Productivity

Abstract: Nanoscale analog IC design productivity is a major concern as chip device counts approach 1 billion at 32 nm. A multitude of physical device pattern separation dimensions must now be entered into the prelayout simulation models to accurately predict postlayout circuit performance. Our approach - based on the seminal work of Mead and Conway - offers a novel method that enables rapid circuit simulation in a multitude of nanoscale technology nodes and platform options. The result is that prelayout simulation accuracy is improved; having a direct impact on increasing analog IC manufacturing yields while simultaneously increasing design productivity.

Speakers: Dr. Lanny Lewyn - President, Lewyn Consulting - Laguna Beach, California, Nicolas Williams - Director of Product Management, Tanner EDA - Monrovia, California

[Visit the DAC Website](#)

Tanner EDA Participated in the Following Industry Events:

Date 2011

March 14-18 in Grenoble, France

Tanner EDA Will Be Participating in the Following Upcoming Industry Events:

48th Annual Design Automation Conference (DAC) 2011

June 5 - 10 in San Diego, CA

[Learn more about Tanner EDA events](#)

[Learn more about our Webinars](#)

We are now offering Webinars On-Demand from our webinar library. Click to visit our Videos & Demos homepage to download webinars on:

- Analog layout and Tanner's L-Edit and Specialty Tools
- Analog acceleration and Tanner's HiPer DevGen tool
- High performance physical verification and Tanner's HiPer Verify

Or check out our Events page to learn about our upcoming live Webinars and our Videos & Demos page for more topics, dates, and times because we are always adding new sessions!

[Sign up for training at Tanner in Monrovia, CA](#)

Spotlight on the Tanner EDA Global Team at DAC: Who You Can Expect to Meet in San Diego



Tanner EDA team at DAC 2010

North America: Executive Team & Product Management

Greg Lebsack, President
Hamed Emami - VP, Sales
John Zuk - VP, Marketing & Strategy
Massimo Sivilotti - Chief Scientist
Nicolas Williams - Product Manager
Jeff Miller - Product Manager

North America: Field Application Engineers (FAEs)

Karen Lujan - FAE Manager
Sushmita Baswa - Senior Applications Engineer
Jie Meng - Senior Applications Engineer

North America: Account Management / Sales Team

Debra Knight - Midwest, East Coast, and Canada
Doug Bloom - Southwest and the Pacific
Rick McColloch - Northern California
Robin White - Rest of World and Sales Partner / Distributor Management

Asia: Account Management / Sales Team and Distributor Partners

Yoshiko Shimogaki - Japan
Ty Mou - Taiwan
Lim Wan (Terry) Teh - Advinno, Singapore
Cheng Yee Wong - Advinno, Singapore

11:15am - 12:00pm - Why the Delay in Analog PDK?

Topic Area: Analog / Mixed-Signal / RF Design

Location: Booth #3421

Summary: Why does it take so long for foundries to release analog/mixed-signal process design kits (PDKs)? The amount of AMS content in your designs is growing, and the pressure to move to smaller process nodes is increasing. This is your chance to talk to the people who develop your PDKs and reference flows!

Speakers: Mass Sivilotti - Tanner EDA, Monrovia, CA, Tom Quan - Taiwan Semiconductor Manufacturing Co., Ltd., San Jose, CA, and Ofer Tamir - TowerJazz, Newport Beach, CA

[Visit the DAC Website](#)

Booth Presentations - Monday - Wednesday, June 6-8, 2011

The DAC Exhibit hall will be open from 9am - 6pm each day Monday-Wednesday and we will be featuring a wonderful mix of business partners and guest presenters in our booth throughout the three days in addition to our regular tool demonstrations.

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FAE Focus: Take Tanner for a Spin at Booth #2231



HiPer Silicon v16 - This is a pre-release version of our full-flow suite of tools for Analog IC and MEMs designer, including full Open Access database compatibility for layout and redesigned multi-user functionality.

HiPer Silicon v15.12 - Learn about all the great features and functionality that have been released in the last year in the current version of our tools in products including S-Edit, T-Spice, L-Edit, HiPer DevGen, and HiPer Verify.

When you stop by for the demo, be sure and **enter our drawing** for a chance to win an Apple iPad, iPod touch, or many other great prizes. We'll be holding raffle drawings on **Monday, Tuesday and Wednesday at 10:00 am, 1:00 pm and 4:00 pm**. You've got to be present to win - so stop by often and increase your chances of winning!

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