Plenary Speech 1P.2

Delivering Quality Delivers Profits

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9:25am-10:05am

Joe Costello
Chairman & CEO
think3

The future of electronics is SoC design. SoC design complexity is accelerating due to rapid change on multiple dimensions: design content, deep submicron (DSM) electrical and physical effects, and the sheer scale of SoC projects. At the same time, market windows are dramatically decreasing. These fundamental technology trends and economic forces underscore the need to rethink conventional design methodology and conventional business practices for SoC design delivery.

An SoC design foundry, combining a fast and scalable mixed-signal SoC design methodology with innovative design technology and electrical engineering expertise, enables not only the timely delivery of SoC designs, but also robust design quality through electrically correct silicon engineering.

About Joe Costello

Joe Costello is Chairman and CEO of think3, an upstart 3-D design software company. Prior to think3, Costello played a pivotal role as president and CEO of Cadence Design Systems Inc. for more than a decade.

Under his leadership, Cadence became the world's leading supplier of EDA software and services and one of the top ten highest-grossing software vendors in the world. In 1997, Chief Executive Magazine named Costello the top performing CEO of all publicly traded companies in North America and Upside Magazine included him in its "Elite 100" list of top executives leading the digital revolution.

Costello also serves as chairman of Zamba (NASDAQ: ZMBA) and NextNet, and on the boards Altius, Barcelona Design, Bravo, Calico Commerce, Inc., (NASDAQ: CLIC), Catena Technologies, Clarify (NASDAQ: CLFY), iCopyright.com, Reality Fusion, Saba, and Simplex Solutions.

Costello holds a bachelor's of science degree in mathematics and physics from Harvey Mudd college, a master's of science degree in physics from Yale University and a master's of science degree in physics from the University of California, Berkeley.

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