

# IIC-China/ESC-China 2007 Conference Program: BEIJING

(As of February 6-07)

## MARCH 8

### TIME

9:00 Opening ceremony  
9:30 Exhibition opens

		FUNCTION ROOM 8AB, ARCADE LEVEL CHINA WORLD HOTEL									
(start)	10:20	Keynote address: <b>How technologically advanced ICs are improving the lives of China's emerging middle class</b> <b>Steven Laub, President and CEO, Atmel Corporation</b>								(start)	10:20
11:20		Quick Break								11:20	
		FUNCTION ROOM 9A, ARCADE LEVEL CHINA WORLD HOTEL	FUNCTION ROOM 8A, ARCADE LEVEL CHINA WORLD HOTEL	FUNCTION ROOM 9B, ARCADE LEVEL CHINA WORLD HOTEL	FUNCTION ROOM 8B, ARCADE LEVEL CHINA WORLD HOTEL						
		Digital Consumer Electronics Vendor Seminar	Telecom Infrastructure Vendor Seminar	Power Management Vendor Seminar	Embedded System Vendor Seminar						
11:40	1	TV-on-mobile: It's happening now!, <b>NXP Semiconductors</b>		1	The next generation mobile DC to DC converters – that look like linear regulators, <b>Micrel, Inc.</b>					11:40	
12:30		Expo Visit								12:30	
1:00	2	First programmable solution addressing the portable multimedia market's trends, <b>CEVA, Inc.</b>	1	Very low noise operation of crystal oscillator circuits using a PLL-based technology, <b>On Semiconductor</b>	2	A true digital solution to system level power management, <b>Primarion, Inc.</b>	1	ZigBee SoC solution, <b>Texas Instruments</b>		1:00	
1:50		Quick Break								1:50	
2:00	3	Advanced portable multimedia solutions, <b>SigmaTel Asia Ltd.</b>	2	Multi-Core DSP for today and tomorrow's infrastructure applications, <b>Freescale Semiconductor</b>	3		2	Anti-piracy protection of products and IPs with Atmel's crypto memory & RF, <b>Atmel Corporation</b>		2:00	
2:50		Expo Visit								2:50	
3:10	4	Empowering innovation: LCD-TV and plasma-TV video and image processing designs using FPGAs, <b>Altera International Ltd.</b>	Embedded System Vendor Seminar		4	便携设备中的ESD保护电路设计, <b>Union Semiconductor, Inc.</b>	3	Intelligent pedometer and wave messaging solutions, <b>Freescale Semiconductor</b>		3:10	
4:00		Quick Break								4:00	
4:10	5		2		Analog Design Vendor Seminar		4			4:10	
5:00 (end)					1	Analog ICs in modern medical systems, <b>Analog Devices, Inc.</b>				5:00 (end)	
		5 presentations		4 presentations		5 presentations		4 presentations		TOTAL	19

## MARCH 9

### TIME

9:30 Exhibition opens

		FUNCTION ROOM 8AB, ARCADE LEVEL CHINA WORLD HOTEL									
(start)	10:30	Going portable: Challenges & opportunities <b>Speakers: Tim Colleran, Vice President of the Broadcast, Automotive and Consumer Business Units, Altera Corporation; Gweltaz Toquet, Vice President of Sales, CEVA Inc.; and Ralph Monteiro, Richard Lo, China/Hong Kong Country Manager, Micrel, Inc.</b>								(start)	10:30
12:00		Expo Visit								12:00	
		FUNCTION ROOM 9A, ARCADE LEVEL CHINA WORLD HOTEL	FUNCTION ROOM 8A, ARCADE LEVEL CHINA WORLD HOTEL	FUNCTION ROOM 9B, ARCADE LEVEL CHINA WORLD HOTEL	FUNCTION ROOM 8B, ARCADE LEVEL CHINA WORLD HOTEL						
		Digital Consumer Electronics Vendor Seminar	EDA Tools Vendor Seminar	Wireless Communication Vendor Seminar	Embedded System Vendor Seminar						
1:00	1	PSRAM: A low cost solution for SRAM applications, <b>Micron Technology, Inc.</b>	1	See Altium Designer 6 level, <b>Altium Ltd.</b>	1	New technology eliminates nonlinear distortion, improves system performance, <b>Optichron, Inc</b>	1	Flash memory trends & technologies, <b>Intel</b>		1:00	
1:50		Quick Break								1:50	
2:00	2	Choosing the right MP3/MP4 solutions to achieve effective cost structure and best performance, <b>Spansion Inc.</b>	Automotive Electronics Vendor Seminar		2	Power management techniques for portable and wireless applications, <b>On Semiconductor</b>	2	Scalable embedded arrays for advanced consumer electronics, <b>IntellaSys</b>		2:00	
2:50		Expo Visit								2:50	
3:10	3	Handheld entertainment, navigation and wireless communication – Convergence on Freescale i.MX, <b>Freescale Semiconductor</b>	2		3	ZigBee™ markets and Freescale products and solutions overview, <b>Freescale Semiconductor</b>	3			3:10	
4:00		Quick Break								4:00	
4:10	4		3		4		4			4:10	
5:00 (end)										5:00 (end)	
		4 presentations		4 presentations		4 presentations		4 presentations		TOTAL	20
										TOTAL NO. OF VENDOR SEMINAR SLOTS	34
										TOTAL NO. OF SPEAKING SLOTS	39