

Plenary Speech 1P.4

IC Design Methodology in the Foundry Era: Introducing 'Heads-Up' Design

Tuesday, March 27

11:10am-11:50am



Edward C. Ross

President

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The emergence of the foundry as a primary semiconductor manufacturing resource has created a sea-change in the way EDA companies interact with manufacturers. Since the key concern for many foundry customers is time-to-volume, EDA companies are now focused not just on system-level design, but on “heads-up” design, e.g., bringing to designers the ability to build whole systems at the speed of thought. Dr. Ross discusses emerging trends in the EDA, IP, library and design center communities, wherein deep collaboration with foundries is producing a variety of Internet-based solutions that are revolutionizing IC design methodologies.

About Edward C. Ross

Dr. Edward C. Ross has been President of TSMC North America since February 2000. Before joining TSMC, Dr. Ross served as Senior Vice President of the Professional Services Group of Synopsys, Inc., where he was responsible for developing and executing Synopsys’ consulting business practices.

Prior to Synopsys, he was President of the Technology and Manufacturing Group of Cirrus Logic, where he managed all manufacturing activities, including joint venture and foundry fabs; and related engineering functions. He also held the position of President and CEO of Power Integrations, Inc., as well as various executive positions at Signetics Corporation and National Semiconductor, Inc. He started his technology career as a member of the technical staff at the RCA David Sarnoff Research Labs.

Dr. Ross has a B.S.E.E. from Drexel University, and an M.S.E.E., an M.A. and a Ph.D., from Princeton University.