



**Jo Sawicki**

**Mentor Graphics**

**Don't Fear The Exponential**

Time and time again, escalating complexity has threatened to derail the extraordinary productivity and innovation the semiconductor industry has enjoyed the past 40+ years. Fortunately, in each and every instance, a few creative engineers and companies have viewed the exponential as a challenge and opportunity to innovate. By embracing instead of fearing the exponential, whole new end-markets and companies have come to the fore, sustaining a dynamism that is unparalleled in any other industry.

Joe Sawicki, VP and GM of Mentor Graphics will examine how in recent years boldly responding to the exponential has fostered remarkable innovation in every aspect of the IC design cycle--from high-level HW/SW co verification to backend manufacturing and test. Sawicki's talk will cover some recent examples and then delineate the latest set of challenges that offer the most opportunity to those engineers and companies bold enough to tackle the exponential.