

Asian IBIS Summit Review

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IBIS Summit Meeting
DesignCon 2006
Santa Clara, California
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ASIAN IBIS SUMMIT

亚洲 IBIS 技术研讨会

**CONFERENCE
RECORD**

会刊

December 6, 2005
Crowne Plaza Hotel
Shenzhen, CHINA

2005 年 12 月 6 日
威尼斯酒店
中国 深圳



EIA IBIS OPEN FORUM
<http://www.eigroup.org/ibis/>



**TERASPEED
CONSULTING
GROUP**

Agenda

- Overview of meeting
- Successes/problems
- Feedback
 - Questions (5)
 - Comments (3)
 - 102 responses – Worthy of review!!
- Future Asian plans

Overview

- Tuesday, December 6, 2005,
- Crowne Plaza Hotel, Shenzhen China
- Sponsors – Huawei Technologies, Cadence Design Systems, Mentor Graphics Corporation, SiSoft, and Sigrity
 - Four vendor tables outside and extra vendor events
- About 155 (actually about 160-180) people
 - Four US based officers and several US – based sponsors
 - Four China technical reporters
 - Major Asian participation (Huawei - 49, ZTE - 20)

Full Schedule

- 8:15 am Sign in and vendor tables
- 9:00 am Program (3 introductions +5 topics)
 - XiangZhong Jiang, and Michael Mirmak, Jian Lu (government speaker) introductions
 - Presentations (China: 2, US: 2, Japan: 1)
- 12:00 pm Free buffet lunch and vendor tables
 - Press lunch for IBIS officers and sponsors
- 1:30 pm Program (8 topics)
 - Presentations (China: 4, US: 3, Japan: 1)
- 5:30 pm End

Major Successes

- Everything first class!!
 - Room, projection equipment, podium, tables, chairs, banners, hotel display, posters, flowers, etc.)
 - Refreshment setup with vendor tables, food
 - VIP dinner, press conference lunch
 - Ability to adapt (meeting laptop, meeting backdrop, etc.)
- Program
 - Laptop and wireless pointer/slide advance
 - Smooth, on schedule program (Michael Mirmak)
 - Well-prepared presentations in English
 - Bi-lingual translation (Lance Wang)
- Handouts for everyone
 - Conference Record
 - Brief case gift (with sponsor logos)



Minor Difficulties

- Registration
 - Missed a few people – thus estimated attendance
 - A lot of late signups, but met original estimates
 - Hard to check off names
 - Sign-in language – names in Chinese characters
 - Leaving business cards worked (also used as badges)
 - Managing large sign in list - cumbersome
- Financial transactions
 - Three tries to transfer money from GEIA to China
 - Local channels preferred, if possible
 - Extra money issue!!

Feedback Yes/No Questions 1-5 (102 responses out of 160-180!)

1. Do you visit the official IBIS website?	87Y	15N
2. Are you familiar with IBIS?	93Y	9N
3. Do you read the IBIS E-mail reflectors?	56Y	44N
4. Would you like to participate in IBIS?	98Y	4N
5. Did you find this meeting valuable?	100Y	2N

- Overwhelming meeting support and IBIS familiarity
- E-mail reflectors – few people from China subscribed

Q6. - What was your favorite topic or presentation? (85)

- Good balance of presentations
 - Power integrity (delivery system) topics (Huawei, Sigrity, Apple) – 36
 - Facets of IBIS and Timing (Mentor, ZTE) - 17
 - SI and IBIS, Macro Model (Cadence, ZTE) – 22
 - Plus hits in all areas and “All” (DDR, ECL, Behavioral Modeling, JEITA topics, experiences, and/or specific tidbits such as EMI, AMS, etc.)
- Presentations from Chinese companies popular (but many attendees from Huawei, ZTE)
- Hit many interests (and local concerns)

Q7. - What would you like IBIS to do in the future? (74)

- Higher Speed, Multi-GHz, (DDRII, Serdes, etc.)
- PI, SSN, PDS
- Models – all aspects
 - Acceptance
 - Accuracy, Correlation
 - User Interfaces with models
- Other topics
 - Timing and Jitter
 - EMI
- SI Analysis, simulation, system design
- More Summit communication

Q8. - Please provide any additional comments or suggestions (53)

- Comments
 - Exhaustive, rich content
 - Talks too short or not enough time for (deep) discussions or interaction with board members
 - Many: Excellent, good, ok, very good, successful, very-well and ...
 - Why should we meet? !!
- Suggestions
 - More examples training instructions, problems, answers, practical applications
 - Give all e-mail addresses for private questions
 - Annual Summits and more meetings
 - More on ibischk, IBIS information, IBIS simulation, new features

Future Asian Plans – Under Consideration

- Second Japanese JEITA meeting with IBIS officers in second quarter 2006
- First Asian Summit in Japan (Tokyo)
 - Potential Hitachi ULSI Systems, JEITA sponsorship
- Second Asian IBIS Summit in China (Shanghai?)
- Both Summits (days apart) in fourth quarter 2006
- Potential DesignCon interest starting 2007 (with IBIS Summit)
- NEW CHALLENGES AND GROWING ASIAN IBIS INVOLVEMENT!!