



**Accellera's Vice Chairman, Dennis Brophy, Invited to Speak about IP Standards
at First Global Semiconductor Association IP Conference**

September 25th, Santa Clara, California

Who/What

Dennis Brophy, Vice Chairman of [Accellera](#), the electronics industry organization focused on Electronic Design Automation (EDA) standards, has been invited to be a speaker at the [GSA \(Global Semiconductor Alliance\) IP \(Intellectual Property\) Conference](#). Mr. Brophy's presentation is after the GSA event's keynote and is on the topic of *Do We Need Unified IP Standards?*

This first GSA IP Conference is being held on September 24-25, 2008 at the Santa Clara Convention Center in Santa Clara, CA. The event addresses the business, quality and metric issues in obtaining quality IP and how important it is for semiconductor suppliers to incorporate a healthy IP ecosystem within their business strategy.

When and Where

Thursday, September, 25, 2008

Santa Clara Convention Center

Santa Clara, California

Information about IP Standards Session at GSA

Mr. Brophy's talk will explore various aspects of IP for design and verification and how they affect usage and project success. A historical perspective will focus on how language standards and interfaces have evolved to support growing IP demands. As a motivating reason why industry should continue to push for IP standards on top of language standards and pursue adoption by the IP customers and conformance to the standards by IP providers, a success story that follows technology from development to IP deployment will be shared. A short review of ongoing work within the EDA standards setting organizations such as [Accellera](#), SPIRIT, Open SystemC Initiative, Open Source and the IEEE will also be presented.

Do all these groups have customers confused? What should customers seek? Do we need unified standards? What is reasonable to expect? The knowledgeable consumer should gain a better perspective of the role of standards to determine if they help an IP ecosystem or harm it.

Information

For more information about Accellera and Accellera standards, please visit www.accellera.org.

For more information about Dennis Brophy, Accellera Vice Chairman, please visit <http://www.linkedin.com/pub/0/208/987>

For more detailed information on GSA's first IP Conference and agenda visit: <http://www.gsaglobal.org/events/2008/0924/index.asp>.

Accellera's Technical Subcommittees

Accellera's current [Technical Subcommittees](#) include: Interface (ITC), Open Compression Interface (OCI), Open Verification Language (OVL), Property Specification Standard (PSL), SystemVerilog, Unified Coverage Interoperability (UCI), Unified Power Format (UPF), Verilog Analog/Mixed-Signal (Verilog-AMS), Verification Intellectual Property and VHDL. More information is at www.accellera.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.accellera.org.

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