

India Semiconductor Association highlights the importance of low power design as a critical driver for the electronics industry

India Semiconductor Association (ISA) organised a panel discussion on Low Power Design on December 12, 2006, at the Leela Palace Bangalore, in collaboration with Cadence Design Systems, Inc.

Bangalore, Karnataka, December 15, 2006 /[India PRwire](#)/ -- India Semiconductor Association (ISA) organised a panel discussion on Low Power Design on December 12, 2006, at the Leela Palace Bangalore, in collaboration with Cadence Design Systems, Inc. (NASDAQ: CDNS).

The topic of the panel discussion was "Accelerating Low Power Design: The New Industry Imperative". Representatives from the world's leading semiconductor, foundry, and Intellectual Property (IP) and Electronic Design Automation (EDA) companies highlighted the need for low power design in today's highly connected world.

Low Power IC design today is a critical business need and reducing power consumption is of crucial importance for all electronic equipment, from notebooks to PDAs to cellphones. Chi-Ping Hsu, Corporate Vice President and Chief Strategist (Products & Technologies), Cadence Design Systems, Inc., spoke about the Power Forward initiative, launched in May 2006 in collaboration with 9 semiconductor companies. This initiative by the industry is working towards adopting a new automated design infrastructure aimed at reducing chip power consumption.

The panel comprised of Rahoul Varma, ARM; Chi-Ping Hsu Cadence Design Systems; Milind Padhye, Freescale Semiconductor; Kaushik Roy, Sequence Design; and Ashwin Ramachandran, TSMC. The session was moderated by Dr. Sridhar Mitta of e4e India.

Speaking at the session, Poornima Shenoy, President - India Semiconductor Association, said, "There is a growing need for the business community to know the deep rooted impact technology can have on day-to-day business. Keeping this in mind, we decided to take an approach of combining technology and business to highlight the criticality of its impact in today's business."

For more details on ISA events, please visit www.isaonline.org

Notes to Editor

About India Semiconductor Association

India Semiconductor Association (ISA) is the premier organization representing the Indian semiconductor industry. ISA was established in 2004 and is headquartered in Bangalore. ISA has nearly 120 members comprising of leading companies from the industry. ISA is committed towards building global awareness for the Indian semiconductor industry and creating productive interaction between semiconductor product and services companies, government, academia, venture capitalists and industry bodies. By fostering active collaboration between the industry and universities ISA seeks to expand the existing world-class talent pool in India. ISA has members from across the country representing the industry break up. It has strategic partnerships with global bodies like FSA, TSIA, MIDAS, SEMI and VSI.

Media RSVP:

Sridhar Kumar (Mob: +91 99452 85133)
Senior Associate
Blue Lotus Communications Pvt. Ltd.
Tel (Boardline): 91-80-4126 3035; Tel (Direct): 91-80-4152 6656
Fax: 91-80-4125 4166
Email: sridhar@bluelotuspr.com

For more information, please contact:

Sridhar Kumar

Senior Associate

(L) +91-80-4152 6656, (M) +91 99452 85133, (F) +91-80-4125 4166

© copyright 2012 **India PRwire** (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.