

Low Power Coalition – Supporting Quotations – 10/10/06

Apache Design Systems

"A majority of sub-nanometer designs will implement low power techniques, making it one of the most critical design issues for our customers," stated Dian Yang, vice president of product management for Apache Design Solutions. "Apache supports the Low Power Coalition's long term vision and approach to standardization, as this is a vital step in enabling our customers to maximize the efficiency and benefits of their low power design flows."

Azuro, Inc

"Lack of EDA standards for power significantly impacts both design cycle times and the ability of EDA tools to effectively optimize power during the design flow," said Ashutosh Mauskar, VP of Product Marketing at Azuro, Inc. "The results of the standardization efforts driven by the Low Power Coalition (LPC) combined with innovative EDA technologies will allow our customers to achieve superior power savings and increase throughput of their entire design flow."

Cadence Design Systems

"Low power design is one of the key challenges of our industry today", said Jan Willis, senior VP of Industry Alliances at Cadence, Si2 director, and Power Forward Initiative advisor. "Having seen Si2's successful track record in market development of leading industry-wide movements, we believe the Low Power Coalition will provide a strong forum to facilitate market adoption of a single file format for power intent."

LSI Logic

"The Low Power Coalition is an idea whose time has come. LSI plans to be a founding member of the LPC for many good reasons. LSI customers in Storage and Consumer applications view the characterization, management, and reduction of power as one of their key challenges. LSI is working with the EDA and IP vendors to simplify the management of power in designed systems. Where the progress is sufficient, LSI actively supports the standardization of these descriptions. Standards mean that we and our customers can work across tool sets, focusing our main energy instead on solving problems for our mutual customers." – Dr. Gary S. Delp, Distinguished Engineer, Office of the CTO, LSI Logic.

Magma Design Automation

"Designers, foundries and EDA vendors have used and implemented various low-power techniques in mobile and consumer devices for a few years," said Kam Kittrell, general manager of the Design Implementation Business Unit at Magma. "Now is the right time to formalize these common approaches and ensure that the entire design flow from RTL to GDSII can uniformly and consistently benefit from them. Magma wholeheartedly agrees with LPC's formation, and its long-term vision that the industry needs an open standard based on production-proven technologies -- and not controlled by any one vendor."

NXP Semiconductors

"Being a leader in deep sub-micron systems on a chip design, NXP Semiconductors is eager to support the Low Power Coalition and to partner with our suppliers and customers to influence improvements and drive standards in design methodology", says Barry Dennington, Sr.VP of NXP Semiconductors. "It is of the utmost importance that

we focus on inventing and developing standards that get products to our customers fast with flawless execution. We see the Si2 Low Power Coalition as an excellent forum to rapidly create the standards to achieve this”.

Sequence Design

"Standards accelerate progress! Managing power early in the design cycle, at RTL or higher; incorporating software and modal analysis; carrying power design intent through physical design implementation; promoting IP and design re-use. Our hope is that LPC facilitates both standards and flows." Holly Stump, VP of Marketing, Sequence Design, Inc.

STMicroelectronics

"As a leader in low-power design, STMicroelectronics has long been focused on making our products as power-efficient as possible, as demonstrated with our Nomadik Platforms, our most recent disk drive platforms, and our cellular-phone products" says Philippe Magarshack, FTM Group Vice-President and Central CAD & Design Solutions General Manager at STMicroelectronics. " But while we've made great strides, we also recognize the value in working with our partners, customers, and suppliers to ensure that every possible inefficiency is removed in the design flow: This will allow all of ST's SoC's to benefit from the same advanced low-power techniques. By developing a unified standards-based approach for the entire design flow, the Si2 Low Power Coalition will strongly facilitate saving power on each chip we design, thereby reducing the world's power consumption."

Texas Instruments

"Low power design is a critical issue for TI, especially in developing solutions for the mobile and portable markets where semiconductor designs are integrating a growing number of features," said David Peterman, manager of EDA for TI's Wireless Terminals Business Unit. "We are pleased to be part of Si2's Low Power Coalition, and the resulting collaboration across the industry to quickly develop an open, inclusive approach that addresses the challenges."

Other Supporting Companies

ChipVision

Intel

Sun Microsystems

Synopsys