NEWS RELEASE

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**ESD Alliance Appoints Advisory Council to Shape ES Design West
at SEMICON West 2019 in San Francisco**
*Nine Noted Industry Leaders, including Representatives from Exhibiting Companies, to Develop
Rich, Comprehensive Conference and Exhibiting Experience*

MILPITAS, CALIF. — November 19, 2018 — The Electronic System Design Alliance, a SEMI Strategic Association Partner, today hosted the first meeting of the Advisory Council of ES Design West co-located with SEMICON West 2019 West at San Francisco's Moscone Center, July 9-11, 2019.

The Advisory Council's goal is to develop a rich and comprehensive conference and exhibit experience with presentations and panel discussions to showcase electronic system design, its business achievements, commercial technological accomplishments and role in the broader electronics manufacturing supply chain. In doing so, ES Design West will enable and accelerate conversations, information exchange and collaboration to address common issues, challenges and opportunities that move new electronic products from concept to consumer.

Chaired by Julie Rogers, the ESD Alliance's director of marketing and operations, the council consists of representatives from exhibiting companies and noted industry leaders who are chartered with shaping the inaugural ES Design West. They are:

- Dennis Brophy, director of strategic business development from Mentor, a Siemens Business
- Rick Carlson, vice president of sales at Verific
- Dave Kelf, Breker Verification Systems' chief marketing officer
- Stan Kroliwkoski, Cadence fellow, standards
- Vic Kulkarni, vice president and chief strategist at Ansys
- Ramond Rodriguez, Intel's manager of EDA Suppliers
- Herta Schreiner, vice president of corporate marketing at Synopsys
- Elan Tanzer, technical content director from Arm
- Jan Willis, executive advisor from Calibra

"ES Design West is taking a refreshing, new direction for the electronic system design community, providing a dynamic, interactive exhibit floor and program crafted to highlight the commercial part of our business" notes Kelf. "I am sure this will be a must attend event, and am delighted to be part of the committee setting the course."

Adds Willis: "The impact of deep learning is being felt everywhere including the semiconductor manufacturing supply chain. It's timely that the ESD Alliance will bring the electronic system design community together with the attendees of SEMICON West through the new ES Design West to discuss this and other key trends driving the semiconductor industry forward."

ES Design West is dedicated to promoting the Design and Design Automation Ecosystem™ from intellectual property (IP), electronic design automation (EDA), embedded software, design services and design infrastructure to design in the cloud. It is the only event in

North America that links the electronic system design community to the electronics manufacturing supply chain.

"Support from the electronic system design ecosystem for ES Design West is remarkable and building momentum daily," says Rogers. "We are delighted to welcome so many enthusiastic volunteers to the Advisory Council willing to devote, time, energy and, most important, experience to make ES Design West the premier event for our entire community."

Exhibit at ES Design West

By co-locating ES Design West with SEMICON West, SEMI connects the complete electronics supply chain from design through manufacturing to finished product. An Exhibitor Prospectus for ES Design West, located in Moscone South, is now available with compelling exhibiting options and sponsorship opportunities to meet the needs of all companies throughout the Design and Design Automation ecosystem. To learn more about ES Design West and secure exhibit space, contact Eric Rude at erude@semi.org.

About the Electronic System Design Alliance

The [Electronic System Design (ESD) Alliance](), a [SEMI]() Strategic Association Partner representing members in the semiconductor design ecosystem, is a community that addresses technical, marketing, economic and legislative issues affecting the entire industry. It acts as the central voice to communicate and promote the value of the semiconductor design ecosystem as a vital component of the global electronics industry.

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