

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

(As of February 6-07)

**MARCH 13**

**TIME**

**9:00 Opening ceremony**

**9:30 Exhibition opens**

		CONFERENCE ROOM, 3RD FLOOR LOBBY, NORTH TOWER SHANGHAI MART				
(start) 10:20		Keynote address: <b>The next analog frontier</b> <b>Terry Cheng, President, Asia, Texas Instruments</b>				(start) 10:20
11:20		Quick Break				11:20
		ROOM 2A, 2ND FLOOR, SOUTH TOWER SHANGHAI MART	ROOM 2B, 2ND FLOOR, SOUTH TOWER SHANGHAI MART	ROOM 4A, 2ND FLOOR, SOUTH TOWER SHANGHAI MART	ROOM 4B, 2ND FLOOR, SOUTH TOWER SHANGHAI MART	
		Digital Consumer Electronics Vendor Seminar	Telecom Infrastructure Vendor Seminar	Power Management Vendor Seminar	Embedded System Vendor Seminar	
11:40	1	Ideal solution to facilitate your dual TS handling, <b>NXP Semiconductors</b>	1 Very low noise operation of crystal oscillator circuits using a PLL-based technology, <b>On Semiconductor</b>	1 The next generation mobile DC to DC converters – that look like linear regulators, <b>Micrel, Inc.</b>	1 Digital sensor (strain gauge) chip, <b>Fortune Semiconductor Corporation</b>	11:40
12:30		Expo Visit				12:30
1:00	2	TI focuses on digital consumer electronics by extending offers in audio, video, and imaging products and solutions, <b>Texas Instruments</b>	2 Multi-Core DSP for today and tomorrow's infrastructure applications, <b>Freescale Semiconductor</b>	2 A true digital solution to system level power management, <b>Primarion, Inc.</b>	2 A highly configurable, modular VAT ready EPOS solution, <b>Cyan Technology</b>	1:00
1:50		Quick Break				1:50
2:00	3	Advanced portable multimedia solutions, <b>SigmaTel Asia Ltd.</b>	3	3 Simple integrated LED driving solutions for backlight/Flash, <b>Semtech International AG</b>	3 Atmel's AT91SAM ARM-based microcontrollers for networked, multi-peripheral systems with intensive data processing requirements, <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>	4 Embedded System Vendor Seminar	4 便携设备中的ESD保护电路设计, <b>Union Semiconductor, Inc.</b>	4 EEPROM MCU single chip measurement IC, <b>Fortune Semiconductor Corporation</b>	3:10
4:00		Quick Break				4:00
4:10	5	Magus Multimedia Processor for mobile entertainments and media convergence, <b>Solomon Systech Limited</b>	5 Power Management Vendor Seminar	5 New times are coming -- Adaptive digital primary-side control technology for AC/DC, <b>iWatt, Inc.</b>	5 Vinculum – Embedded USB host controllers made easy, <b>FTDI</b>	4:10
5:00 (end)		1 Complete electronic ballast solution through new innovative lcs, <b>International Rectifier</b>				5:00 (end)
	5 presentations	5 presentations	5 presentations	5 presentations		TOTAL 21

**MARCH 14**

**TIME**

**9:30 Exhibition opens**

		CONFERENCE ROOM, 3RD FLOOR LOBBY, NORTH TOWER SHANGHAI MART				
(start) 10:30		Going portable: Challenges & opportunities <b>Speakers: Paul PG Zhang, Director, Customer Support, Greater China, NXP Semiconductors; Gweltaz Toquet, Vice President of Sales, CEVA Inc.; and Sam Wong, Director, Asia Pacific, Tensilica, Inc.</b>				(start) 10:30
12:00		Expo Visit				12:00
		ROOM 2A, 2ND FLOOR, SOUTH TOWER SHANGHAI MART	ROOM 2B, 2ND FLOOR, SOUTH TOWER SHANGHAI MART	ROOM 4A, 2ND FLOOR, SOUTH TOWER SHANGHAI MART	ROOM 4B, 2ND FLOOR, SOUTH TOWER SHANGHAI MART	
		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 Opportunities of zero IF wireless transmit and receive architectures, <b>Analog Devices, Inc.</b>	1 Intelligent pedometer and wave messaging solutions, <b>Freescale Semiconductor</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>	2 Embedded System Vendor Seminar	2 ZigBee™ markets and Freescale products and solutions overview, <b>Freescale Semiconductor</b>	2 Digital sensor for temperature measurement, <b>Fortune Semiconductor Corporation</b>	2:00
2:50		Expo Visit				2:50
3:10	3	First programmable solution addressing the portable multimedia market's trends, <b>CEVA, Inc.</b>	3 Automotive Electronics Vendor Seminar	3 Power management techniques for portable and wireless applications, <b>On Semiconductor</b>	3 MCU-fast communication controller: No bottleneck Ethernet, USB & CAN, <b>NXP Semiconductors</b>	3:10
4:00		Quick Break				4:00
4:10	4	新一波数字影音产品带来的机遇, <b>NEC Electronics</b>	4 NECEL的半导体产品竭力为中国汽车工业的发展做贡献, <b>NEC Electronics</b>	4 New technology eliminates nonlinear distortion, improves system performance, <b>Optichron, Inc</b>	4 Anti-piracy protection of products and IPs with Atmel's crypto memory & RF, <b>Atmel Corporation</b>	4:10
5:00 (end)						5:00 (end)
	4 presentations	4 presentations	4 presentations	4 presentations		TOTAL 20
						TOTAL NO. OF VENDOR SEMINAR SLOTS 36
						TOTAL NO. OF SPEAKING SLOTS 41