

IIC-China/ESC-China 2007 Conference Program: SHENZHEN

(As of February 6-07)

MARCH 5
TIME
 9:00 Opening ceremony
 9:30 Exhibition opens

		NARCISSUS HALL, 6TH FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER				
(start) 10:20	Keynote address: The NEXT consumer experiences: Connected living Giel Rutten, Senior Vice President and General Manager Home Business Unit, NXP Semiconductors					(start) 10:20
11:20	Quick Break					11:20
	MEETING ROOM 312, 3RD FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER	MEETING ROOM 314, 3RD FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER	MEETING ROOM 315, 3RD FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER	MEETING ROOM 316, 3RD FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER		
	Digital Consumer Electronics Vendor Seminar	Telecom Infrastructure Vendor Seminar	Power Management Vendor Seminar	Embedded System Vendor Seminar		
11:40	1 Empowering innovation: LCD-TV and plasma-TV video and image processing designs using FPGAs, Altera International Ltd	1 New architectures and design for a modern base-station transmitter, Maxim Integrated Products, Inc.	1 The next generation mobile DC to DC converters – that look like linear regulators, Micrel, Inc.	1 Digital sensor (strain gauge) chip Fortune Semiconductor Corporation		11:40
12:30	Expo Visit					12:30
1:00	2 FPGA solutions for consumer products today and beyond, Xilinx	2 Multi-Core DSP for today and tomorrow's infrastructure applications, Freescale Semiconductor	2 便携设备中的ESD保护电路设计, Union Semiconductor, Inc.	2 A highly configurable, modular VAT ready EPOS solution, Cyan Technology		1:00
1:50	Quick Break					1:50
2:00	3 Deliver high-definition digital video over cable interconnects, Maxim Integrated Products, Inc.	3 Very low noise operation of crystal oscillator circuits using a PLL-based technology, On Semiconductor	3 Meeting battery power management design challenges for handheld devices, Texas Instruments	3 Atmel's picoPower technology slashes power drain to 650 nA in power-save & 100 nA in power-down, Atmel Corporation		2:00
2:50	Expo Visit					2:50
3:10	4 Advanced portable multimedia solutions, SigmaTel Asia Ltd.	1 Wireless Communication Vendor Seminar	4 Mobile/consumer market trends & power saving memory solution, Qimonda	4 EEPROM MCU single chip measurement IC, Fortune Semiconductor Corporation		3:10
4:00	Quick Break					4:00
4:10	5 Nexperia TV520 — Opening the HD LCD TV mass market, NXP Semiconductors	1 Embedded System Vendor Seminar	5 Simple integrated LED driving solutions for backlight/Flash, Semtech International AG	5 Implementing advanced security systems with secure microcontrollers, Maxim Integrated Products, Inc.		4:10
5:00 (end)	1 Scalable embedded arrays for advanced consumer electronics, IntellaSys		5 ESD protection solution for HDMI port, Semtech International AG			5:00 (end)
	5 presentations	5 presentations	5 presentations	5 presentations		TOTAL 21

MARCH 6
TIME
 9:30 Exhibition opens

		NARCISSUS HALL, 6TH FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER				
(start) 10:30 - 12:00	Going portable: Challenges & opportunities Speakers: Dr. Matthias Ludwig, Vice President and Managing Director, Infineon Technologies AG; James Wong, Marketing Director of Asia, SigmaTel Asia Ltd.; and Richard Lo, China/Hong Kong Country Manager, Micrel, Inc.					(start) 10:30 - 12:00
	MEETING ROOM 312, 3RD FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER	MEETING ROOM 314, 3RD FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER	MEETING ROOM 315, 3RD FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER	MEETING ROOM 316, 3RD FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER		
	Digital Consumer Electronics Vendor Seminar	Power Management Vendor Seminar	Wireless Communication Vendor Seminar	Embedded System Vendor Seminar		
11:40	1 ESD protection for high speed data ports (HDMI, DVI, USB, eSATA), California Micro Devices	1 New times are coming -- Adaptive digital primary-side control technology for AC/DC, iWatt, Inc.	1 Flash memory trends & technologies, Intel	1 Small PIC® microcontrollers integrate I2C™ system-management functions, Microchip Technology Inc		11:40
12:30	Expo Visit					12:30
1:00	2 PSRAM: A low cost solution for SRAM applications, Micron Technology, Inc.	1 EDA Tools Vendor Seminar	2 RF IC development for portable consumer electronics, Maxim Integrated Products, Inc.	2 Intelligent pedometer and wave messaging solutions, Freescale Semiconductor		1:00
1:50	Quick Break					1:50
2:00	3 Choosing the right MP3/MP4 solutions to achieve effective cost structure and best performance, Spansion Inc.	2 Power Management Vendor Seminar	3 Wi-Fi technology, NXP Semiconductors	3 Digital sensor for temperature measurement, Fortune Semiconductor Corporation		2:00
2:50	Expo Visit					2:50
3:10	4 从iPhone看智能型人机接口HID的未来趋势, Elan Microelectronics Corporation	1 Automotive Electronics Vendor Seminar	4 Power management techniques for portable and wireless applications, On Semiconductor	4 Vinculum – Embedded USB host controllers made easy, FTDI		3:10
4:00	Quick Break					4:00
4:10	5 Designing for the HDMI™ v1.3 digital interface standard: How analog technology helps to maximize performance and enhance image quality, Analog Devices, Inc.	2 Total solution for automotive, Freescale Semiconductor	5 ZigBee™ markets and Freescale products and solutions overview, Freescale Semiconductor	5 Leading with processing solutions to drive growth, Xilinx		4:10
5:00 (end)						5:00 (end)
	5 presentations	5 presentations	5 presentations	5 presentations		TOTAL 24
						TOTAL NO. OF VENDOR SEMINAR SLOTS 40
						TOTAL NO. OF SPEAKING SLOTS 45