



**Dennis Brophy Presents Accellera's Low Power Electronic Design Standard  
at System Design Forum, Yokohama, Japan**

*Organization's Vice Chairman Highlights Features of  
Accellera's Unified Power Format (UPF) Standard for Low Power IC Design*

**Who**

Dennis Brophy, Accellera's vice chairman, has been invited to present on Accellera's Unified Power Format (UPF) 1.0 standard during the POWER format sessions at the System Design Forum 2008, co-located with the Electronic Design and Solution Fair 2008 (EDSFair2008). Accellera is the Electronic Design Automation (EDA) organization focused on design standards that increase electronic design productivity.

**What**

UPF improves the way complex integrated circuits can be designed, verified and implemented, when power consumption is a key consideration, such as for wireless and hand-held devices. The open standard allows every EDA tool providers to add features to their software that enable the design of low-power ICs by describing low-power design intent. Starting at the Register Transfer Level (RTL) and progressing into the detailed levels of implementation and verification, UPF facilitates an interoperable, multi-vendor tool flow and consistency throughout the design process.

The Accellera UPF 1.0 standard specification is available now at no cost at [www.accellera.org](http://www.accellera.org).

**When and Where**

1:00-3:30pm, Friday, January 25, 2008

Pacifico, Yokohama, Japan

**Information**

For more information about EDSFair2008, please visit <http://www.edsfair.com/e/>.

For more information about the System Design Forum, please visit:

<http://www.edsfair.com/conference/systemdesign.html>.

For more information about Accellera and Accellera standards, please visit [www.accelera.org](http://www.accelera.org).

### **About Accellera**

Accellera provides design and verification standards for quick availability and use in the electronics industry. The organization and its members cooperatively deliver much-needed EDA standards that lower the cost of designing commercial IC and EDA products. As a result of Accellera's partnership with the IEEE, Accellera standards are provided to the IEEE standards body for formalization and ongoing change control.

For more information about Accellera, please visit [www.accelera.org](http://www.accelera.org).

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